

IMPACT OF TELEVISION COMMERCIALS ON CHILD PSYCHOLOGY AND THEIR BUYING BEHAVIOR

**BY
SANIA SHAHNAWAZ
19631**

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ABSTRACT

The current study is to analyze the behavioral changes in children after the influence of television commercials and how it opens up the doors for consumer products of Pakistan. The further enhancement of this study also investigates the influential effect of advertisements on child's psychology both in positive aspect and negative aspect. In the world of technology and influential circumstances advertising is considered to be the strongest stream in the commercial world. The TV commercials transform the entire perspective of a child and make him enter the materialistic world and control every scenario of children's life. The advertisers express their interest in selling the product through television which places a great influence on children. Television is an essential commodity these days, so children are born in to the world of advertisements, justifying that the impact of commercial begins at a very early stage (Young, 1991). The growing influence of advertisement creates an urge in children to purchase that product; in order to achieve their target the use their power against their parents. This study can be beneficial for both the entities considering either advertising companies or parents as well (Buijzen & Valkenburg, 2000). To reach the ultimate result of the study qualitative analysis is done and data is collected through questionnaire being circulated around the schools in Karachi. This study is confined to parents and certain age group of children. The findings of the research show that a large amount of children are under the influence of advertisement.

RESEARCH METHODOLOGY

In this research descriptive research approach is adopted with probabilistic random sampling technique. The sample size of the study is 357. In this study correlation and regression analysis is used to analyze the primary collected data.

FINDINGS OF THE RESEARCH

The result of the study shows that the coefficient values for Enjoyment, Celebrity Endorsement and Animation are significant while the coefficient value for Credence, Peer Influence and Sound Effects are not significant. It is evident from the table that all three variables that are significant, positively and significantly influence the buying and psychological behavior of Children.

PRACTICAL IMPLICATION

The policy recommendation of the current study are designed based on the findings of the current research study as follow to support the researchers and market practitioners to improve the market practices.

KEY WORDS

Children age, Children psychology, Television Commercials, Children buying behavior, TV viewing hours.

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