

A Study On Effectiveness Of Unethical Advertisement On Children's Perception – With Special Reference To Chennai City

SWATHI PRADEEBA P,

Ph.D., Research Scholar, Department of Commerce,
Vels Institute of Science, Technology and Advanced Studies

Dr. MURUGESAN D,

Associate Professor, Department of Commerce,
Vels Institute of Science, Technology and Advanced Studies

Abstract

Children are exposed to both ethical and unethical advertisements in today's liberalised and globalised economy. According to the American Psychological Association, a child is exposed to more than 40,000 TV commercials per year on average. They also provided shocking statistics indicating that children can recall the content after only one exposure to a commercial and have a desire to purchase the product. It is also critical to determine how far these negative advertisements affect children. Many parents are aware of the negative effects of advertising on their children, which outweigh the advertisement's message content. It has also been observed that children who watch too much television tend to want more toys or other products. The majority of children are unaware that advertisements are simply marketing messages designed to persuade buyers. These messages in the advertisements, they believe, are not exaggerations, but rather truths.

Keywords: Advertisement, Unethical, Perception, Children effect, Effectiveness, etc.

INTRODUCTION

In today's liberalised and globalised economy, children are exposed to commercials that are both ethical and unethical. A youngster is often exposed to more than 40,000 TV commercials annually, citing the American Psychological Association. They also offered startling data showing that kids can remember the information from commercials after just one exposure and want to buy the product. Finding out how much of an influence these harmful commercials have on kids is equally crucial. Many parents are aware of the detrimental impacts that advertisements have on their kids, which outweigh the messages contained in the advertisements. Additionally, it has been noted that kids who watch too much TV tend to demand more toys or other goods. Most kids don't realise that advertising are just marketing

messaging meant to influence consumers. They think that the messages in the advertising are truths rather than exaggerations. As a result, they demand and compel their parents to purchase those products. Some children remember those commercials until they are adults. AichaMeksiGaied and Kaouther Saied Ben Rached (2010).

Negative advertisements for the notorious products alcohol and tobacco can have serious consequences for children and teenagers. Tobacco and alcohol advertising is well-known for preying on the vulnerabilities of youth. These advertisements highlight children and teenagers as the key to improving their self-image and independence. These messages incite children to consume them, which is the most heinous action in any society. In several commercial advertisements, young and beautiful

women are frequently used to promote beauty products. The use of only fair-skinned women has become the norm, creating the stereotype that fair skin is beautiful and acceptable in society. Similarly, some advertisements reinforce the stereotype that a slim body indicates healthy and attractive body conditions. These advertisements containing unproven truths may cause children to be self-conscious about their appearance and develop a negative body image. These can also lead to eating disorders like bulimia. Chi, H. K., Yeh, H. R., & Huang, M. W. (2009).

Advertisements' constant persuasions may dictate every moment of your child's life, and before the parents realise it, they may begin to define themselves by analysing what they have and don't have. This personality change and disorder can create a void in their lives, which they may attempt to fill with materialistic items. Most television commercials make false claims or exaggerate content in order to attract and pique the interest of viewers. Children who are gullible may believe them and attempt to imitate dangerous stunts at home. Although these are accompanied by a mandatory message, they are generally overshadowed by the negative effect and displays of the advertisements. Mamta Vyas (2012).

LITERATURE REVIEWS

Nikolai Ostapenko,

Dr. Olesea Ghedrovici (2013) argued that the effect of negative advertising on brand positioning preferred by teens using mobile telecommunications in Ghana's Eastern Region. The outcome clearly demonstrated that the only one of the four negative advertisement constructs.

Celebrity Popularity discovered a negative statistically significant relationship between brands used by teens on a regular basis. According to the study, celebrities alone do not guarantee good information sharing to teenagers, nor does a great advertising campaign or a best-selling product. The combination of unethical advertisement contents and elements is affecting children's memory.

Ahaiwe, Emmanuel

Onyedikachi, Onwumere, Joseph, Agodi, Joy Eberechukwu (2013)

identified that the effect of negative k-pop advertising on product brand image. The survey results revealed that the four characteristics of the negative advertisement contents had a significant influence on the brand image of the products. The comparison of respondent perceptions and marketer notions of the products revealed flaws in the negative advertising strategy.

Barnabas E. Nwankwo

Dr. James U. Aboh Tobias C. Obi Solomon A (2013) assessed the unethical effects of skin care product advertisements as one of the thriving segments in the Indian market. Due to the high level of competition, it is critical for all marketers selling facial care products to make their brand visible in the market. Celebrity Endorsed advertisements have emerged as an emerging trend for advertising products in the facial care segment in order to reach out to customers more effectively through their advertisement persuasion.

Poorva Ranjan (2011) proved the effect of negative advertising on brand image in children's minds. It was discovered that negative endorsement creates a negative image of the brand in the minds of children, which is firmly fixed in their minds.

Rajagopal (2010) listed all of the variables that are related to unethical advertising and brand equity. The qualitative comprehensive review identified the variables children's memory, grasping capacity, and parental support for the relationship between customers and product brand equity. The study used a comprehensive model to show how unethical advertisements relate to celebrities in advertisements and customer-based brand equity.

OBJECTIVES OF THE STUDY

1. To explore and validate the effects of unethical advertisements on children in Chennai.
2. To investigate the relationship between celebrity endorsements of unethical advertisements and their effectiveness in different age groups of customers.

METHODOLOGY

The research approach is to analyse the objectives in a novel and appropriate manner. The researcher employed both analytical and descriptive survey techniques. The study relies heavily on both primary and secondary data. The primary data gathered from customers of various products and services who are aware of unethical advertising. Secondary data was gathered from a variety of sources, including magazines, annual reports, and daily newspapers.

Sampling Size and its composition

The survey method is used in the study to collect primary data. The survey technique uses a well-crafted questionnaire and the convenience sampling technique to collect primary data. The Questionnaire was distributed via Google Form and received 453 responses. There are 422

usable responses, and the remaining questionnaires are incomplete. As a result, the research sample size is 422.

QUESTIONNAIRE DESIGN

A well-structured questionnaire was used to collect primary data. The primary aspect of the questionnaire includes demographic information, purchase information, and some bipolar type questions. The second section includes unethical advertisement factors, and the third section includes the effectiveness of unethical advertisements. The second and third parts are statements on a five-point Likert scale, with numerical assignments as shown below.

5 – Strongly agree 4 – Agree 3 – Neutral 2 – Disagree 1 – Strongly Disagree

Statistical tools used

The SPSS (Statistical Package for Social Sciences) computer packages were used to analyse the primary data collected. The following statistical tools were used to obtain results:

1. Explanatory factor analysis
2. Confirmatory factor analysis
3. Linear multiple regression analysis

LIMITATIONS OF THE STUDY

This study is restricted to the geographical base of Chennai city due to time and cost constraints. The study's findings are limited to a sample size of 422 people, and the factors of unethical advertisements are also limited to a small number of factors affecting children.

ANALYSIS AND DISCUSSION

The researcher thoroughly investigates the primary data obtained from customers concerning unethical advertisements and their various major factors in this section. The researcher used

exploratory factor analysis on sixteen variables of unethical advertisement

characteristics and obtained the following results:

Table1 KMO and Bartlett's Test-Unethical advertisements factors

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.781
Bartlett's Test of Sphericity	Approx. Chi-Square	5721.200
	Df	55
	Sig.	.000

The purpose of the KMO and Bartlett test of sphericity is to check that all sixteen of the Likert's five-point scale variables have a normal distribution and that the sampling is adequate for this study. At the 5% level, both the approximate chi-square value and the KMO value for sampling adequacy are

statistically significant. As a result, it is concluded that the sample size is sufficient to accurately represent the population parameters and that all sixteen variables have a normal distribution in order to determine the characteristics of unethical advertisements.

Table 2- Number of factors of Unethical advertisements

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
Attractiveness	3.124	28.400	28.400
Content	2.047	18.608	47.008
Negative thought provoking	1.726	15.690	62.698
Fixing in the memory	1.681	15.279	77.977

The sixteen variables on the Likert five-point scale are broken down into four primary elements, namely attractiveness, content, inciting negative thought, and fixing in the memory, with a total variation of 77.977 percent, according to the above table. The % of variation column demonstrates that each of the four factors has a large individual variance. This

situation makes it possible to confirm Hypothesis 1. Since each of the four components has a unique individual variance, hypothesis 1 is disproved at a level of 5%, and it is determined that there is a considerable difference between the factors influencing how customers perceive unethical advertising.

This demonstrates how these four key characteristics, subject to their confirmation, are what determine whether

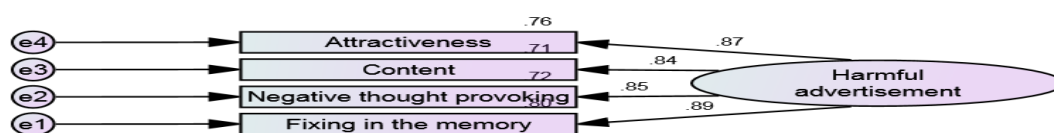
commercials are damaging. The following confirmatory factor analysis is used to determine these factors and confirm them.

Table3- Model Fit Indices And Bench Markks For Unethical Advertisement

S.NO	Fit indices	Values	Bench mark values
1	Chi-square	4.158	-
2	P-value	0.501	>.05
3	Goodness of fit index(GFI)	0.981	>.9
4	Comparative fit index(CFI)	0.979	>.9
5	Normed fit index(NFI)	0.975	>.9
6	Root Mean Square Error of Approximation(RMSEA)	0.08	<=0.08

All six fit indices and their values are capable of satisfying the required bench mark values; not a single fit index fails to do so. This demonstrates that all four unethical advertisement factors, namely attractiveness, content, negative thought provoking, and memory fixation,

have been confirmed and validated. These factors are more closely related to the unethical advertisements that affect children. These factors and their validation are also depicted in the structural equation model diagram below.



The above diagram also validates the researchers' decision to conduct a more in-depth and transcendental analysis of the relationship between these unethical advertising factors and the dependent factor effectiveness. As a result, at this

point, the researcher used linear multiple regression analysis to assess the overall effectiveness of unethical advertisements on children, and the results are shown below.

Table4-Model Summary- unethical advertisement effectiveness

Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.730 ^a	.533	.528	.44020

a. Predictors: (Constant), Fixing in the memory, Content,
Negative thought provoking, Attractiveness

According to the results of a linear multiple regression analysis, the independent variables of unethical advertisement create 53.3 percent variance over the children directly based on customer perception. The contents and

displays of advertisements have a high variance on the psychology of children, demonstrating that children are highly susceptible to unethical advertisements. The following ANOVA table demonstrates this further.

Table 5- ANOVA^a- unethical advertisement effectiveness

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	87.192	4	21.798	112.493	.000 ^b
	Residual	76.540	395	.194		
	Total	163.733	399			

a. Dependent Variable: Effectiveness

b. Predictors: (Constant), Fixing in the memory, Content, Negative thought provoking, Attractiveness

The derived and computed F-value 112.493 is statistically significant at the 5% level and demonstrated that the four unethical advertisement factors, namely attractiveness, content, negative thought provoking, and fixing in the memory, are

capable of creating greater effectiveness on the children collectively as well as individually. The following co-efficient table demonstrates the individual influence.

Table 6- Coefficients- unethical advertisement effectiveness

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.726	.135		5.365	.000
	Attractiveness	.066	.061	.067	1.085	.009
	Content	.372	.059	.366	6.352	.000
	Negative thought provoking	.120	.063	.112	1.912	.047
	Fixing in the memory	.384	.066	.374	5.822	.000

a. Dependent Variable: Effectiveness

Close examination of beta values, t-values, and significance revealed that all

four factors of advertisements Attractiveness, Content, Negative thought

provoking, and Fixing in the memory generate 6.7 percent, 36.6 percent, 11.2 percent, and 37.4 percent, respectively. These values are obtained by multiplying the beta values by 100, which represents the individual influence on children's psychology. By arranging their variance, it is possible to determine that the most influential factor is fixing in children's memories, followed by the content or theme in advertisements. This confirms the

negative impact of advertising on children. Moreover, the hypothesis is framed to test whether there is a significant difference in customer opinion regarding the unethical effect of advertising on children. As a result, it is assumed that age is the independent variable and the four unethical advertisement factors are the dependent variables, and a one-way analysis of variance is performed, obtaining the following results.

Table 7-ANOVA- age wise opinion on unethical advertisement					
Unethical factors	Sum of Squares	df	Mean Square	F	Sig.
Attractiveness	1.320	3	.440	1.044	.373
	166.835	396	.421		
	168.155	399			
Content	.919	3	.306	.767	.513
	158.166	396	.399		
	159.085	399			
Negative thought provoking	1.770	3	.590	1.662	.175
	140.598	396	.355		
	142.368	399			
Fixing in the memory	2.191	3	.730	1.892	.130
	152.852	396	.386		
	155.043	399			

The analysis of variance clearly revealed that all of the F-values in the table are statistically insignificant at the 5% level. The significance value column contains values that are all greater than .05. This demonstrates that hypothesis 2 is accepted at the 5% level of significance and concludes that there is no significant difference in the opinion of customers in different age groups over the unethical advertisement. Customers in different age groups have consistent and same type of opinion that the unethical advertisement factors have a negative impact on children.

FINDINGS AND CONCLUSIONS

The study found that unethical advertisements have a negative impact on children and teenagers of various ages. Children are more drawn to celebrities in advertisements and to deep content in advertisements. Customers are convinced that advertisements instil negative thoughts in the minds of children, and that some advertisements remain in their minds long after they have grown up. It is also concluded that all customers of various ages believe that unethical advertisements

channel children in a negative way and should be avoided in the public domain.

According to the findings of this study, 96% of the most popular free apps for children under the age of five contain commercial content. This includes hidden and pop-up ads, as well as ads that provide tokens or make game play easier when viewed. Advertisers also use invisible data collection tools that allow them to tailor ads and other information aimed at influencing children's behaviour. Advertising to children may appear to be relatively ethical. However, a large body of research shows how easily unethical advertising influences children. Advertisers take advantage of the fact that children's critical thinking skills and impulse control aren't fully developed. It is also concluded that advertisements on social media and in the digital world can have a negative impact on the health and well-being of children.

REFERENCES

1. Ahaiwe, Emmanuel Onyedikachi, Onwumere, Joseph, Agodi, Joy Eberechukwu (2013 Analysis of Determinants of Brand Preference and advertisement for Cosmetics in Abia State, Nigeria)The International Journal Of Business & Management (ISSN 2321 – 8916)Vol 3 Issue 9 September, 2015
2. AichaMeksiGaied and Kaouther Saied Ben Rached (2010)The Persuasive Effectiveness of Famous and Non Famous Endorsers in AdvertisingIBIMA Publishing IBIMA Business Review Vol. 2010 (2010), Article ID 474771, 14 pages DOI : 10.5171/2010.
3. Barnabas E. NwankwoDr. James U. Aboh Tobias C. Obi Solomon A AguDrNgozi Sydney-AgborInfluence of Advertising Appeals and Personality on Telecoms Consumption Preferences in NigeriaInternational Journal of Academic Research in Business and Social Sciences September 2013, Vol. 3, No. 9 ISSN: 2222-6990.
4. Chi, H. K., Yeh, H. R., & Huang, M. W. (2009). T The Influences of Perceived Value on Consumer Purchase Intention: The Moderating Effect of Advertising Endorser.
5. Mamta Vyas (2012), Influence of International advertisement on Brands used by rural consumer with reference to how blocks, International Journal of Innovations in Engineering and Technology (IJIET) Vol. 1 Issue 4 Dec 2012 ISSN: 2319 – 1058
6. Melissa St. James,(2010)Female Sports Celebrities Targeting Female Teenagers: A Content Analysis Of Magazine AdvertisingJournal of Business & Economics Research – January, 2010 Volume 8, Number 1
7. Nikolai Ostapenko, Dr.OleseaGhedrovici (2013) Luxury Brands Mesmerize European Russia, Moldova, Ukraine, And Belarus How Global Luxury Brands Enter the Emerging Markets of Eastern EuropeJournal of International Business and Economics, Vol. 1 No. 1; December 2013©American Research Institute for Policy Development

8. PoorvaRanjan (2011) The Indian Retail Saga: A Luxurious TwistAsian Journal of Business and Economics Volume 1, No.1.1 Quarter I 2011 ISSN: 2231-3699
9. Rajagopal (2010)Consumer culture and advertisement toward fashion apparel in Mexico, Journal of Database Marketing & Customer Strategy Management December 2011, Volume 18, Issue 4, pp 286–307
10. Stephanie Nicholl Berberick, University at Buffalo (2010)The Objectification of Women in Mass Media: Female Self-Image in Misogynist Culture The New York Sociologist, Vol. 5, 2010.