

Parental Perception of the Impact of Television Advertisements on Children's Buying Behavior: A Case of Kathmandu Valley

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Abstract

This study examines the parental perception of the impact of television advertisements on children's buying behavior in Kathmandu Valley. Buying behaviour is the dependable variable. The independent variables are television advertisement, marketing, child responsiveness, price, taste and parent potential. The primary source of data is used to assess the opinions of the respondents regarding the parental perception of the impact of television advertisements on children's buying behavior in Kathmandu Valley. The study is based on primary data of 130 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The correlation coefficients and regression models are estimated to test the significance and importance of television advertisement, marketing, child responsiveness, price, taste and parent potential on children's buying behavior in Kathmandu Valley.

The study showed that television advertisement has a positive impact on buying behaviour. It indicates that creative and innovative television advertisement impulse children buying behavior. Similarly, marketing has a positive impact on buying behaviour. This implies that effective marketing concerning children's stimulates children buying behavior. Likewise, child responsiveness has a positive impact on buying behaviour. It indicates that child responsiveness content on the advertisement impulse children buying behavior. Similarly, parental potential has a positive impact on buying behaviour indicating that parental potential stimulates children buying behavior. Moreover, price has a positive impact on buying behaviour. It indicates that higher price for the product stimulates children buying behavior. Similarly, taste has a positive impact on the buying behavior. It shows that the good taste attracts children to buy products. The regression result also that beta coefficients are significant for television advertisement, price, parental potential and taste at one percent level of significance.

Keywords: television advertisement, marketing, child responsiveness, price, taste, parent potential, children buying behavior

1. Introduction

Advertisement plays an important role in modern era as it shapes

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the attitudes and perceptions of individuals and society which strikingly influences the customer buying behaviour (Dhaliwal, 2016). Advertising is a form of communication used to persuade an audience to take some action with respect to products, ideas or services (George, 2012). Similarly, advertising is the effective tool to influence the mind of viewers and direct their focus towards a particular product or service (Katke, 2007). According to Kotler (2013), advertising is seen as any paid form of non-personal presentation and promotions of idea, goods, or services by an identified sponsor that may with the objective making sales. Therefore, Ngetich and Auka (2019) found that advertising and consumer purchase decisions can be viably utilized by marketers to influence consumers to buy their products can be viably utilized by marketers to influence consumers to buy their products.

Advertising is a way of communication to convince an audience for taking purchase decision about a product or service and delivering information to viewers (Niazi *et al.*, 2012). Similarly, advertising is a non-personal paid form where ideas, concepts, products or services, and information are promoted through media by an identified sponsor to persuade or influence behavior (Ayanwale *et al.*, 2005). Moreover, Katke (2007) identified that advertising is taken as one of the renowned marketing weapons for its long-lasting impact on viewer's mind as its exposure is much broader. Further, advertising has been defined as a paid form of communication from an identifiable source, with the intention of persuading the receiver to take some action (which is usually to purchase the product) now or in the near future (Olufayo *et al.*, 2012). Similarly, Maghsoudi *et al.* (2017) stated some of the purposes of advertising include; to inform customers about a product, increase sales, acquire market value, and gain reputation and name in the industry.

Niazi *et al.* (2012) claimed that marketing mix has four subsets such as product, price, place and promotion and advertising is a component of promotional mix, which is used to create awareness about the product to take purchase decision. Advertisement is effective way to communicate and convey the message to the customers and promote the product (Malik *et al.*, 2013). Advertisements are generally acknowledged source of information among the consumers when compared to other sources (Shrivastava, 2014). Ayanwale *et al.* (2005) stated that newspapers, magazines, radio, TV, and outdoor are popular media among the marketers. Moreover, celebrity endorsement portrays means through which social actors such as celebrities tend to endorse a particular product through advertisement (Udo and Stella, 2015). However, television advertisements directly affect children's eating habits and their food

consumption (Arnas, 2006). Gulla and Purohit (2013) stated that children are an extremely vulnerable target audience and get easily carried away as they do not always pull towards ads environment that produce feelings essential to change their purchase intentions. In addition, McNeal (1999) asserted that children are now more often encouraged voicing their opinion, to be critical, and to take part in consumer-related decision making.

Ayanwale (2013) stated that consumer behavior is new issue and a controversy subject and challenging that includes individuals and what they buy, why and how to purchase them, marketing and marketing mix of marketing. The changing dynamics of the business environment and consumer preferences demand that studies on consumer behaviour be carried out (Alharthey, 2016). Likewise, advertising can influence the attitude of individual behavior, life style in the long run as well as the culture of the country (Latif and Abideen, 2011). Further, Hussainy *et al.* (2008) stated that a company can enhance the brand of their product by investing in promotional activities in order to compete in a consumer market that is dominated through advertising Kotwal *et al.* (2008) found that girls had positive attitude towards TV commercials. Saksena (1990) found that teenagers were influenced by TV advertisement and mostly purchased those brands and products which are advertised more on television. Further, Lee *et al.* (2016) showed that mentality toward advertising and attitude toward the brand assumed interceding jobs in the connection between advertising value components and purchase intention. Thus, advertising plays an important role in delivery of news and vital product information for consumer purchasing decisions (Latif and Abideen, 2011).

Nabi *et al.* (2016) revealed that advertising is influential on the consumer at five levels; awareness; perception; evaluation; inquiry; and purchase decision. Brosekhan and Velayutham (2013) showed different buyers buying the same product for different purposes, paid different prices, used in different ways, have different emotional attachments towards the things. Kavitha (2006) suggested that Television (TV) has been seen as having superior merit over the other media as is been perceived as a mixture of audio and video features; it provides products with instant validity and fame and offers the greatest chance for creative advertising. Further, Rafique (2012) showed that buying behavior of people is highly influenced by culture because people have different wants and trends according to their lifestyle and which are changed by the advertisement and also creates the needs among them. However, Goldsmith and Kotwal (2008) found that girls had positive attitude towards TV commercials. Moreover, Lafferty (2002) found that the

major advertising is to create positive attitude towards the advertisement and the brand until consumer purchases the product and through this positive attitude create emotional responses in the mind of consumer. Similarly, Ailemen *et al.* (2014) found some of the inherent advantages of this type of methodology include; the choice and use of one or several variables if needed, ability to describe and corroborate findings, plus it enables the drawing of valid inferences from true findings. The study further mentioned that many consumers recognize not only the negative societal effects of advertising, but also the positive economic impact of the advertising industry. In addition to it, Wilson and Wood (2004) found that television advertisements targeted at children force them to nag their parents due to the increase in desire in them to acquire the advertised product, thereby influencing the family buying decisions. Nagaraja (2004) found that the buying behavior of rural consumers has become a hot-topic for discussion because rural India, in recent days, is enthusiastically consuming everything from shampoo to motor cycles.

In the context of Nepal, advertising is non-personal presentation of a persuasive message about product, service or organization through paid media by an identified sponsor (Thapa, 2013). According to Shrestha (2018), advertisement is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor via print media (newspaper and magazines), broad cast media (radio, and television) network media (telephone, cable, satellite, wireless), electronic media (audiotape, videotape, web-page) and display media (bill board, signs, poster). Shrestha (2018) found that price has no effect on purchase of baby diaper products. Likewise, price did not effect on pouch milk purchase. Rai (2013) found a positive impact of advertisement on consumer behavior and attitude with reference to consumer durables. Manandhar (2018) showed that there is a positive impact of advertisement on consumer behavior.

The above discussion reveals that the empirical evidences vary greatly across the studies concerning on the factors influencing children buying behaviour. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The main purpose of the study is to analyze the parental perception of the impact of television advertisements on children's buying behavior. Specifically, it examines the impact of television advertisement, marketing,

child responsiveness, price, parental potential and taste on children buying behaviour in Kathmandu Valley.

The remainder of this study is organized as follows. Section two describes the sample, data and methodology. Section three presents the empirical results and the final section draws the conclusion.

2. Methodological aspects

The study is based on the primary data. The data were gathered from 130 respondents through questionnaire. The respondents' views were collected on television advertisement, marketing, child responsiveness, price, parental potential, taste and children buying behaviour in Kathmandu Valley. The study used descriptive and casual comparative research design.

The model

The model estimated in this study assumes that children buying behaviour depends on television advertisement, marketing, child responsiveness, price, parental potential and taste. Therefore, the model estimated on this study takes the following form:

$$BUB = \beta_0 + \beta_1 TA + \beta_2 M + \beta_3 CR + \beta_4 P + \beta_5 T + \beta_6 PP + e$$

Where,

BUB = Buying behavior

TA = Television advertisement

M = Marketing

CR = Child responsiveness

P = Price

T = Taste

PP = Parent potential

Television advertisement was measured using a 5-point Likert scale where respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "I believe that television advertisement convince children to buy the product", "Children buying behaviour are highly depends on the advertisement" and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.770$).

Marketing balance was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “In the competitive market, marketing is the better way to sustain their business”, “My communication and marketing technique have been improved” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.801$).

Child responsiveness was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “My child convince me on buying the products they like”, “I believe that parents try their best to fulfil their child needs”, and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.871$).

Price was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “My parents agree to purchase the products if the price is in average range”, “I am satisfied with the pricing of the products”, and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.851$).

Taste was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I believe that my parents will understand my preference”, “I believe that my children’s are happier when I buy product of their choices”, and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.820$).

Parent potential behaviour was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Children influence increases when high living standard is maintained within the family”, “Parent purchase decision highly depend upon their potential”, and so on. The reliability of the features was measured by computing the Cronbach’s alpha ($\alpha = 0.853$).

Buying behavior was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Attractive advertising or marketing of products increases the willing of children to buy products”, “Older the child more influence in parent buying

behaviour”, and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.797$).

The following section describes the independent variables used in this study along with hypothesis formulation.

Television advertisement

Children differ in their cognitive ability while trying to interpret television advertisements and hence form different attitudes towards them. The demand for the advertised products is heavily influenced by the children’s attitude towards advertisements (Priya *et al.*, 2010). Television advertising is the effective ways for the companies to transmit the product information’s to the target consumers because it influence on consumers’ taste and perception is pervasive , it reach a large audience in a cost-efficient manner sound and moving images create a strong impact (Hemamalini and Kurup, 2014). Besides the purchasing behaviour, the television advertising also influences the buying behaviour (Kotwal *et al.*, 2008). Advertisement has statistically significant and positive relationship with consumer buying behaviour (Chukwu *et al.*, 2019). Moreover, advertisement and consumer perception both have a significant positive relationship with consumer buying behavior (Malik, 2014). Likewise, Ghani and Jan (2010) showed that advertising have significant positive relationship with consumer buying desire trend. Hemanth *et al.* (2014) identified that marketing personnel or advertisement are constantly analyzing the patterns of buying behaviour and purchase decisions. Based on it, this study develops following hypothesis:

H₁: There is positive relationship between television advertisement and buying behaviour.

Marketing

Marketing and advertisements featuring products like snacks, toys, confectionaries, cookies and fast food are specifically targeted at children, in order to motivate them to try new brands and buy more. Marketing refers to activities a company undertakes to promote the buying or selling of a product or service (Bagozzi, 1975). According to Nofal *et al.* (2020), social networking sites marketing has a significant impact on brand awareness and consumer purchase decisions. Close and Kukar-Kinney (2010) found that consumer behaviour has significant impact on customer relations and marketing strategy. In addition, marketing can significantly influence consumer beliefs about product performance (Nerkar and Roberts, 2004).

According to Boztepe (2012), there is a significant positive relationship between marketing and buying behaviour of the consumers. The significant factor motivating consumers actual purchase behavior to buy eco-friendly products is brand marketing (Hartmann *et al.*, 2005). Based on it, this study develops following hypothesis:

H₂: There is positive relationship between marketing and buying behaviour.

Child responsiveness

Responsiveness as a subject area has acquired much academic effort to meet these challenges of extremely demanding requirements in the market (Chuang, 2019; Mark *et al.*, 2019). It is a topic of intense research interest contributing to sustainable competitive advantage in the disciplines of logistics, operations, and production management literature (Singh and Garg, 2015). Kafadar and Yilmaz (2022) argued that high reward responsiveness may result in impulsive buying. Likewise, trust and responsiveness have indirect effect on intention to use any product or services (Singh *et al.*, 2021). Gros-Louis *et al.* (2014) revealed that child responsiveness facilitates children's buying behavior. Based on it, this study develops following hypothesis:

H₃: There is a positive relationship between child responsiveness and buying behaviour.

Price

Elements such as price, packaging review, value price and resemblance with other brands, and so on may affect the purchase decision positively (Hussain *et al.*, 2023). Al-Salamin and Al-Hassan (2016) found that there is a positive relationship between prices and consumer buying behavior. Aslam and Frooghi (2018) found that the price as an important factor that stimulates the buying behaviour of consumer. According to Darmawan (2018), price has a positive impact on purchase behavior of consumers. Sata (2013) found the positive association among price and consumer buying decision. Yuan *et al.* (2019) found that there is a positive relationship between price and consumer buying behaviour. Price positively influence Nepalese women's purchasing behavior (Thagunna and Khanal, 2013). Based on it, this study develops following hypothesis:

H₄: There is a positive relationship between price and buying behaviour.

Taste

Wandel and Bugge (1997) used three types of foods to investigate

consumer assessment of food quality: vegetables, meats, and potatoes. The study revealed that a large number of consumers prioritize the freshness, taste, and quality of food. Liem and Mennella (2002) stated that the buying behaviour of the children is influenced by the taste or preference of the children. The taste has a positive impact on consumer buying behaviour (Holbrook, 1980). Shabgou and Daryani (2014) showed that the senses of taste also affect the consumer behavior. In association with five senses, taste has high stimulating power so it will have a positive relationship with customer buying behaviour (Krishna, 2012). Based on it, this study develops the following hypothesis:

H₅: There is a positive relationship between taste and buying behaviour.

Parental potential

Kanchera (2020) stated that parents are the primary and the most influencing socialization agents for their children. Children watch their parents continuously on how to buy. Children observe and interact with their parents regarding the family buying process (Ekasasi, 2005). Jiao *et al.* (2020) showed that parental potential has a positive impact on the consumer buying behavior. Mittal *et al.* (2010) described that parental potential has a positive impact on the television advertisements on children buying behavior. Baker *et al.* (2003) found that parental stressors and potential has a positive impact on customer buying behavior. Carlson (1998) showed that parental potential or styles has a positive impact on buying behaviour of children. Based on it, this study develops the following hypothesis:

H₆: There is a positive relationship between parental potential and buying behaviour.

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with means and standard deviations have been computed, and the results are presented in Table 1.

Table 1

Kendall's Tau correlation coefficients matrix

This table presents Kendall's Tau correlation coefficients between dependent and independent variables. The correlation coefficients are based on 130 observations. The dependent variable is BUB (Buying behavior). The independent variables are TA (Television advertisement),

M (Marketing), CR (Child responsiveness), P (Price), PP (Parental potential) and T (Taste).

Variables	Mean	S.D.	BUB	TA	M	CR	P	PP	T
BUB	3.935	0.715	1						
TA	3.963	0.666	0.462**	1					
M	4.051	0.648	0.406**	0.470**	1				
CR	3.909	0.836	0.449**	0.500**	0.563**	1			
P	3.911	0.748	0.582**	0.476**	0.491**	0.597**	1		
PP	3.942	0.737	0.600**	0.428**	0.494**	0.564**	0.670**	1	
T	3.977	0.664	0.623**	0.471**	0.473**	0.535**	0.688**	0.681**	1

Note: The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent levels respectively.

Table 1 reveals that television advertisement is positively correlated to the buying behavior indicating that creative and innovative television advertisement impulse children buying behavior. Likewise, marketing is positively correlated to the buying behavior. This implies that effective marketing concerning children’s stimulates children buying behavior. Similarly, child responsiveness is positively correlated to the buying behavior. It indicates that child responsiveness content on the advertisement impulse children buying behavior. Furthermore, price is also positively related to the buying behavior. It indicates that higher price for the produce stimulates children buying behavior. Likewise, parental potential is positively correlated to the buying behavior indicating that parental potential stimulates children buying behavior. Moreover, taste is also positively correlated to the buying behavior. It shows that the good taste attracts children to buy products.

Regression analysis

Having indicated the Kendall’s Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it presents the regression results of television advertisement, marketing, child responsiveness, price, parental potential and taste on children buying behavior in Kathmandu Valley.

Table 2

Estimated regression result of television advertisement, marketing, child responsiveness, price, parental potential and taste on children buying behavior in Kathmandu Valley

The results are based on 130 observations using linear regression model. The model is $BUB = \beta_0 + \beta_1 TA + \beta_2 M + \beta_3 CR + \beta_4 P + \beta_5 T + \beta_6 PP + e$, where the dependent variable is BUB (Buying behavior). The independent variables are TA (Television advertisement), M (Marketing), CR (Child responsiveness), P (Price), PP (Parental potential) and T (Taste).

Model	Intercept	Regression coefficients of						Adj. R_bar ²	SEE	F-value
		TA	M	CR	P	PP	T			
1	1.416 (4.615)**	0.636 (8.330)**						0.346	0.578	69.388
2	1.864 (5.264)**		0.511 (5.923)**					0.209	0.636	35.082
3	2.115 (8.348)**			0.466 (7.349)**				0.291	0.602	54.004
4	1.104 (5.034)**				0.724 (13.145)**			0.571	0.468	172.786
5	1.187 (4.971)**					0.697 (11.703)**		0.513	0.499	136.972
6	0.501 (0.193)						0.864 (15.241)**	0.642	0.428	232.295
7	1.018 (2.913)**	0.521 (5.734)**	0.211 (2.257)*					0.367	0.569	38.349
8	1.008 (2.982)**	0.431 (4.671)**	0.064 (0.634)	0.245 (3.131)**				0.408	0.550	30.605
9	0.691 (2.450)*	0.248 (3.106)**	0.041 (0.482)	0.024 (0.343)	0.596 (7.728)**			0.586	0.454	48.579
10	0.670 (2.443)*	0.207 (2.619)**	0.095 (1.122)	0.007 (0.095)	0.451 (5.001)**	0.278 (2.912)**		0.619	0.441	42.884
11	0.334 (1.321)	0.166 (2.340)*	0.134 (1.756)	0.025 (0.396)	0.275 (3.175)**	0.093 (1.016)	0.538 (5.626)**	0.694	0.395	49.844

Notes:

- i. Figures in parenthesis are t-values
- ii. The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
- iii. Children buying behaviour is dependent variable.

Table 2 shows that the beta coefficients for television advertisement are positive with the buying behavior. It indicates that television advertisement has positive impact on the buying behavior. This finding is consistent with the findings of Kotwal *et al.* (2008). Likewise, the beta coefficients for marketing are positive with the buying behavior. It indicates that marketing has positive impact on the buying behavior. This finding is similar to the findings of Close and Kukar-Kinney (2010). In addition, the beta coefficients for child responsiveness are positive with the buying behavior. It implies that child responsiveness has a positive impact on the buying behavior. This result is consistent with the findings of Gros-Louis *et al.* (2014). Further, the beta coefficients for are positive with the buying behavior. It means that price has a positive impact on the buying behavior. This finding is similar to the findings of Lichtenstein *et al.* (1988). In addition, the beta coefficients for parental potential are positive with the buying behavior. It indicates that parental potential has positive impact on the buying behavior. This finding is consistent with the findings of Jiao *et al.* (2020). The beta coefficients for taste are positive with the buying behavior. It indicates that taste has a positive impact on the buying behavior. This finding is similar to the findings of Schmitt and Simonson (1997).

4. Summary and conclusion

Advertising is a way of communication to convince an audience for taking purchase decision about a product or service and delivering information to viewers. Advertisement plays an important role in modern era as it shapes the attitudes and perceptions of individuals and society which strikingly influences the customer buying behaviour. Advertisements give the awareness to the children by which they have their own division in the customer segment. Television advertisements directly affect children's eating habits and their food consumption. Advertising and consumer purchase decisions can be viably utilized by marketers to influence consumers to buy their products can be viably utilized by marketers to influence consumers to buy their products.

This study attempts to examine parental perception of the impact of television advertisements on children's buying behavior in Kathmandu valley. The study is based on primary data with 130 observations.

The study also shows that television advertisement, marketing, child responsiveness, price, parental potential and taste has positive relationship with buying behaviour. The study concludes that proper television advertisement, marketing, child responsiveness, price, parental potential and taste have a significant role in stimulating children buying behaviour.

The study also concludes that that products taste followed by its price are the most dominant factors that explain the changes in the buying behaviour of children in Kathmandu Valley.

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