TV Advertisements As A Moderator On Children Buying Behavior

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Keywords: Children Buying Behavior, Advertisement, Entertainment, Frequency of commercials, Language, Celebrity Endorsement.

ABSTRACT

This paper is meant to explore attitude of Pakistani children towards television advertisements. A total of 200 children from different secondary schools of Pakistan were taken into account. Findings propose that they are more influenced by the television advertising due to its entertainment feature – mainly when the messages feature fictional characters, local expressions, celebrity's endorsement and wittiness. They also obtain pleasure from advertising messages that are offered in the language they are familiar with and/or entertainingly integrated with local expressions. This paper will be useful in formulating effective advertising strategies for marketers as well as for those who have particular roles in sharing messages for children such as NGOs and government agencies through advertisement.

INTRODUCTION

In this era of technology and advancement; advertising can never be overlooked. Advertising is a one way communication from the company to its targeted market to create the brand image and provide knowledge about their product's core features. Every company wants to win the race when it comes to market share. For this reason they use different customs to attract customers in the market. TV advertisements can be very influencing as they keep on hitting on every individual's eardrum of a household either they are watching the TV or not.

Guolla, (2011) believes that advertising is a notion in marketing with an aim of influencing buying behavior of individuals. Whereas consumer behavior is a process in which people
select, purchase, consume and evaluate the commodity in order to please their customer's needs or wants. According to Bishnoi, (2009) numerous symbols have been used by the marketers in past in order to market their product and to create awareness among customers. With the technological advancement companies are now more focused on print and electronic media as they are the most viewed media. TV advertisement is considered as a source that increases the pleasure of customers by the products they see. Customers prefer to buy that one product that has better advertisement. Numerous practices have been identified as effective advertisement tools for creating brand image. These include use of different promotional practices, celebrity endorsement etc. With time it is also observed that customer based has been extended from adults to children and not only adults are attracted towards TV advertisement but also children have the same effect. According to Chandhok (2005), television advertisements attract a huge number of children as it is made according to the children taste and moods. That is why a vast number of advertisements are presented for children as an audience.

Nowadays advertisements are also made focusing children for buying their own stuff rather than targeting parents to buy for them. Children can now made independent choice to purchase whatever they like. Such advertisements shape up their purchase decision and influence them to buy a certain commodity. To magnetize children towards the product it is essential that the advertisement ought to include contents that are according to their age, interest, mindset, familiarity, moods etc. Whenever children witness the ad according to their interest, they tend to have greater influence on their parents purchase decision. Ketelaar, Gisbergen, Bosman and Beentjes (2010) identified that marketing activities have huge impact on children and it now is very imperative and sensitive matter for the society and marketers. According to their research TV advertisement do not affect children in harmful manner rather it helps in expanding the knowledge base of children. They also conclude suggested that good marketing strategy to position products linked with children, would be targeting parents rather children only, as a child is not capable enough to decide what is good for him.

**OBJECTIVES OF THE STUDY**

The specific objectives the study is based upon are:

- To find out the impact of TV advertisements on the buying behavior of
children.

- To perceive the response of frequency of advertisement on children buying behavior.
- To observe how a fictional character used to advertise a product shape up children buying behavior.

**LITERATURE REVIEW**

The charm of television deals in broadcasting programs which can have sound effect on the emerging world and the children to modify their lives. Certainly, with the expansion of new set of connections and satellite television in the world panorama, the children would be more defenceless to the effects of various television advertisements. In other words, the prospective force of the television continuum can be put on the young audience, with the widespread application of this media. After the family television programs and characteristics of the most significant factors; in forming a child, schooling is one important factor too. Television is a commanding, yet dangerous teacher as well. When watching TV programs the unconscious is intense, children are not sentient that their behavior is being shaped by these advisements. The efficacy of television advertisements can be measured as one of the most important segment of watching Television programs. TV ads have a huge number of viewers, largely children. Television is the most efficacious tool of mass communication. In analysis of the world's population, typically young people communicate with the outside world through television as it is the most important way of mass communication that we look for. According to Chandhok (2005), a large number of the children are too familiar with the television and take pleasure in what they see.

Huge amount of revenues of companies are used in different forms of advertising mediums such as television, bill boards, magazines, radio etc. Among all other mediums television is considered as one of the most used medium. According to Datta and Poulin, (2008) advertising is the general idea that includes information normally paid for and authentic about products, services or ideas by recognized guarantor through a collection of media. The advertiser aims at expanding his ideas about the products as well as his contribution in the market. The ultimate aim of advertising is increase in demand of the products (Ramaswamy & Namakumari, 2002). Most marketers use mass media for their
advertising message. The selection of media is reliant upon the mode of the communication and the projected audience (Etzel, Gazzola&Keysers, 2008). Television advertising is the most watched and reasonably priced medium. It has more likely advertising impact than any other medium (Saxena, 2005). The benefit of television over the other mediums is that it is a combination of audio and visible characteristics; it provides products with immediate weight and reputation and is the greatest chance for creative advertising message (Kavitha, 2006). Television advertising is not seen as anything more than entertainment and the children that are under the age of five years do not understand the intent of publicity (Young, 2010). It has been known that viewing of TV advertisements may also contribute to some harmful effects like obesity by growing inactive behavior, increasing eating habits while watching television, and exposing kids to advertisements for unhealthy eateries and beverages. In accumulation to harmful effects on individuals, some advertising may harmfully affect society as a whole (Hoek &Gandall, 2006).

**Children Buying Behavior**

According to Chandhok (2005), the television advertisements are most favored by children as it present a tremendous amount of information, are easy to understand and visually attractive. This is the reason a massive number of advertisements are made focusing children as their audience. After watching the TV advertisements, children get raring to go to purchase that product or plead with their parents to get these products for them. Parents often take note of their children’s views regarding many products that are directly linked with children.

Television is at the present, an important money-making machine because of its enormous occurrence in children’s life. Children are exposed to many advertisements from premature age so they are more likely to catch the ideas that advertisements promotes. According to Mittal (2009), television advertisements are said to be more effectual in building the desire among children to possess the product that is advertised. North and Kotzé (2001) noticed that guardian (parents) can make constructive use of television advertisements as a means of interacting and educating their kids on consumer affairs. Youngsters are nowadays well-informed. They are the internet age band, and obtain their news broadcast and information mainly from internet and television. In modern time, the foodstuff assumes the children and teenagers as their main market. So they now specifically target them in their advertising and promotion activities. (Story &
French, 2004).

Ansari (2011) conducted a research on examination of TV advertisement effect on consumers buying and their satisfaction. He used AIDA model as a hierarchy of successful model in marketing for analyzing the effects. The purpose of his research was to clarify the effects of TV advertisement and how consumer attention towards advertisements provokes for purchasing the product and eventually building customer’s satisfaction and it was concluded that TV advertisement have constructive effect on consumer’s mind regarding their choice for purchasing & desire of purchasing and customer's satisfactions.

**Local expressions/language**

The study of Gbadamosi et al., (2012) concluded that the children obtain special enthusiasm from television advertisements that are broadcasted with the use of pidgin language and/or consist of local languages. Their fondness for such marketing communications becomes deeper when the advertisement is presented by a famous funny character.

Panwa and Agnihotri (2006) propose that for effective deliverance of advertising message to children, it is favorable to section them on the basis of the culture and environment they are aware off. Therefore, the idea children get through television advertisements in relation to their likes and dislikes, in this mode of advertising communications in diverse cultural perspective has the possibility to enhance the present understanding on this matter if strongly explored.

**Celebrity Endorsement**

Celebrity is an omnipresent feature of society (Kurzman et al., 2007). They are the basically famous individuals. If the celebrity is better recognized and admired than companies will be more likely to attach them with their products so the consumer feel good about the product (Chen, Lin & Claussen, 2012). Celebrity endorsements also help in selling products Famous athletes are illustrated on cereal boxes and appear on TV advertisements wearing and using particular athletic clothes and gadgets to advertise them. Children who like those celebrities are projected to purchase these products (Calvert, 2008).

Celebrity endorsements have very deep impact on the children; they always wish to buy things their favorite celebrity is endorsing (Mittal, 2009). Moore (2004)
examined that children account for billions in straight expenditure each year, and manipulates $500 billion extra in family purchasing. Children’s buying behavior is inclined by advertising, however parental power also counts. Priya, Baisya, and Sharma (2009) found that entertainment aspect in the advertisements and endorsements of famous celebrities undeniably play a role in shaping the children’s buying decision. In addition, children’s cognitive skill develops as they matures, which assists them to understand the commercial message better.

**Entertainment**

According to Kaur and Singh (2006) marketers must link their products that entertain children. The influence of television advertising on children occurs at different levels including the advertiser’s “instant product-persuasion effects” along with more control that takes place due to more coverage of commercials over time. When a Child’s age increases, his attitude towards advertisements changes from constructive to destructive, where they become doubtful of advertising as they are learning the messages advertisements carries with them. Mittal, Daga, Chhabra and Lilani (2010) concluded that children watch television for around 2.48 hours during weekdays and 3.47 hours during weekends and holidays. Watching television is one of the favorite activities other than playing with friends. The advertisements on TV raise their brand awareness and they repeatedly ask for products for which they saw in advertisements. Sometimes it transforms their behavior and turns them as nagger. Advertising combines language, pictures, music; this evolves information, raise emotions along with imaginations, the item will surely imprison all five senses. Animated advertisements may be very eye catching and grab all the attention of preschool children since reasonable action, gesture, as well as sound effects in relation with animation. (Haroon et al, 2012)

Bakara, (2013) conclude that the teenagers have become a strong manipulating cluster and have the capability to enforce the buying decisions of the family from smallest things to biggest. Childrens are observed enjoying and mimicking catchphrases and sing rhymes for different brands, therefore have been seen to view advertising for pleasure and entertainment.

**Frequency of Commercials**

TV viewers spent most of their time sitting on their couch thus gaining a lot of weight. So it is said that there is connection between watching Television and obesity. In U.K, an average child watches around 27 programs in a week (National institute of
neurological disorder; Office of Communications research, 2004). The study concluded that the children who watch more TV programs, have more urge to purchase more advertised goods.

Paek and Shah (2003) wrote that advertising to children is totally different criteria as they are the target market for current as well as future time. If we make them loyal to our brand, it will not only create brand image strong but will helps in future sales too. He added that in the journal of the American Medical Association (AMA), it is stated that children of age 2-17 years watches around 5,000 to 18,000 hours of television yearly in contrast to 12,000 hours of classes attended in school. More than $1 billion is depleted on advertisements for children an year.

### Theoretical Framework

<table>
<thead>
<tr>
<th>Independent</th>
<th>Dependent</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV ADVERTISEMENTS</td>
<td>CHILDREN BUYING BEHAVIOR</td>
</tr>
<tr>
<td>Local expressions/Language</td>
<td>Perception</td>
</tr>
<tr>
<td>Celebrity endorsement</td>
<td>Thoughts</td>
</tr>
<tr>
<td>Entertainment</td>
<td>Emotions</td>
</tr>
<tr>
<td>Frequency of commercials</td>
<td></td>
</tr>
</tbody>
</table>

### References

(Nasir & Jalbani, 2009); (Gbadamosi, Hinson, Tukamushaba & Ingunjiri, 2012); (Priya, Baisya, & Sharma, 2009); (Ayesha & Sana, 2013); (GULLA & PUROHIT, 2013)

### Hypothesis

H$_1$: There is a significant relationship between frequency of commercials and children buying behavior.

H$_2$: Celebrity endorsements/ Fictional character are one significant factor that influences children buying behavior.

H$_3$: Local expressions used in advertisement effect the children buying behavior.

H$_4$: There is a significant relation between entertainment aspect of commercials and the children’s buying behavior.
RESEARCH METHODOLOGY

The direction of this research is to observe the impact of TV advertisement on children buying behavior in Pakistan. The study used quantitative research technique. Frequency of TV commercials, celebrity endorsement, local language, and entertainment are taken as the independent variables to find out the impact on children buying behavior which is the dependent variable. Primary data was collected through structured questionnaires. The representative samples of 220 children were selected from the whole population of Pakistan by using convenient (non-probability) sampling. 200 questionnaires were selected for final testing. SPSS version 20 was used to test the data.

Questionnaire Design

The questionnaire mainly has three parts. The initial part of the questionnaire focuses on demographic factors of children. The second part consists of general information regarding children buying behavior and last part majorly focuses on independent variables (frequency of commercials, entertainment factor etc.) Questionnaire follows five point Likert scale method for data collection.

DATA ANALYSIS

Reliability

Table 1.2 Reliability Statistics

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.720</td>
<td>12</td>
</tr>
</tbody>
</table>

The table 1.0 shows results of reliability analysis calculated in the above table shows that the Cronbach’s Alpha value is 0.720 while the data set numbers are 12. The results suggest that the outcome of the associated value from Alpha is above average and can be used for forecasting.

Frequency of TV commercials (H₁)

Table 2.1 Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.291a</td>
<td>.085</td>
<td>.080</td>
<td>1.234</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Frequency Total
Table 2.1 indicate the R-value i.e. coefficient of determination. The value is 0.085 that explains the variation brought by frequency of TV commercials in children's buying behavior is 8.5%. This value is very low that might be due to the reason that many other factors affects the children buying behavior also low sample size could be one of the reasons.

**Table 2.2 ANOVA**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>27.887</td>
<td>1</td>
<td>27.887</td>
<td>18.316</td>
<td>.000</td>
</tr>
<tr>
<td>Residual</td>
<td>301.468</td>
<td>198</td>
<td>1.523</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>329.355</td>
<td>199</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Frequency Total

b. Dependent Variable: CB

The confidence interval set for this research is 95%. Table 2.2 shows the significance of overall model. Here the gives the F-value is 18.316 that is greater than 1 that shows the model significantly explains dependent variable. The p-value is less than 0.05. Hence, we reject the null hypothesis and conclude that the frequency of TV commercials has a constructive impact on children buying behavior.

**Table 2.3 Coefficients**

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>2.332</td>
<td>.261</td>
<td>8.932</td>
</tr>
<tr>
<td></td>
<td>Frequency Total</td>
<td>.171</td>
<td>.040</td>
<td>.291</td>
</tr>
</tbody>
</table>

a) Dependent Variable: CB

Children Buying Behavior = 2.332 + (.171) (Frequency of Commercials)

The regression equation mentioned in the table 2.3 denotes the positive consequence of frequency of commercials on children buying behavior. It is said that when frequency of commercial is increased by one unit, then children buying behavior also increases by 0.171, so there is no wrong in saying that the children buying behavior
is directly proportional to frequency of commercials and that children buying behavior depends upon frequency of commercials. P-value for regression coefficient is mentioned as 0.000, which is less than 0.05, so we can refuse to accept our null hypothesis.

**Celebrity Endorsement (H2)**

Table 3.1 Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.315(^a)</td>
<td>.099</td>
<td>.095</td>
<td>1.224</td>
</tr>
</tbody>
</table>

\(^a\) Predictors: (Constant), Celebrity Total

Table 3.1 indicate the R-value i.e. coefficient of determination. The value is 0.099 that explains the variation brought by celebrity endorsement in children’s buying behavior is 9.9%. Again this value is very low that might be due to the reason that many other factors affect the children buying behavior also low sample size could be one of the reasons.

Table 3.2 ANOVA\(^b\)

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>1</td>
<td>32.745</td>
<td>21.858</td>
<td>.000(^a)</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>198</td>
<td>1.498</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>199</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

\(^a\) Predictors: (Constant), Celebrity Total  
\(^b\) Dependent Variable: CB

Table 3.2 shows the significance of overall model. Here the gives the F-value is 21.858 that is greater than 1 that shows the model significantly explains dependent variable. The \(p\)-value is less than 0.05. Hence at 95% confidence interval we reject the null hypothesis and conclude that celebrity endorsement has a constructive impact on children buying behavior.
Table 3.3 Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>2.034</td>
<td>.302</td>
<td>6.746</td>
<td>.000</td>
</tr>
<tr>
<td>Celebrity Total</td>
<td>.140</td>
<td>.030</td>
<td>.315</td>
<td>4.675</td>
</tr>
</tbody>
</table>

a. Dependent Variable: CB

Children Buying Behavior = 2.034 + (.140) (Celebrity endorsement)

The Regression equation mentioned denotes the positive consequence of Celebrity endorsement on children buying behavior. That, when celebrity endorsement is increased by one unit, then children buying behavior also increases by 0.140, so there is no wrong in saying that the children buying behavior is directly proportional to Celebrity endorsement and that children buying behavior depends upon Celebrity endorsement. P-value for regression coefficient is given by 0.000, which is lesser than 0.05, so we can refuse to accept our null hypothesis.

Local Expression/Language (H₃)

Table 4.1 Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.242ᵃ</td>
<td>.058</td>
<td>.054</td>
<td>1.251</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Language

Table 4.1 indicate the R-value i.e. coefficient of determination. The value is 0.058 that explains the variation brought by local expression or language in children’s buying behavior is 5.8%. The variation in children’s buying behavior can be explained by including other variables as well.
**Table 4.2 ANOVA**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>19.267</td>
<td>1</td>
<td>19.267</td>
<td>12.303</td>
<td>.001a</td>
</tr>
<tr>
<td>Residual</td>
<td>310.088</td>
<td>198</td>
<td>1.566</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>329.355</td>
<td>199</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Language
b. Dependent Variable: CB

Table 4.2 shows the significance of overall model. Here the gives the F-value is 12.303 that is greater than 1 that shows the model significantly explains dependent variable. The p-value is less than 0.05. Hence, at 95% confidence interval we reject the null hypothesis and conclude that local expressions or language used in TV commercials has a constructive impact on children buying behavior.

**Table 4.3 Coefficients**

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>2.440</td>
<td>.284</td>
<td>8.600</td>
</tr>
<tr>
<td></td>
<td>Language</td>
<td>.134</td>
<td>.038</td>
<td>.242</td>
</tr>
</tbody>
</table>

a. Dependent Variable: CB

*Children Buying Behavior = 2.440 + (.134) (Language)*

The Regression equation denotes the positive consequence of Language of TV advertisement on children buying behavior. That, when language of TV advertisement is increased by one unit, then children buying behavior also increases by 0.134, so there is no wrong in saying that the children buying behavior is directly proportional to Language of TV advertisement and that children buying behavior depends upon Language of TV advertisement. P-value for regression coefficient is given by 0.001, which is lesser than 0.05, so we can refuse to accept our null hypothesis.
Entertainment (H4)

Table 5.1 Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.283a</td>
<td>.080</td>
<td>.075</td>
<td>1.237</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Entertainment Total

Table 5.1 indicate the R-value i.e. coefficient of determination. The value is 0.080 that explains the variation brought by entertainment factor in TV commercials in children’s buying behavior is 8.0%.

Table 5.2 ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Regression</td>
<td>26.321</td>
<td>1</td>
<td>26.321</td>
<td>17.198</td>
<td>.000a</td>
</tr>
<tr>
<td>Residual</td>
<td>303.034</td>
<td>198</td>
<td>1.530</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>329.355</td>
<td>199</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Entertainment Total

Table 5.2 shows the significance of overall model. Here the gives the F-value is 17.198 that is greater than 1 that shows the model significantly explains dependent variable. The p-value is less than 0.05. Hence, at 95% confidence interval we reject the null hypothesis and conclude that entertainment factor in TV commercials has a constructive impact on children buying behavior.

Table 5.3 Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>2.329</td>
<td>.269</td>
<td>8.650</td>
<td>.000</td>
</tr>
<tr>
<td>Entertainment Total</td>
<td>.156</td>
<td>.038</td>
<td>.283</td>
<td>4.147</td>
</tr>
</tbody>
</table>
### Table 5.3 Coefficients

<table>
<thead>
<tr>
<th>Model</th>
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<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>2.329</td>
<td>.269</td>
<td>8.650</td>
<td>.000</td>
</tr>
<tr>
<td>Entertainment</td>
<td>.156</td>
<td>.038</td>
<td>.283</td>
<td>4.147</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: CB

Children Buying Behavior = 2.329 + (.156) (Entertainment)

The regression equation denotes the positive consequence of Entertainment factor of TV advertisement on children buying behavior. That, when Entertainment factor of TV advertisement is increased by one unit, then children buying behavior also increases by 0.156, so we can say that children buying behavior is directly proportional to Entertainment factor of TV advertisement and that children buying behavior depends upon Entertainment factor of TV advertisement. P-value for regression coefficient is mentioned as 0.000, which is lesser than 0.05, so we can refuse to accept our null hypothesis.

**CONCLUSION**

This research concludes that the children are very much sensitive to the product attributes, their advertisement strategies and shape their purchase decisions by keeping those attributes in mind. It was interesting to note that effects of advertisements that are more entertaining were greater than general advertisements, especially in case where the target audience is children. Entertainment factor of the advertisement leave greater impact on children buying decision as children enjoy these advertisement and remember such advertisements in the long run too. According to the data collection, children still remember TV advertisements they have watched years ago which had some humor or their favorite celebrity endorsed that product. The language or local expressions used in the TV advertisements also influence children to buy a particular product and through my research it was noticed that children like advertisements that are in the language they are familiar with.

**RECOMMENDATIONS**
It was recommended by most of the audience that entertaining advertisements do have critical effects, therefore, marketers should use it very carefully and should deliver ethical message at the end. The TV advertisements must have a moral behind it and must have some boundaries as they are targeting children who adopt things quickly. In short, Advertisement do influence children buying behavior and the factors such as entertainment, celebrity endorsement/ fictional character, frequency of the advertisement leave longer impact on children. Marketers must target parents rather than children in the advertisements as children do not know what is good or bad for them.

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