

**THE IMPACT OF TV MEDIA ON CHILDREN BEHAVIOURAL CHANGES WITH
SPECIAL REFERENCE TO HIGHER EDUCATED FAMILY IN TAMILNADU****G. Pandi Selvi**Dhanalakshmi Srinivasan College of Engineering, Coimbatore, Tamil Nadu, India
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ABSTRACT

The former President of India Dr.A.P.J.Abdul Kalam uttered to the students that “Dream it, so that you can succeed”. A strong India would be created with the hands of youngsters. But will it be happen?.

The current media target and attach the consumers are with effective plan, and enlighten with glamour as per the emotions, needs, wants and demands of the consumers. Marketers and companies are spending billions of dollars on consumer research and to know the important factors involved in consumer decision making. While talking about the marketing mix now a days marketers main focus is on designing persuasive messages/commercials to attract the target customers. Because the major chunk of the population and among all consumption of household a considerable portion is of children products. So marketers are focusing and trying to attract and influence the children by designing ads that are considerably attractive for children and persuasive enough for their emotional attachment with the product.

INTRODUCTION

The children are faced changes in their behaviour with the heavy influence of TV media. This study more focused with the Higher Educated family children. The Higher Educated family children are subjected with so many behavioural changes including some health issues due to their TV viewing pattern. It is imperative to discuss this aspect along with the discussion on its linkage with the TV viewing pattern for future policy implication. The potential strategies adopted by the parents to reduce the TV viewing among the children and its consequences. The behavioural changes are discussed with the help of sedentary behavior, sleeping pattern, consumption pattern, social isolation lesser physical activities, health issues, addition to television, aggressive in nature and poor in academic achievement.

PROBLEM IDENTIFICATION

The TV Media industry has targeted children as consumers for nearly three decades and the

debate surrounding advertising to children has existed for nearly as long. Currently, advertisers promote a variety of products and services specifically to and through children.

Television watching is a major activity and influence on children and adolescents. Children in India watch an average of three to four hours of television a day. By the time of higher secondary, they will have spent more time watching television than they are in the classroom. While television can entertain, inform, and keep our children community, it may also influence them in undesirable ways.

Time spent in watching television takes away from important activities such as reading, school work, playing, exercise, family interaction, and social development. Children also learn information from television that may be inappropriate or incorrect. They often cannot tell the difference between the fantasies presented on television versus reality. They are influenced by the thousands of commercials seen each year, many of which are for alcohol, junk food, fast foods, and toys.

Children who watch a lot of television are likely to have low performance in studies, read fewer books, exercise less and be overweight. Violence, sexuality, race and gender stereotypes, drug and alcohol abuse are common themes of television programs. Young children are impressionable and may assume that what they see on television is typical, safe, and acceptable. As a result, television also exposes children in their behaviors and attitudes that may be overwhelming and difficult to understand.

IMPACT OF TV MEDIA

Television has its good side. It can be entertaining and educational, and can open up new worlds for kids, giving them a chance to travel the globe, learn about different cultures, and gain exposure to ideas they may never encounter in their own community. Shows with a pro-social message can have a positive effect on kids' behavior; programs with positive role models can influence viewers to make positive lifestyle changes. However, the reverse can also be true: Kids are likely to learn things from TV that parents don't want them to learn. TV can affect kids' health, behavior and family life in negative ways.

A substantial body of research indicates that the prevalence of obesity in childhood is increasing. The classic externality theory of obesity postulates that the obese are more influenced by external stimuli than are the lean (Schacter, 1971). Direct exposure to certain types of food, such as processed and snack foods high in fat and sugars, generally energy dense, may contribute to the development of child obesity. A critical indirect influence on children's food choices and intake may be advertising of foods on television.

OBJECTIVES OF THE STUDY

1. To reveal the profile of the parents of the Higher Educated Family children.
2. To examine the changes due to the TV viewing pattern among the Higher Educated Family children and the attitude with their parents profile.
3. To evaluate the impact of TV viewing pattern on behavioural changes and health issues among The Higher Educated Family children.

4. To study the potential strategies adopted by parents to limit the TV viewing pattern and its consequence.

RESEARCH DESIGN

Quantitative research (empirical) approach was adopted to carry out this study, particularly the survey design. This study uses survey method as the most appropriate strategy in this case. Survey method includes the collection of data from a sample of individual persons through their answers to questions.

DESCRIPTIVE STUDY

The researcher used Descriptive study in this research.

SOURCES OF DATA

Primary Data

In this research a well-structured questionnaire and interview schedule are used to collect the primary data from 204 respondents in Trichy district. Most of the data are collected from the respondents in public places like shopping malls, exhibition and parks. Data are collected from both parents and their children in both of their presence. The questionnaire covers a wide range of issues and is prepared in English. In this research children from Trichy are selected to collect data using a survey questionnaire.

Secondary Data

Secondary data consists of the information that have already been gathered and might be relevant to the problem at hand.

SAMPLE SELECTION

Sample Unit

Sampling unit refers to the children of Higher Educated Family in Trichy under the age category of 6-15 years old and their parents are considered for the present study.

Sample Size

The researcher took 204 samples for this study.

Sampling Technique

In this research, the researcher has adopted a convenient sampling method to collect the primary data. In this study the researcher selected Higher Educated Family children of Trichy for the study.

QUESTIONNAIRE DESIGN

A well-structured questionnaire is a set of questions designed to produce the data necessary to complete the objectives of the research; it is a formal schedule for collecting information from respondents. Questionnaire includes socio economic status and television viewing patterns, and behavioral changes of the child.

DATA ANALYSIS

In qualitative data analysis, a researcher may use a summary description of the data collected from the field. Quantitative data analysis involves the use of statistical methods to assemble, classify, analyze and summarize the data to derive meaning. In this research, Data analysis is done by utilizing the following tools like frequency analysis, Chi-square test, Pearson Correlation, and Regression analysis.

FINDINGS

- As a whole 90.8% of the respondents are educated. Out of which 49.13% respondents are completed their school level. 25.39% of the respondents are under graduation level and 16.28% of the respondents are post graduate level.
- In High educated the dominance age group are less than 30 and 30 – 35 which constitutes 40.02% and 35.56% respectively.
- In Higher Educated 95.12% of the respondents are belongs to Nuclear Family system. Nuclear family system occupies the major positions in this study.
- The number of educated persons per family is higher in Higher educated family.
- The personal income per month in Higher Educated family is higher.
- In Higher Educated family the servants are the caretaker of the children.
- The number of TV at house of Higher Educated family is high.
- The higher percentage of respondents in Higher Educated family are having separate TV sets at bed room.
- The hours spent on TV viewing is higher in the children of Higher Educated family.
- The extent of unnecessary TV watching among the children of Higher Educated is high.
- The highly preferred programs as per the view of the Higher Educated are Cartoons and Discovery.
- The highly viewed timing of watching TV programmes by Higher Educated family are return from school and all times at home.
- In view of Higher Educated family, the TV programmes liked by their children are Chotta Bheem and Mr. Bean.
- The higher level of TV viewing is seen among the children of Higher Educated family.
- The highly viewed variables in changes Higher Educated these two variables are Weight of the Child and Social Intention.
- The highly viewed variable in Sedentary behaviour by Higher Educated family are not play with others' and Lesser outing.
- The highly viewed variable in consumption pattern by the higher educated family are uneven in timing of taking food and taking of more soft drinks.
- The highly viewed variable in lesser physical activity by the higher educated family are dislikes to do small family works and reduction of games activities.
- The highly view variables in health issues by the higher educated family are poor dietary habits and hyper tension.

- The influencing TV viewing pattern on the sedentary behaviour among the children of the children of higher educated these are hours spent on TV viewing, unnecessary TV watching, timing of TV programmes, need for TV viewing for sleep and favourite TV programmes.
- The influencing TV viewing pattern on the sleeping pattern as per the view of higher educated family are hours spent on TV viewing, unnecessary TV watching, timing of watching TV programmes and need for TV viewing for sleep.

CONCLUSION

We completely understanding that the TV Media have impact on children behavioural changes. Efforts are needed to overcome the TV impact on Children Behavioural changes. Parents must adopt the strategies to keep their children in control. The Parents' could reduce the Children TV spent time by increase their spending time with the children and interaction with the children. The Parents could insist their children to avoid watching TV while eating. The Parents could encourage their Children on Physical activity like Brain games, role play and other games which leads to Healthy and active body. The Parents could give Healthy foods to the Children to grow Healthy and avoid snacks food.

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