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TELEVISION ADVERTISEMENTS AND APPEALS USED IN KIDS CARTOON PROGRAMS

Dr Kuldeep, Assistant Professor, GD Goenka University Sohna Haryana India

Dr Meenakshi, Assistant Professor, GD Goenka University Sohna Haryana India

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Abstract: TV advertising works and influences the kids. In the present scenario all advertising companies have started targeting and influencing the kids as their future market through the cartoon programs. Current study concentrates on promotion of products and services through cartoon programs. This research purposes to explore why the use of animation is so widespread in television advertisements aimed to kids. In this endeavour to discern how and why they appeal to kids, 48 such commercials for various products on several prominent TV channels have been explored for content analysis of 48 television advertisements during cartoon programs. It was reasoned that their appeal is achieved because children relate to the exploratory worlds depicted in the ads.

Keywords: *Television advertisements, Cartoon Programs, Advertisements, cartoon characters, Children*

1. Introduction Advertising is an old term used for promoting products or services for better business results. Advertisements are placed where advertisers believe they will reach the largest, most and relevant audience. Simply advertising is the communication relayed from companies to persuade an audience to purchase their product. According to Russell "advertising can be described as a set of practices used to persuade, encourage and influence people to make their buying decisions." Commercial messages are usually paid by advertisers and advertising

practitioner and viewed via different modes like press, electronic and new media. Television advertising is designed to influence consumer behaviour either by encouraging consumerism. Advertising is a persuasive influence on children and adolescent. Young people view more than forty thousand advertisements per year on television alone and increasingly are being exposed to advertisements on the internet and in magazines. This exposure may contribute significantly to childhood and adolescent obesity, poor nutrition, cigarettes and alcohol use. The proliferation of products, advertising and media targeted to the children is of concern of lawmakers, the advertising industry and the general public. Advertising to the children is an act of advertising or marketing products and services to the children as defined by the national legislation and advertising standards. In most countries advertising for children is now framed by a mix of legislations and advertising self-regulation. Advertising to children is a sensitive and emotionally charged issues because children are easily influenced and like to experiment with new things. It is generally considered that children are the passive customers but they are the active consumers and potential buyers in the near future.

1.1 Children and Advertising

The manner with the aid of which television advertising and marketing exposes kids to consumer ideology for this reason consists of the ritual incantation of popular jingles, a phenomenon to which we in India can effortlessly relate these days. Moreover, we can see that as TV viewers, children are without problems prompted by way of the satisfied carefree and opulent international of television commercials. Starting at a completely early age, children learn to desire matters they see on TV and ultimately end up lively persuaders in the market region and at home. We found many children is regarded greater interested in discovering new merchandise than their mother and father have been and they were in particular attuned to new brands of merchandise they had visible on TV-soaps, crisps and hi-tech gadget's in" a few feel, consequently they appear to act because the circle of relatives' antenna, selecting up new ideas, noticing new merchandise and keeping a watchful eye on rates and

discounts, loose gifts and income offers. They are far from resistant to the stay of appealing items, cloths and food in state-of-the-art store to the glamour of opulent homes and the sleekness of imported objects.

Consumerism and advertisement played a big role within the international, advertising has become part of the society within the international these days, and in flip so has consumerism. The consumerism and advertising had been two ideas, used as a distraction to society, and helped keep a solid and glad community. People rely surprisingly on consumerism and advertising inside the international these days, as they fulfil their needs. Television commercial takes an essential part of ordinary human's existence. But the most critical a part of marketing is to draw attention from the clients to buy their product. To make purchasers experience they are related to put it on the market, advertisement often incorporates a lot of pleasure and exaggeration. Consumerism is economically manifested within the continual purchasing of new items and services, with little interest to their genuine want, sturdiness product foundation or the environmental consequences of manufacture and disposal. Consumerism is pushed with the aid of large sums spent on advertising and marketing designed to create both a desire to follow trends, and the consequent non-public self-reward device based totally on acquisition. Materialism is one of the quit results of consumerism. Advertising nowadays uses all the many arrows in its quiver: data, photograph, persona, and life-style. How it mixes those for a specific marketing campaign additionally relies upon on what elements are present: the sort of products or services being sold, the meant target market, the person of the real audience, the product or service kind, the context wherein it'll be used, the medium by way of which it is going to be used and the medium by means of which the message can be transmitted.

1.2 Values in Advertising The commercial communication is usually done through various forms of paid media—Television, radio, print advertisements, billboards and more recently Internet. Values are the ideas which have prime significance for us as well as our community or social groups. Values can be described as the footmarks which we follow to

determine paths of our life. Values shapes our behaviours, reflect our beliefs and fulfil our needs in a demanded situation. Simply values give us an overview of life which serves as the basis of our decision making. Values exert major influence on the behaviour of an individual and serve as prime guideline in decision making. Thomson Brothers viewed values as “a set of practices which we use to make our day to day decisions in our respective lives”. There are various types of values like individualistic values, family values, moral values, social values, professional values, economic values etc.

1.3 Research problem:television advertising has effects,such as; advertised product desires are not only deermind by cognitive responses to a message, but also byeffective responses. It is a need to find out orexplore the influences of television advertisement onchildren’s product requests and children’s attention levelon television advertisements.

2.Review of LiteratureKoneska, L. (2017) in research on Humourin Advertising studiedcreating good advertising message was very important segment in the promotion of a company. Companies used different advertising appeals to encourage consumers to buy products and services. Humor is one of those advertising appeals. The first task of humor is to attract the consumers’ attention through an interesting, entertaining, provocative, unexpected, sudden and memorable message. Humor aims to help consumers in decision-buying process. However, humor can cause negative side effects if it insults, is used in inappropriate manner or is too excessive. Recent studies show that companies are successful if they use “intelligent” humor that is related to the products’ nature and function. The purpose of this paper is to present the attitude of consumers towards the humorous advertisements and to explore the concept and usage of humor in advertising to find out its impact on consumer’s purchase decision.

Zhang, Y. &Zinkhan, G. M. (2006) studied the responses to humorous advertisements: Does the audience involvement matter. This paper explored a gender based analysis of the effect of humour in advertising. The objectiveof this study is to identify if introduction of humour in advertisements has proved to be beneficial for a brand and to understand the preferred kind of humour men and women have of advertisements which can further help analyse purchase decisions

made by consumers. The study aims to analyse the specific type of humour preferred by both genders and whether a humorous advertisement is enough to persuade a consumer to purchase a product. The research problem involves the target audience's misjudgement of the advertisement; element of humour to could be subjective when looked at the same gender. A quantitative methodology is consumed where information is derived from a survey methodology. Theoretical background of the study involves the Incongruity theory (Arthur Schopenhauer) and the Relief theory (Sigmund Freud). Major findings of the study include: men prefer comparison being used in ads where as women prefer the use of silliness more and addition of humour only enhances the quality of the advertisement and is a useful tool to gain consumers attention. Thus the papers recommendations include: exploring other media used for advertisements, using larger samples for a more solid analysis and exploring the relationship between advertisement and the purchase decision of consumers. Narasimhamurthy N. (2014) researched in Television advertisement and it's Impact on Attitudes, Behaviours of Children. This study was to examine the impact of television advertisements on children, and how it leads to consumerism of product. Advertising is the most influential and powerful medium in the present commercial society. As far as its influence on the society is concerned, advertising is second only to movies. An advertisement shapes the attitude and beliefs of the children and it encompass every aspect of children life. Children are exposed to the selling messages of advertisers through television. Television is an integral piece of the household at least one set will be in each family. Thus children are born into a world in which television is present from the start. But at the point during early childhood does viewing actually begin. Television advertisements are designed to influence consumer behaviour. The present study is to focus on impact of television advertisements on children attitudes, and behaviour. An attempt has been made to know the children's television viewing habit and effect of advertisements, to measure this impact descriptive research design is used as the study is followed structured design with predetermined objectives. The survey research is followed and data will be collected

through questionnaire. Rose Sniffs (1979) studied on cartoon advertisements how children get attracted by cartoon characters while making their buying decisions. This study reveals that the children get more attracted towards junk food products instead of healthy foods just because of the advertisements. This study also shows the significance of the cartoon characters and their selling capabilities. With this cartoon character advertisement idea advertisers knew the behavioral structure of children as the higher usage of the cartoon characters can be resulted in higher sales. Christiano Roberto (1984) with his colleagues of Yale University worked on importance of cartoon character in advertisements and found that children preferred the food and its taste that had stickers of sponge bob or Scooby-doo than of the products which has no stickers. He found the stickers as the unique selling point of the product and increased the sales of a product up to some extent. He found the stickers as the unique selling point of the product and increased the sales of a product up to some extent. In another study “The Unintended effects of Television Advertising - A Parent Child Study conducted by MonickBuijzen Patti M. Valvalkanberg (1999) found that children often insist their parents to buy the products which they have seen on television and also revealed the behavioral and attribution functions of children psychology. Ali Hasan and Mohammad Daniyal (2004) studied Cartoon Network and its impact on Behavior on school going Children: a Case Study of Bahawalpur, Pakistan found strong impact of cartoon on children regarding their behavior, dressing and language. This study conducted on cultural values depicted in Indian television by SivaramSrikandath (2007) reveals that children with the exposure of these advertisements are manipulated by the commercials. These advertisements create the demand of some unwanted that one doesn't need and create the desire of luxury items such as ornaments and cars. Jesse Avila (2009) studied television news commercials and revealed that advertisements affect the target audience and persuade people to change their attitudes and their states of mind. Whereas Alice Park (2010) indicated that televisions and mass media in America wield great influence over people's behavior and serving the junk food to American audience. A very recently conducted Rudd report conducted by ChrisaAkcan,

Megbruening, Mary Scoty (2013) tells that television and television advertising influence the children eating behaviour.

2.1 Rationale of the present study

Advertisements have its intended effects on everyone. Its effects on children have always been under the scanner and have been studied repeatedly. This study went deep in getting us aware of the grounds of children value system. It also reflects the structural functions of advertisements broadcasted on television. Variety of researches related to children & advertising and children & television have been done by academic researchers.

2.2 Research Objectives:

following were core research objectives

- To know the major types of product categories on the cartoon channels.
- To study the values in advertising during cartoon programs.
- To study the structural functions of the advertisements
- To observe the ongoing trends in advertising deals with products targeted to kids.

3 Research Methodology To conduct the present study content analysis method was employed. The advertisements had been chosen which were being broadcasted on the three most commonly watched cartoon television channels in India named Hungama, Cartoon Network and Disney. For the analysis total 404 advertisements were chosen which were repeated more than ten times in a day and then for further investigation total 48 advertisements had been selected on the bases of most repeated advertisements in three days' time frame during the first week of month October and November 2020. The advertisements were first selected, recorded and then analyzed on the basis of the appeals, values, animation used and celebrity usage in the advertisements. Having seen these advertisements divided on their themes gave much strain on presenting the child as a selling proportion.

4 Data presentation and interpretation

Table 4.1: Major types of product categories advertised on these cartoon channels

Product Categories	Frequency	Percentage
Confectionary Products (food & drinks)	12	25.00
Stationeries and Baby Products	9	18.80
Soap, Sanitizer & Cloth Whiteners	11	22.90
Toothpastes and Brushes	11	22.90
Toys and Games	5	10.40
Total	48	100.00

Source: Data collected and table prepared by researcher

This table is a clubbed compilation of all the three cartoon channels which are Hungama, CartoonNetwork and Disney. Figures presented in the table indicate that confectionary products dominate the advertising world especially on cartoon channels.

Table 4.2: Use of animation in advertisements

Channel	Frequency	Percentage
Hungama TV	16	33.30
Cartoon Network	21	43.80
Disney	11	22.90
Total 48	48	100.00

Source: Data collected and table prepared by researcher

Maximum use of animation in advertisements was done by Cartoon Network as almost 44% advertisements are glittered by 3D technology and advertisers have given more stress on utilization of animation followed by Hungama Channel where 33.30% of advertisements displayed animated characters to sell their biscuits, noodles and toys whereas advertisers give less importance to the usage of animation on Disney with 22.90% of advertisements using animation. The Percentage shows the usage of animation and technology in advertisements in respective channels

advertisements filled with animation has been used in order to draw children's attentions as kids can be easily influenced and manipulated by using their favourite cartoon characters.

Table 4.3: Celebrity as brand ambassador used in advertisements

Channel	Frequency	Percentage
Hungama TV	22	43.80
Cartoon Network	16	33.30
Disney	11	22.90
Total 48	48	100.00

Source: Data collected and table prepared by researcher

The above table suggests that advertisements in which celebrities were used as brand ambassador has been displayed maximum times by Hungama Channel topping the list with 43.80% followed by Cartoon Network with 33.30% and Disney with 22.90%. Advertisers like alpenlibe, Colgate active salt, Maggie and Reynolds Pen where some of the biggest name of film industry and sports world have been seen products. Kids are imitative by nature and they just want to be like movie stars and their favourite sports persons. This nature inspired advertisers to spend the money on hiring celebrity to endorse their products and somehow this has benefitted the advertisers resulted in higher revenues.

Table 4.4: Health appeal in Advertisements

Channel	Frequency	Percentage
Hungama TV	15	31.20
Cartoon Network	18	37.60
Disney	15	31.20
Total 48	48	100.00

Source: Data collected and table prepared by researcher

Above table indicates that advertisements with health appeal highest on Cartoon Network around 38% while Disney and Hungama have the same percentage which is 31%. Advertisements try providing as a safeguard against some of the health issues. Advertisement with the health appeal in

then lays more stress on providing a warning about health. Examples of such advertisement are Dettol, Real Juice and various toothpastes. This type of advertisements relates with our health concerns and gives us a sense of securities against all diseases. Kids are mainly targeted in these advertisements as hygiene at times can be a big matter of concern for their parents.

Table 4.5: Family values in advertisements

Channel	Frequency	Percentage
Hungama TV	14	29.10
Cartoon Network	16	33.30
Disney 11	18	37.60
Total 48	48	100.00

Source: Data collected and table prepared by researcher

Table shows that percentage of these advertisements was almost 38% on Disney followed by Cartoon Network with 33% and Hungama with 29%. Family values depicted in television commercials to a great extent makes a child a family guy. It is observed that in a Maggie 30 seconds flicker a family going gaga with a bowl of maggi or a family watching television and taking their meal together. All these ads conveyed to children have certainly made a mark and helped child allot to understand the values to live in the society as a kid in his small age learns from his family. Thus family becomes the primary school for a child.

5 Conclusion On the bases of findings it was found that advertisements during cartoon programs had targeted the bigger segment of urban area kids who had less developed mind and had their own world of fantasies. These advertisements gave a glance of some social, cultural and family values on the other hand these advertisements tend to discover a consumer out of a child. Celebrity credibility has also played a vital role as kids who are imitative by nature try to copy what their favourite sports person, actors doing. It was found that mythological characters had been used to sale the product. These days “ChhotaBheem” can be seen selling toothpaste and other daily consumed items. Majority of products

advertised were of personal use and had individualistic values. These advertisements at times also inspired a kid to be one of a kind which must have hit children to some extent. The core concept of behind making such advertisements was to make favourable image of product that was being endorsed by using cartoon and toys which easily got the eyeballs of kids. Consistent humour was also found there in these selected advertisements. In concluded sum it was noticed that these advertisements had managed to make a mark in preparing a grounds for kid to make his value system along with the commercial motives. The values shown in advertisements made a kid unable to recognize what is good and what is bad and do's and don'ts of life which was the central concept of values.

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