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INDIAN A STUDY ON ADVERTISING RECALLING ABILITY OF CHILDREN

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ABSTRACT

This paper studies recalling ability of child that motivates children to recall advertisements. A quantitative approach was used to collect data from over 150 respondents. The respondents were selected on the basis of school students under the age of 3-10. The results reveals that advertisements are a very effective tool in motivating in recalling advertisements. This paper also examines slogan recall among elementary school children within the context of memory development. Results indicate that slogan recall is positively related to age and to media exposure. The study aims at focusing on the recall effectiveness of television advertisements of children in Coimbatore city. Over a decade, most of the advertisements are directed towards children and they directly/indirectly influence their buying behavior. Children usually do not make brand choices at the time of advertising exposure rather it is the Memory of the advertising messages that influence children. Recall importance stems from the fact that recall measures some aspect of this memory of the advertising. Advertisements provide more information about a product that can be set into memory if the child is familiar with the attention values used in the advertisement because this allows the child to generate any cue from memory to recall the advertisements. The results of this study reveal that TV advertisements attract the attention of the children and the recall effectiveness is significant.

KEYWORDS

advertisements, recalling ability, child environment, schools, memory.

INTRODUCTION

In recent days, due to heavy competition, the manufacturers find it difficult to sell their product. In addition to the competition, the behavior of the consumer towards the products is changing at a rapid speed and also they are changing their interest towards products from one brand to another. The Socio- economic setup also influences the consumer in different angles. Above all, the contents of the product, promotional method adopted by the company, and the cultural base also influence the preference of a customer, adopt various promotional measures. One of such measures is advertising which is the lifeblood of every organization today. The trend has changed such that even temples, hospitals advertise their services and are ready to provide their services at a comparatively cheaper price, so advertising has become the powerful tool of an organization. The advertising message is conveyed through various media. Each of the media has its own merits and demerits. Further the effectiveness among the media differs significantly. Hence, the study attempts to find out how far the people recall the advertisements before buying it and the factors influencing it.

Thus advertising if not well designed and planned carefully may lead to wastage of resources of the contrary if it reached the customers effectively the business will flourish well, hence a great care is needed to design the advertising programmed effectively.

STATEMENT OF THE PROBLEM

Advertising is any paid form of non- personal presentation and promotion of ideas, goods (or) services by an identified sponsor. Advertising can be traced back to the very beginning of recorded history. Archaeologists working in the countries around the Mediterranean sea have dug up signs announcing various events and offers. Modern advertising however is a far cry from those early efforts. Advertising is a good way to inform and persuade, whether the purpose is to sell machinery (or) to sell coca-cola (or) to sell toilet soap. The purpose is sole.

The present study has made an attempt to know whether advertising has a real impact on buying of products. Whether the consumer recalls the advertisement before buying a particular? It aims to study whether the recalling ability of consumer effects his/her purchasing decision? To what extent is it true? The factors influencing the recalling ability are to be unearthed in this study.

OBJECTIVES OF THE STUDY

1. To find the general buying behavior of respondents.
2. To measure the level of recalling ability of respondents.
3. To identify the factors which are associated with recalling ability of the respondents.

HYPOTHESES

1. There is no association between age and recalling ability.
2. Gender does not influence the level of recalling ability of advertisements.
3. Level of education does not influence the recalling ability on advertisements.
4. Medium of education does not influence the recalling ability.
5. Type of family does not influence the recalling ability on advertisements.
6. Place of living does not influence the recalling ability on advertisements
7. Father's occupation is not associated with ability on advertisements.
8. Type of TV does not influence the recalling ability.
9. Forced to go to study or to play does not reflect in recalling ability.
10. Type of channel like does not influence the recalling ability
11. Seeing cinema does not influence the level of recalling ability on advertisement.
12. Type of health drink does not influence the recalling ability on advertisements.
13. Purchasing decision does not influence the recalling ability.

14. Change or jump for other channels does not influence the level of recalling ability on advertisements.
 15. Type of snacks do not influence the advertisement recalling ability

METHODOLOGY

The study depends on primary data. The data required for the study have been collected through questionnaires. The questionnaires have been designing after analysing advertising related information after observing advertisements in various media and consulting the various sources. Based on the information gathered through a pilot study, the questionnaire has been redesigned. The questionnaire has been divided in four sections. General profile of respondents, interested fields, buyer behavior, advertising recalling perceptions.

SAMPLING

The study is conducted with reference to Coimbatore City. It is an agricultural oriented taluk surrounded by villages. Hundred and fifty respondents have been taken for the study and data collected through questionnaires. The respondents chosen are only children pertaining to their extra time watching TV.

FRAME WORK ANALYSIS

The statistical tools used to analysis the data include

- (i) Chi-square test

CHI-SQUARE TEST

Chi-square test has been used to examine whether there exist any association between selected variables and recalling ability.

Fifteen variables termed as attributes have been identified in order to test their association with advertisement recalling ability. They are (i) Age (ii) Gender (iii) Education level (iv) Medium of education (v) Type of family (vi) Place of living (vii) Father's occupation (viii) Type of TV (ix) Forced to go to study or play (x) Type of channel like (xi) Seeing cinema (xii) Type of health drink (xiii) purchasing decision (xiv) Change or jump for other channels (xv) Type of snacks like.

RECALLING ABILITY INDEX

The recalling ability of respondents is measured by constructing an index called "Recalling Ability Index". For this purpose, questions related to recalling of advertisements numbering 17 have been given scores on a three-point scale such as three two and one. Thus maximum score a respondent would get it 44. The index has been ascertained by converting the score of each respondent into percentage, thus

$$\text{Recalling Ability Index} = \frac{\text{Advertisement Recalling Score of the respondent}}{\text{Maximum Score}} \times 100$$

The level of significance chosen for the chi-square test is five percent. The quantity is Type equation here described as the magnitude of discrepancy between theory and observation. In this study null hypothesis was set and tested using chi-square test and inference was drawn from the results. The quantity χ^2 is defined as

$$\chi^2 = \frac{(O - E)^2}{E}$$

Where

O - Observed frequency

E - Expected frequency

LIMITATIONS OF THE STUDY

The study is based on a data collected from respondents residing Coimbatore City alone pertaining only to child respondents. Hence while generalizing the results caution may have to be exercised. Any limitation that pertains to an opinion survey is bound to be applicable to this dissertation as well.

CURRENT TREND IN ADVERTISING

Today the word 'Advertising' is a very common term known to us. It figures in each of our lives every day. We see it on television, in the sky, on the match box, in the newspapers, on the trash containers, in the magazines, on our mail, on the vehicles, in the vehicles, on bill – boards; we hear it on radio, in the stores we visit and so on. It is part of our daily life and everyone is conscious of it.

The term 'Advertising' is derived from the original Latin word 'adventure' which means 'to turn' the attention. Each piece of advertising turns the attention of the readers or the listeners or the viewers or the out lookers towards a product or service or an idea. Therefore, it can be said that turn the attention to an article or a service or an idea might be well as advertising.

THE HISTORY OF THE ADVERTISING

It is almost impossible to trace the actual birth year or century of advertising as seen in its present form. However, one thing is certain that is centuries old. It has a factory of around 5000 years as the Indus valley civilization given solid proofs of advertising in its quest form, between 3,000 and 1,530 BC. The earliest forms of advertising were mostly used for religious purposes, i.e. Advertising was in the form of propaganda. To spread the teachings of Buddha, the king emperor Asoka of kalinga, set up rock and pillar edicts can be called as the forerunners of poster advertising of today.

Till advent of British rule in Indian Advertising was not taken for Business purposes. The reason for that was India was the unique example for household industrial activities. At the time of British entering, Indian was in village economy stage, Where the relationship between the producers and consumers were direct. The local markets were weekly and the producers displayed their wares, shouted and gave samples for promoting their trade. The skills of Indian artisans in the areas of textiles – Silk and cotton, Metal works were all accepted and there was no need of any special efforts of advertising. British settlement and ruling from 1600 onwards brought about certain changes. To popularize British goods, particularly the luxury goods, advertising efforts were needed. It was made possible through print medium. Portuguese brought the first printing press in 1556, which was used exclusively for printing Christian literature. It was only in 1780 the first Indian Newspaper was started, namely "Bengal Gazette" in Calcutta.

The "Bengal Journal" printed all the government advertisements. In 1790 "The Courier" was published in Bombay and the advertisements were in Indian languages namely, Marathi, Gujarati, Konkani, Urdu and kannada. There was no advertising agency was started in 1907 at Bombay and another in 1909, up to the Outbreak of world war (1914 -1918) most of the advertising was planned and placed by the foreign manufacturers. During the first World War, The newspaper circulation increased as people Indian market as flooded with foreign goods that gave a lot of spurt to newspaper advertising so that more and more space was reserved for advertising.

After the First World War. The Indian Agencies failed due to severe competition from foreign agencies, mostly British and American. Meanwhile the business was very badly affected by the great depression of 1929-33. However, the first fully fledged Indian advertising agency sprang up in 1931. The improved competition demanded a through improvement in the quality of advertising work and services. To improve art – work and copy illustration, Indian agencies sent their employees abroad for special training. All Indian radio was started in 1936. In 1939 the Indian and eastern newspapers society was founded to protect and promote the legitimate of the newspapers and to deal collectively with the government, agencies and the advertisers. The 'swadeshi' movement gave special twist to popularize Indian goods against the imported stuff. In fact, 1930s can be considered as the period of consolidation in the history of Indian advertising. During the Second

World War (1939-1945) and before independence there was fine fillip for advertising. Because of political hegemony between the great powers, India becomes the main supplier of industrial goods to the middle and far east. War encouraged good many industries wanted new markets and it was possible through advertising. Foreign advertising declined, as there were substantial cuts in import caused by war conditions. By the end the world war II, the political and economic scene underwent a sweeping change. Scarcity conditions gave much impetus to the growth and flourishing of light and small industries. In 1945 association of Advertising Agencies of India (A.A.A.I) was formed to raise the standard of advertising and regulation of the independence of India in 1947, the immediate tasks were to meet floor shortage followed by the special problems of partition of India.

The newly formed Government took necessary steps to meet the challenges of Indian Agriculture and industry. In 1949 Audit bureau of circulations of India (A.B.C.I) was started on the lines A.B.C of America in 1952, the Indian society of advertisers was formed to promote the interest of advertisers so as to raise the standard of Indian advertising. The TV services were introduced in India on 15th September 1959 at Delhi. Similarly, advertisers club of Bombay started and all the metropolitan cities have such clubs.

Thus, during the planned ear from 1951 to date advertising industry came up in big way. Today, the worth of advertising industry is more than 1,650 million rupees as annual turnover. The industry is well bloomed in all its branches, namely, advertisers, advertising media, advertising agencies, consumers and the government too.

According to current update almost Rs. 500 crores worth of advertising is done per annum in India. Advertisers entrust the task of executing their messages through a properly aerated ad campaign to the advertising agencies which charge 5% commission or their services on media billings.

FACTORS INFLUENCING THE RECALLING ABILITY OF ADVERTISEMENTS

Today's worlds are so mechanized that man is buzzing like a bee and his choice of goods for his ultimate consumption is done hurry. So advertisements serve as a helping hand for a human being to know about the brand, its significance, uses its qualities etc. In regard of this advertisements recalling ability becomes an important tenure for us. So here an attempt has been made to measure the level of advertisement recalling ability of respondents and to find out the factors which are associated with that level of recalling ability.

First, the recalling ability index for each respondent is has been calculated, Secondary, Cross tables showing the relationship between various factors and the recalling ability index has been ability index has been drawn with the help of percentage of the total number of respondent is such factor group. The chi-square test has been applied to find out the association between the factors selected and the level of recalling ability to find out the association between the factors selected and the recalling ability index calculated.

LEVEL OF RECALLING ABILITY

Respondent's ability of recalling the advertisements have been measured by giving scores to recalling the advertisements related questions. 17 questions in the form of statements are selected on the basis of important from the point of view of the respondents. They are (i) question where name of the serial or programmer given on their sponsors are asked with two choices (ii) questions where the slogan of the product. E.g "taller, sharper. Stronger" slogan denotes the product or comes for which the advertisements? A) Horlicks b) Boost the responses received for these questions have been rated on a two rated in a two-point scale and the scores allotted to answers of each questions are two and one respective would be 44. Thus scores obtained are converted in to recalling ability index. The recalling ability index ranges from up to hundred. The over calling ability index amounts to out of 150 respondents are with recalling ability index above this average and are with ability index below this average.

Based on the recalling ability index, the respondents have been divided into groups as respondent with low, medium and high level of recalling ability in order to analyse the investors under three groups mean and standard deviation method used, Accordingly, those with knowledge index ranging below 69 or termed as respondents with 'low recalling ability'.

Those whose recalling ability index is above 74 are termed as respondents with 'high recalling ability and those whose indexes ranging between 70-73 are termed as medium recalling ability respondents. Out of 150 respondents 48 (33%) are with low level of recalling ability 58 (38%) are with medium level of recalling ability null hypothesis have been frame and tested to ascertain the factors that associate the recalling ability by making use of the chi- square χ^2 test.

DETERMINANTS OF RECALLING ABILITY

15 attributes such as age, gender, educational qualification, medium of education, type of family, place of living, father's occupation, types of TV, forced to go to study. Types of channels like habit of seeing cinema, type of health drink, purchasing decision, habit jumping channel during advertisements, type of channels like, have been selected to examine their association with the level of recalling ability. Chi-square test is applied to ascertain it at 5% level of significance.

TABLE 1

S. NO.	TABLE	χ^2 VALUES
1.	AGE	2.816
2.	GENDER	1.067
3.	EDUCATIONAL QUALIFICATION	0.684
4.	MEDIUM OF EDUCATION	1.729
5.	TYPES OF FAMILY	1.689
6.	PLACE OF LIVING	3.455
7.	FATHER'S OCCUPATION	19.908
8.	TYPE OF TV	3.848
9.	FORCED TO GO TO STUDY OR PLAY	2.233
10.	TYPES OF CHANNEL	4.677
11.	TYPE OF HEALTH DRINK	1.201
12.	TYPE OF SEEING CINEME	0.712
13.	PURCHASING DECISION	2.194
14.	HABIT OF JUMPIN CHANNELS	0.571
15.	TYPE OF SNACKS	2.361

From the above table it is cleared that father's occupation associate with the advertisements recalling ability at 5% level of confidence.

CONCLUSION

The forth chapter details with the determinates of recalling ability and it association with the same. Fifteen at tributes were taken and tested using Chi-square test and result inferred the father's occupation in associates with the advertisements recalling ability and the other attributes do not associate with advertising recalling ability.

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSIONS

Nowadays world is transforming in to a new path. Business is the life -blood of every man kind; in turn business depends upon advertisements, which greatly persuades or tries to persuade the minds of people. It turns prospective buyers in to actual buyers. The objectives of the study are to (i) Examine the socio-economic profile and the buyer behavior of the respondents. (ii) To find out the factors associated while purchase decisions by recalling the advertisements. (iii)

To measure the level of recalling ability on advertisements. (iv) To find out the factors associated with the level of recalling ability and, (v) To suggest suitable measures to trading community to improve their advertisement programmed. Data required for the study have been collected through questionnaires. A total of 150 respondents residing in Coimbatore City from the sample of the study.

ANALYSIS OF DATA

Simple percentage method is used to find out the socio-economic profile of the sample respondents. To find out or to examine association between attributes and the level of recalling ability on advertisements, Chi- square test has been applied by constructing recalling ability index for each respondent. The level of confidence the selected for the study 5%.

DETERMINANTS OF RECALLING ABILITY ADVERTISEMENTS

- (i) On the basis testing age and recalling ability of advertisements age group 6-10 have significant level of recalling ability (78.67%) such that age does not associate with advertising recalling ability.
- (ii) When gender compared with recalling ability that exists no association between the two and female respondents. i.e. 78 of them (52%) high recalling ability on advertisements. So that gender does not associate with advertisement recalling ability.
- (iii) When the educational qualification compared with recalling ability, there exists no association between the two and II- V std ie 118 (78.67%) have high recalling ability. So that educational does not associate with advertising recalling ability.
- (iv) Medium of education does not influence that advertising recalling ability.
- (v) Type of family does not influence that advertising recalling ability.
- (vi) Place of living does not have any influence on advertising recalling ability.
- (vii) When the advertisements recalling ability and father's occupation were tested there exists association between the two variables.
- (viii) Type of TV and type of channel does not have any influence on advertising recalling ability.
- (ix) Habit of seeing cinema does not influence the advertising recalling ability.
- (x) Type of health drink does not influence the advertising recalling ability.
- (xi) Purchasing decision and types of snacks like does not influence on advertising recalling ability.
- (xii) Habit of jumping channels during advertisements does not influence the advertising recalling ability.

SUGGESTIONS

- (i) Advertisement should not lengthy and it should be attractable.
- (ii) The advertisements slogans should be well influencing and recallable and products details shown shall be elaborated.
- (iii) A strict regulation is necessary for today's advertisements.
- (iv) Finally, an advertisement should be in such a way that is the understandable, recallable and should reach one's mind and should influence his buying decisions

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