

ATTITUDE OF CHILDREN'S TOWARDS TELEVISION ADVERTISEMENT

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ABSTRACT

Advertising is a form of communication used to encourage or persuade an audience, viewers, readers or listeners; sometimes a specific group of people to continue or take some new action. Most routinely, the yearned outcome is to propel buyer behaviour with esteem to a financial proposing whereas political and ideological advertising is also common. It is clear-cut from the literature that TV promotion, leverage children, especially in foods like chocolate, cookies, nourishment supplements, toothpaste, toys, etc. advertising is second only to films as far as its influence on the society is worried. Advertising is the most influential and powerful intermediate in the present financial humanity. The major target of this study is to find out, how children are influenced by the television advertisements. There are both good and bad impacts of promotion. The aim of the study is in effect of TV advertisements on young kids with exceptional reference to Coimbatore town. An attempt has been made to understand the children's perception about products & their advertisements, Primary facts and figures have been collected through a questionnaire. The study arrives out with useful insights and recommendations.

KEYWORDS: Television Advertisement, Chocolate Brands, Children's Preference