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PERCEPTION ABOUT SOCIAL VALUES IN TELEVISION ADVERTISEMENTS OF SCHOOL CHILDREN IN HARYANA: AN EMPIRICAL ANALYSIS

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Abstract :- Advertising denotes a specific attempt to popularize a specific product or service at a certain cost. Social values define more principles and values that govern the actions and decisions of an individual or group. This study originates from the need to study perception about social values being projected in Television Advertisements of children in the schools of Haryana. The study was conducted in four schools of Jind namely GGSSS, GGSS, HINDU School and VDI School. The researcher applied Percentage and Chi-square test. The study revealed that there is significant difference between age group of students regarding Value Truth, Non Violence, Honesty, Respect Brotherhood, Hypothetical Values and Overall Social Values. There is association between gender and Perception about Social Values Being Projected in Television Advertisements of Teachers. It reveals from the table that there is significant difference between gender of students regarding Value Truth, Non Violence, Honesty, Respect Brotherhood, Hypothetical Values and Overall Social Values.

Key Words:-Advertisement, Social Values, Association, Brotherhood.

INTRODUCTION

One of the notable changes in our social environment in the 21st century has been the saturation of our daily lives by the mass media. Unfortunately, the consequences of one particular common element of the electronic mass media have a detrimental effect on human behavior. In the same manner of the communication of Science is also having greater impacts on the minds of audiences but if the communication of the same will not be up to the level of understanding, will affect the phenomenon of communication and will drop audiences in dilemma.

Advertising denotes a specific attempt to popularize a specific product or service at a certain cost. It is a method of publicity. It is always intentional, openly sponsored by the sponsor and involves certain cost and, hence, is paid for. It is a common form of non-personal communication about an organization and/or its products, idea, services, etc., that is transmitted to a target audience through a mass medium. In common parlance, the term 'publicity' and 'advertising' are used synonymously.

ADVERTISING AND SOCIAL VALUES

Social values define more principles and values that govern the actions and decisions of an individual or group.

Impact of Television Advertising on Social Values of Children

Advertisements may be printed, audio, audio-visual etc. Advertisements affect the children mostly. So it is important to study how the children react to these advertisements and what is the effect of television commercials on children.

The study of analyze the effect of Advertisement on Children has become very attention in academic research and hence there have been greater than ever research in this area in recent time. This considers the manner in which children perceive and react to the advertisements. Analytical approach was the research methodology generally employed to see the sights the environment of children television advertising. There has been earlier carried out a lot of work in this area by scholars such as Winick et al. (1973); Barcus (1975); Dolittle and Peppeer (1975) and Cotunga (1988). The works of Alexander et al. (1988) and Tseng (2001) are updated version of these earlier works.

Electronic media, mainly, television, have long been criticized for their potential impact on children. As television first appeared in the homes of India in the middle of twentieth century, observers have voiced regular concern has extended to other electronic screen media, as well as computers and video game consoles. Although researchers still have much to learn, they have provided information on the links between electronic media, particularly television, and children's social values. The message is clear : most (if not all) media affects should be careful in the light of media content. With respect to development, what children watch is at least as significant as, and probably more important than, how much they watch.

Advertising aimed at children may not be exclusively transmitted via television, but still it is the most visible media of advertising (Oates et al. 2003). Children gave highest rank to 'Television' as a new product information source out of enlisted various sources (like parents, friends and store visits etc.)(Mc Neal and Ji, 1999). Television has become a more successful socializing agent as compared to friends and teachers due to children's extensive TV viewing(Huston-Stein and Wright, 1989)28. Television forms a part of family system. It constitutes a significant factor of development of children. It competes with friends, school, family, religious institutions ad society to provide role models and information that affect personality, beliefs, values, behaviour, lifestyle and attitude of children (Winick and Winick, 1979)29. Presently, television is an enduring asset in the lives of children Television is as recognizable as the faces of their family members- sometimes even more so. It entertains, informs and most significantly, keeps children company. There has been a speedy spread in TV programming, along with an associated growth in TV advertising. The impact of television advertising is multiple. The instant and future impact of advertising is that advertised product particularly convenience goods such as detergents, non-prescription drugs, cosmetics, soft drinks and grocery products are valued in a positive manner and the watcher is convinced enough to purchase the product. Advertising is also used widely by makers of automobiles, home appliances, etc., to introduce new product and new product features-its uses, its attributes, its availability etc. the review o related studies suggests that unintended, broad and cumulative type of impact accrues rum exposure to large number o advertisements and over a period of time. Such an impact is permanent and enduring. These effects of advertisement are influencing the behaviour, personality and thinking of children. George Garbner, "..... I care about trying to characterize accurately this new age into which our children are born..... they are born into homes where Television set is on for several hours a day. They start watching television as infants. Most of the stories they hear are not told by parents, the school or friends. They are told by manufacturers that have something to sell. That has a powerful effect.....".

Television has long been the staple of advertising to children and youth. The product marketed to children sugar-coated cereals, fast food restaurants, candy and toys have remained relatively constant over time. Television advertising is a powerful promotional tool-perhaps the most effective single vehicle for reaching children.

Today, marketing and advertising permeate children's daily lives. Many products marketed to children are not healthful and promote obesity. Children often do not understand the persuasive intent of advertisement and have difficulty in understanding the newer marketing techniques.

How much impact TV has on children depends on many factors: how much they watch, their age and personality, whether they watch alone or with adults, and whether their parents talk with them about what they see on TV. Children are viewed as a special marketing segment because of their lack of experience and development of cognitive abilities. Family atmosphere and parental attitude is much more responsible for cognitive development of a child because it surely impact the information processing skills of children and their behaviors including money use, spending, saving and purchase requests.

RESEARCH METHODOLOGY

Statement of Problem

Television advertising is a part of day to day living of every child. Therefore, it is very important to know the effect of TV advertisement on children and its effect on their social values by asking following questions-

- (a)How do teachers perceive the social values towards television advertising?
- (b)What is the impact of demographic variables age, gender and education of teachers on their social values being projected in television advertising.
- (c) How much time students spend on watching television on working day?
- (d) How much time students spend on watching television on holiday?
- (e)What they perceive from television advertising?
- (f)How do students perceive the social values towards television advertising?

- (g) What is the effect of television advertisement on social values of students?
- (h) What is the impact of demographic variables age, gender and education of students on their social values being projected in television advertising.
- (i) Which types of measures are adopted by American Association of Advertising Agencies?

The present research work is an attempt to understand social values towards television advertising from students as well as teachers point of view. The present study highlights the issue of social values of television advertising in schools of Jind District of Haryana.

OBJECTIVES OF THE STUDY

The purpose of this research is to ascertain the perception of rural school children towards social values being projected in television advertisements. The present study is taken up to achieve the following research objectives:

RO1: To know the association between children's perception about social correctness of advertisements and age of children.

RO2: To know the association between children's perception about social correctness of advertisements and gender of children.

HYPOTHESES OF THE STUDY

Ho1: There is no association between children's perception about social correctness of advertisements and age of children.

Ho 2: There is no association between children's perception about social correctness of advertisements and gender of children.

SAMPLE DESIGN

The sample design of the present study comprises the following elements:

- **Sampling Element:** As it is rather impossible to examine the whole universe, four schools namely, GGSSS, GGSS, HINDU School and VDI School have been chosen for the present study.

Sr. No.	School
1	GGSSS, , and
2	GGSS
3	HINDU School
4	VDI School

- **Sampling Unit:** - Sampling unit of present study consists of teachers and students of the schools under consideration.

- **Sampling Technique:** - In the present study, Judgment sampling method was followed to gather the data from the targeted respondents.

NATURE AND SOURCES OF DATA

The present study used both primary and secondary data in the light of the requirement of the research objectives. The primary data was collected by conducting a survey through self-administered structured questionnaire.

These dimensions are categorized as under:

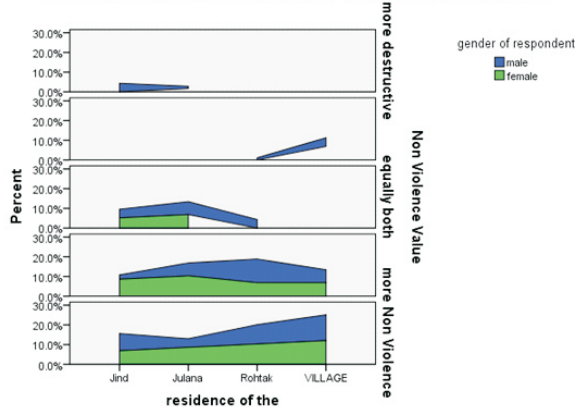
1. Value Truth
2. Non Violence Value
3. Honesty
4. Respect
5. Brotherhood
6. Hypothetical Values

RESULTS AND DISCUSSION

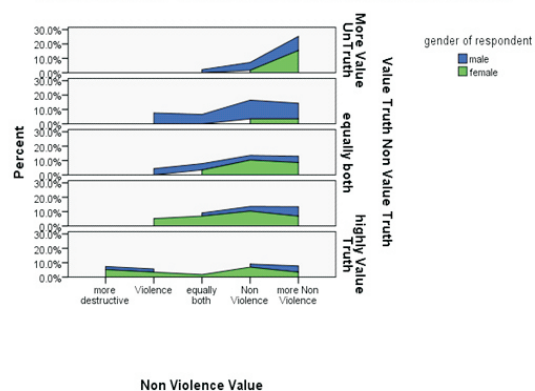
As clear from the above graph the researcher studied the truth for the students, studying in Jind Schools. In order to find out the association between 'truth' of three age groups of students in studying schools of Jind namely

GGSSS, GGSS, HINDU School and VDI School chi-square is applied.

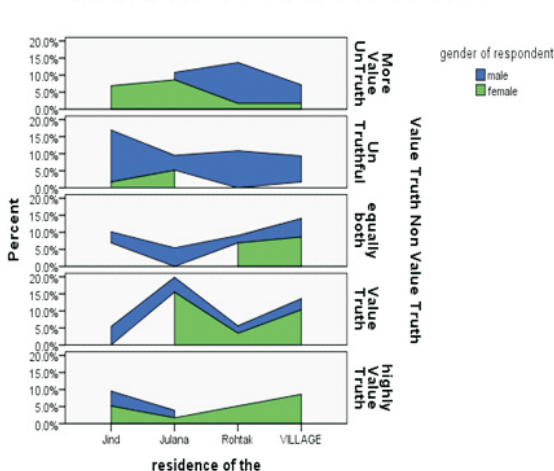
Cross Tabulation of Non Violence Value with Gender and Residence



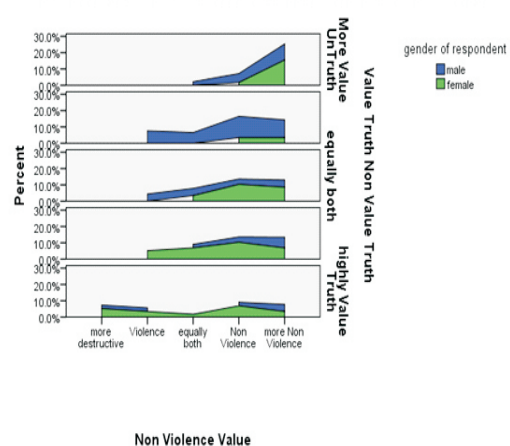
Cross Tabulation of Value Truth with Gender and Non Violence Value



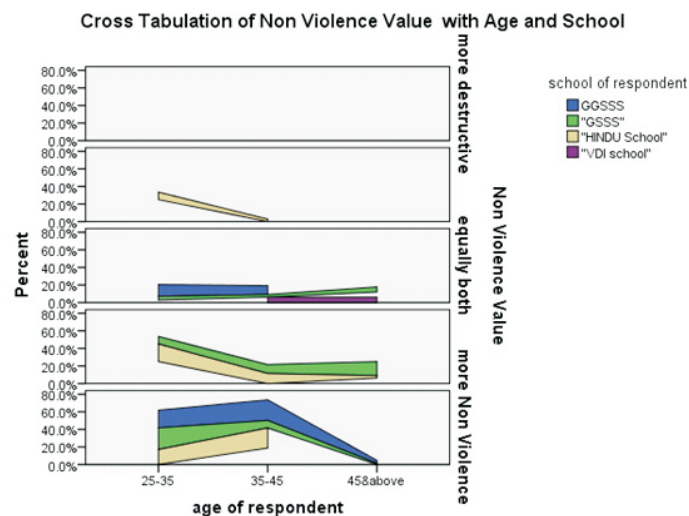
Cross Tabulation of Value Truth with Gender and Residence



Cross Tabulation of Value Truth with Gender and Non Violence Value



Graph indicates the association of perception about truth with age of respondents and school of respondents being projected in television advertisements of teachers regarding every dimension. The positive qualities of Truth are Rational, Materialistic, Knowledgeable, Fearful, Cheating, Confident, Reasonable, Clarity, Immorality, and Gentlemanliness. The negative qualities of truth are Irrational, Materialistic, Non-Informative, Fearful, Cheating, Timid, Intuitive, Confusion, Immorality and Fishiness. The study was conducted in four schools of Jind namely GGSSS, GGSS, HINDU School and VDI School. The researcher has found significant relationship of value truth qualities with age and school of respondents.



The research objective of present study is to know the association between age and Perception about Social Values Being Projected in Television Advertisements of children. Graph reveals that there is significant difference between age group of children regarding Truth, So, null hypothesis is rejected. It means that TV is an inescapable part of modern culture. Children depend on TV for entertainment, news, education, culture, weather, sports and even music, since the advent of music videos.

Research Objective,: To know the association between children's perception about social correctness of advertisements and age of children.

Ho,: There is no association between children's perception about social correctness of advertisements and age of children.

The first research objective of present study is to know the association between age and Perception about Social Values Being Projected in Television Advertisements of children. The result reveals that there is significant difference between age group of children regarding Value Truth, Non Violence, Honesty, Respect Brotherhood, Hypothetical Values and Overall Social Values. So, null hypothesis is rejected. It means that TV is an inescapable part of modern culture. Children depend on TV for entertainment, news, education, culture, weather, sports and even music, since the advent of music videos.

The result of this research indicates that TV perpetuates stereotypes and the worst effect of this stereotyping is on children. Television is one of the most prevalent media influences in kids' life.

It is important to study how the different age group of children react to advertisements and what is the effect of television commercials on different age group of children. In present study researcher studied how children perceive and react to the advertisements. The results indicated that age of children affect social values of children mostly. Children are viewed as a special marketing segment because of their lack of experience and development of cognitive abilities. It can be concluded here that there has been a change in the way thinks of different age group of children.

Students' response to the research instrument indicates that Age is certainly a subject of attention to advertising agencies. One main reason in difference of perception about social values of advertising is the maturity in a child. For example, a child of 15 years will not think the same way of a child with 5 years of age. So, it is suggested that all companies exposing products to children should be aware of this method at all times in order to fulfill its maximum profit in the long run.

In a research study found by Kevin Durking in 1984, he states that children by the age of 6 months old, they are able to categorize gender. This means the child will have knowledge of who is his or her mother or father, even if they still cannot speak yet. By the age of 3 years of age, the child will be aware of the different gender stereotypes, such as labeling the father to be male, and its mother to be female. By the time the child is 4-7 years of age, it will have the ability to systemize their own behavior as male or female. Also, within this age limit, the child will be able to express themselves a bit more and portray their own style of living such as hairstyle, clothing, etc. As the child grows and hits an age 8-11 years old, the flexibility of attitudes increase and they are able to be more open about who they are and what they tend to do in different types of situations. Adding, around this period of age, it has been found that children are more tolerant of others as well. Therefore, the child will find more things in common with another child

by playing with them and being around other children at the same time. This comes to show a remarkable study by Durkin performed on children from the ages of only months, up to 11 years of age of a child. So, it is suggested that advertising companies should focus on the child's attitudes towards different brands and their perception towards advertisements.

Research Objective (RO₂): To know the association between children's perception about social correctness of advertisements and gender of children.

Ho₂: There is no association between children's perception about social correctness of advertisements and gender of children.

The second research objective of present study is to know the association between gender and Perception about Social Values Being Projected in Television Advertisements of children. The result reveals that there is significant difference between gender of children regarding Value Truth, Non Violence, Honesty, Respect Brotherhood, Hypothetical Values and Overall Social Values. So, null hypothesis is rejected. It means that Television today is the first and foremost storyteller. Because television typically devotes very limited time to character development in the stories, they resort to stereotypical characters. Stereotypes are conventional or standardized images or conceptions. They are generalizations or assumptions that are often based on misconceptions. They fall back on commonly known and often one-dimensional elements of portrayal. Portrayal of women and people from certain sects in stereotypical roles or occupational roles, under-representation and lower status given to women and people from certain sects, etc. are just a few instances of the stereotypes that affect children. The concern is that children who are continually exposed to television's stereotyped roles may develop conceptions and perceptions about people that reflect the stereotypical images they see in the media.

The possible explanation for the students to believe that they typically imitate the behaviour of the TV characters much the same way that they imitate the behaviour of parents and adults in their life. They believed that the image of men, women, various ethnic groups and minorities as presented in ads, have confirmed that in most cases advertising contributes in sustaining stereotypes.

CONCLUSION

It is concluded that there is significant difference between age group and gender of students regarding Value Truth, Non Violence, Honesty, Respect Brotherhood, Hypothetical Values and Overall Social Values.

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