

Effect of Cartoon Shows on Kids Fashion

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Abstract: *It is not necessary to say that how much the children are interested in watching cartoon and shows on T.V. Actually watching T.V. is not bad as we are living in the world of information and Technology .The Television programs are not the only reason for brighter and more empathetic generations but it is a good start. It is said that the children are being enriched in school as well as at home in front of their T.V. is an important step to making strong ,smart, caring and innovative future adults. We can easily notice the children watching Tom and Jerry, Loony Toons ,Dore-Mon, Sinchan, etc. on T.V.. Cartoons have changed drastically over the years and have lasting effects on children. Typically, children begin watching cartoons on television at an early age of six months, and by the age of two or three children become enthusiastic viewers. This paper will discuss the impact of these cartoon characters on the kids clothing behavior and will also try to explore the reasons as to why the generation is more inclined towards television and these characters.*

Keywords: kids, fashion, cartoons, buying behaviour.

1. Introduction

Amit, will you please change the channel, his mother asked him as she and other members of the family wanted to watch the T.V. program "Diya aur bati hum". Amit neglected her voice and did not change the channel ,she asked him again and again but Amit was busy watching his favorite cartoon episode Poke-Mon on T.V. totally concentrated at his favorite hero. Amit is representative of the young children from up to 2 years old and even younger. Not only the children from the age group of 6 months but the elder boys and girls are watching the cartoons everywhere in India.

The world belongs to kids. Kid is the cynosure in the family. Family structures have undergone huge change and it is witnessed that there is an increase in the number of single parent and dual career families. Parents are today that much capable monetarily, to fulfill every wish of their child irrespective of ethical, psychological or economic impact over kids. So Kids have direct or indirect influence over family buying decisions(Belch et al., 1985). The major driving force behind this influence is Media, i.e. providing various modes of information. Among these various modes Television is an important medium of information because of its massive presence in children's lives. Winick and Winick (1979) refer to television as a member of the family, suggesting that TV constitutes a very significant component of a child's development .The advent of niche channels like cartoon network, hungama and pogo etc. have given marketers to capture the kids' attention and promote their product which are specially designed for them. They associate cartoon characters with the products & so it is quite easy for their little customers to retain information related to products and recall them. A recent study by Cartoon Network, New Generations 2011, reveals that 79 per cent of children in the age group 7-14 are

mobile phone users today, and that their spending power has gone up sharply — pocket money has shot up by over 200 per cent in the past 10 years, and 59 per cent in the past five. Internet access for the age group has quadrupled in the past 10 years. In nutshell Children are becoming consumers at younger and younger ages, and a variety of influences and experiences shapes their consumer habits.[1]

2. Research Objective

2.1. Primary

- To study the impact of Cartoon characters on Kids Fashion.

2.2. Secondary

- To study the role of children in buying decision of kids wear on their parents.

- To study the effect of family structure and income on the buying decision preferences.

3. Research Methodology

Research Type: Exploratory as it tries to explore the preference of kids.

Locale of Study: Jaipur

Sample size: 100

Sampling: Simple Random Sampling on the population of mothers of kids below 12 years. Kids of both genders were considered.

Data Collection Technique: Structured questionnaire administered on the sample size of 100 mothers.

Data Interpretation: SPSS software used to analyze data and find results to fulfill the objective.

4. Review of Literature

Cartoon is a form of two dimensional illustrated visual art while the specific definition has changed over time modern usage refers to a typically non realistic or semi realistic

drawing or painting intended for satire, caricature or humor or too the artistic style of such work. The term cartoon originated in the Middle Ages and first described a prepare story drawing for a piece of art, such as painting, fresco, tapestry or stained glass window . In 19th century, it came to refer to humorous illustrations in magazines and news papers. And in early 20th century and on words it refer to comic strips and animated films.[2]

Kids represent an important market segment to marketers because kids have their own buying behavior. Most of the time, kids monitor the buying decisions of their parents because they are the adults of future. Today most of the advertisers spend more on TV advertisements having children content to attract more children which are going to change the behavior of their parents. That is what McNeal and Yeh, (1997) has also stated that due to increase in awareness of children market potential has increased in three ways that children are spending money they have, that is essentially their pocket money, to satisfy their own need. O' Guinn and Shrum (1997) has stated in his findings is that consumer behavior is learned by children more easily if they are targeted with persuasion shown in commercials and various TV programs.[1]

Keeping this in view marketer induce sales by adding some incentives for children to influence their parents to buy a product. For example, a fast food restaurant usually adds play place along with the dining hall or some retailer give away toys, snacks, sweets as gift with the products purchased. Although products are for adults but retailers make children pester their parents to buy that product. The attractive display of product also works in inducing this power more efficiently; these kinds of purchases made by parents under the influence of children are usually impulse purchases.[1]

Cartoons are the central focus of many children's lives that parents manipulate & use to keep the children occupied while they are busy with their office schedules. Many parents also express satisfaction with the educational benefits of TV and how it can teach positive behaviors. Children at every age learn a variety of things easily by watching educational cartoon films. Infants and toddlers start learning different words, and their meanings. Also, cartoons have a tremendous impact in improving the cognitive aspects among young children. Children become more creative by watching cartoon films. They try to do things in different ways so their imagination and creativity is enhanced. When parents buy different storybooks, watch different cartoons and children programs with their children or let their children to cinemas for watching movies.[3]

Television viewing tops the list of preferred activities among Indian children. A survey by AC Nielson also showed that on an average an Indian child watches TV for about three hours on weekdays and 3.7 hours on weekends and the time spent in front of television increases with age (The Child, Branded, 2004). Television

plays an important role in influencing purchase decision of children in India. A study done by Media Consumer Insights division of communications services major Group M which covered about 700 respondents in 13 countries revealed that Television advertising influences the purchase decision of the Indian children the most with 77% of the respondents indicating television advertising as key influencer driving children's purchase decision (TV Ads Influence Kids Most, 2003). Children are found to be an important audience who watch television and influence family purchase decisions and so marketers are now targeting them. Television commercials lead to frequent demand for the advertised product and many of the parents succumb to the demands of children. Many parents agree that children play an important role in family's buying decisions.[4]

5. Analysis & Interpretation

We had developed few hypotheses which are as follows:

5.1. Part- 1

Keeping the independent (factor) variable constant i.e. "whether the mother is employed or home maker", we want to see how it affects the dependent variables which are how much time children spend watching television and how persuasive/influencing the children is while purchasing clothes.

Set 1

H1: The occupation does affect the duration that the children spend watching television.

H0: There is no variance due to this factor.

Set 2

H1: There is significant variance in the persuasiveness of the children due to the occupation of the mother.

H0: There is no variance due to this factor.

Table 1: ANOVA

		Sum of Squares	df	Mean Square	F	Sig
How much time does your child spend on watching T.V. in a day	Between Groups	4.894	1	4.894	8.256	.005
	Within Groups	58.096	98	.593		
	Total	62.990	99			
Does your child influence/pressurize you to buy clothes of his/her choice	Between Groups	.447	1	.447	.667	.416
	Within Groups	65.743	98	.671		
	Total	66.190	99			

To test the hypothesis, one way ANOVA test was administered, as we can see the F value in first case is 8.256, we fail to accept the null hypothesis; hence we can say that due to the occupation of the mother the amount that the children spend watching television does get

affected. Similarly in the second case the F value is .667, therefore we fail to reject the null hypothesis, and hence we can say that the persuasiveness/influence of the children doesn't get affected by the occupation of the mother.

5.2. Part - 2

Keeping the independent (factor) variable constant i.e. "what kind of programs your children watch", we want to see how it affects the dependent variables which are how they get affected by watching cartoons, their preferences towards buying cartoon inspired clothes and accessories, their affinity towards those store keep such merchandise.

Set 1

H1: The children behave differently due to exposure to different kind of programs

H0: There is no difference is the children's behaviour due to the exposure of different programs.

Set 2

H1: There preference of buying cartoon influenced merchandise gets affected by exposure to cartoon programs.

H0: It does not get affected.

Set 3

H1: There affinities towards the stores which keep cartoon inspired merchandise get affected by the exposure to cartoon programs.

H0: It doesn't get affected by this factor.

To test the hypothesis One-way ANOVA was executed, with the above found results we can interpret that due to the factor i.e. children exposure towards cartoon programs, in first case as we found F value 1.54, there is significant variance due to the factor, so we fail to accept the null hypothesis, hence the children preference get affected by the exposure to cartoon programs. As the F value in the second case is .826, we fail to reject the null hypothesis; hence we can say that the affinity toward the stores does not get affected by the same factors. Similarly, in the last case the F value is 2.02, which suggest that we fail to accept null hypothesis, and hence we can interpret that the personality and different behavioral aspects of the children get affected due to the exposure of variety of programs.

6. Result & Discussion

- The study shows that most of the families today have both the parents working due to which the disposable income of the families are comparatively higher.
- Since both the parents are working and have less time to spend with the children, they are more indulged into watching television are more influenced by what they watch.
- Most of the kids have their individual preference towards clothing and are influenced by their favorite cartoon characters while they shop for their clothes as well as other accessories. They also force their parents to buy the clothes of their preference and are attracted to the stores which offer clothes and accessories of their favorite cartoon characters.
- Even when the parents say that the kids are influenced by the cartoon characters they also feel that there are other aspects of day-to-day life where the influence is more prominent. Since most of the kids watch TV for >1hr a day, the outdoor activities are restricted. Also they try and speak the language spoken by their favorite cartoon character and behave in a similar manner.

7. Conclusion

From the study conducted we can easily conclude that children today are influenced by cartoon characters in day to day life in more than one way. The impact of cartoon characters on kids fashion is remarkable while we cannot ignore that there are other prominent areas where the influence may be easily noticed. This influence has been acknowledged by most of the brands since they have been offering special clothing lines with cartoon characters to attract this huge population of kids which are influenced by them. Family structure also has a vital role to play in the influence as due to the growing small size of families and both parents working, kids are left alone for a longer duration of time which results in indulging in television and viewing these cartoons for longer duration of time which influences them even more.

Table 2: One Way ANOVA

		Sum of Squares	df	Mean Square	F	Sig .
Does the child have a preference towards clothes and accessories with cartoon characters influence	Between Groups	2.257	4	.564	1.543	.196
	Within Groups	34.733	95	.366		
	Total	36.990	99			
Are the kids attracted towards stores which have clothes inspired by their favourite cartoon characters	Between Groups	1.820	4	.455	.826	.512
	Within Groups	52.340	95	.551		
	Total	54.160	99			
Which aspect is the most influenced by cartoon in kids	Between Groups	10.302	4	2.576	2.028	.097
	Within Groups	120.658	95	1.270		
	Total	130.960	99			

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