

ARAŞTIRMA MAKALESİ / RESEARCH ARTICLE

EFFECTS OF ADS ON CHILDREN'S CONSUMPTION BEHAVIOR

ÇOCUKLARIN TÜKETİM DAVRANIŞI ÜZERİNDE REKLAMLARIN ETKİSİ

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ABSTRACT

In the study, the effects of ads on children's consumption are examined. Following a conceptual look on ads, advertising, and child and the field of ads, an in-depth interview technique is utilized to measure the impact of ads on children's consumption which constitutes the main subject of the study. An in-depth interview is conducted with 20 parents living in Ataşehir district in İstanbul, Turkey and with their children studying in Ataşehir. As a result of the study, it is determined that all the TV commercials influence children. When the food ads on TV are examined, it is found that the advertisements of foods of animal origin catch children's interest at most. There are also healthful products such as milk, yoghurt in these food ads. However these ads are for foods of animal origin such as fruit yoghurt, fruit milk and delicatessen products. These ads influence children's interest and create desire of purchase.

Keywords: Advertisement, Animal Food, Child, Consumption.

JEL Classification Codes: M31, M37, M39.

ÖZ

Bu çalışmada reklamların çocukların tüketimindeki etkisi incelenmiştir. Çalışmada reklam, reklamcılık ve çocuk ve reklam alanına kavramsal bir bakıştan sonra araştırmanın esasını oluşturan çocukların tüketimindeki reklamların etkisini ölçmek amacıyla derinlemesine mülakat tekniği kullanılmıştır. İstanbul'un Ataşehir semtinde yaşayan ve çocukları Ataşehir'de okuyan 20 ebeveynle derinlemesine mülakat yapılmıştır. Yapılan çalışmalar sonucunda tüm TV reklamlarının çocukları etkilediği görülmüştür. TV'deki gıda reklamları incelendiğinde, hayvansal gıda ürün reklamlarının çocukların ilgisini en çok çeken reklamlar olduğu tespit edilmiştir. Yiyecek reklamlarının arasında süt, yoğurt gibi sağlıklı ürünler de bulunmaktadır. Ancak bu ürünler meyveli yoğurt, meyveli süt, şarküteri ürünleri gibi hayvansal gıda reklamlarıdır. Bu reklamlar çocukların ilgisini çekmekte ve satın alma arzusu oluşturmaktadır.

Anahtar Kelimeler: Reklam, Hayvansal Gıda, Çocuk, Tüketim.

JEL Sınıflandırma Kodları: M31, M37, M39.

1. INTRODUCTION

In this research, depth-interview technique was used. In accordance with the opinions of parents, the study, in qualitative structure, reveals the data related to which of the products from food ads broadcast on TV 7/11-year-

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old children studying at governmental public schools in Istanbul require most to be bought at the time of seeing at supermarkets and to what extent they are influential on the family's decision of purchase.

The issues associated with the effects of advertisements on children were investigated through making a literature review. The aim of the research on subject is to reveal the effects of foods ads on 7/11-year-old children still studying at primary school with the viewpoints of parents as well as to compare the findings' compatibility with the literature. Besides, while forming the questions on the interview, the relevant literature was benefited.

To be able to make an argumentation related to that TV commercials affect children's consumption, answers are to be searched for the questions below.

1. Do TV commercials affect children?

H1: In the study, it is supposed that TV commercials affect children.

2. Do food ads affect children's consumption?

H2: In the study, it is supposed that food ads affect children.

The model of the research is in a qualitative structure. Depth-interviews were made with twenty of the parents whose 7/11-year-old children still studying at primary school.

The research population comprises of twenty of the parents whose primary school students studying at Ataşehir, the neighborhood of Istanbul.

In depth-interviews made with the parents; the families' education level, income level, how many hours the children watch TV when they are at home, what kinds of programs the children watch, whether the children are aware of animal source foods' ads or not, which advertisement of foods the children watch carefully at most, whether or not the children identify these products when they see them at supermarkets, whether or not the children have a role in the decision of purchase and at the last stage the parents' opinions about the topic were situated.

2. WHAT ARE ADVERTISEMENT AND ADVERTISING?

A variety of definitions are made for advertisement. To put all into words, Şimsek defines advertisement as the job of introducing products and services by using mass media. Similarly, it is an instrument which makes advertisement products sold, stimulates target group to buy and enables product or service being advertised to be sold in exchange for providing its value (Şimsek, 2008:18). According to Peltekoğlu, when interaction between a brand or a product is examined, advertisement intensifies on the attempts of manipulating available consumers to further consumption and creating addiction to a brand, joining the ones who don't consume a brand or product with its available consumers (Peltekoğlu, 2010:2). According to these definitions, for advertisement, it might be said that it is a kind of marketing of visual and aural communication using an impersonal message, which is supported clearly to stimulate or sell a product, service or an idea.

According to Li et al., advertisements can be identified by characteristics such as their pace, jingles, voiceovers and their contrasting style and content to the surrounding programs. Television advertisements tend to be short and are usually grouped together with several in the same commercial break. Advertisements are usually repeated on television, so children see the same advertisement a number of times. In some countries there is a separator between a program and the commercial break (Li et al, 2014: 203).

Şimsek, stating advertisement has a function of informing consumers about a product or service by means of using some communication tools in exchange with a charge, points out that advertisement is one of the most important facts of today (Şimsek, 2008:23-24). Heath, expressing advertisement begins typically with company's desire to persuade consumers to buy something, indicates that companies make up a message and suggestion which persuade consumers to buy it as changing their thought about the product (Heath, 2013:35,36). It is impossible that consumers identify newly-introduced products and change their preferences without advertisement. For this reason, one of the first aims of advertisements is to announce and introduce newly- introduced products to consumers.

Advertisements encounters with consumers at different settings. One of the most important stages of advertising campaign or advertisement which is planned for promotion of product or service is selection of advertising media in which presentation of advertisement is to be made. Because advertising media is the last point that message

meets with consumers. Any slightest mistake to be made at this last point is like that all expenses, time and labor made for the product or service to be advertised till this moment go to waste (Şimsek, 2006:49).

According to Macrury, advertising is a genre, an everyday feature and format across contemporary media, alongside other genres and subgenres, such as news, sitcoms, fashion features, celebrity interviews and including films, games and – as yet more difficult to classify – various other Internet communications-based formats. Advertising's function, as we know, is to promote and often to sell a product, a service or perhaps an idea (Macrury, 2009: 23). In addition Fletcher says that advertising is just one type of marketing communication. Other types of marketing communication that are not normally defined as advertising include: packaging; sales promotions (money-offs, two-for-ones, competitions, and the like); catalogues; shop windows and in-store publicity; brand placements in television programs and films; commercial emails; brand names on clothes and other goods; public relations (brand mentions in the media); commercial websites and blogs; and telephone selling. All of these (and many others), are marketing communications, and are often used to increase the sales of things (Fletcher, 2010: 1).

Macrury says that advertising is substantively made up of the working assumptions and activities of a variety of stakeholders: everyday consumers and audiences; lobbyists for or against advertising in particular product sectors; industry regulators and associations; journalists and popular commentators; academic critics, industry spokespeople, market researchers, creative practitioners, media corporations, agency staff and their clients (Macrury, 2009: 40).

3. TELEVISION ADS AND CHILD

Advertising expenditures by television networks are substantial. In 1995, for example, the three major networks spent approximately 16% of their revenues on tune-in advertisements, 1 more than twice as much as firms in other industries. The networks also rank among the top ten firms in the economy in terms of dollars of advertising expenditures (Shachar and Anand, 1998: 363-364).

Henderson and Kelly point out that across the globe, television is still the primary medium used for advertising food and drink products. Cruz et al., remark that in the UK in 2003, Nestle alone spent £43 million promoting breakfast cereals and chocolate, Kellogg's spent £30 million promoting their cereals, and Coca-Cola funded their soft-drink advertising with £26 million. In the United States, \$1 billion is spent annually on youth-oriented media advertising, particularly on television. They add that some researchers have estimated that for every US\$1 the WHO spends on promoting healthy nutrition, US\$500 is spent by the food industry promoting processed foods (Boylard et al., 2014: 55).

Rutherford states there are some indications associated with that people look positively to some sort of TV commercials. The restaurant, called Groaning Board, in Toronto was continuously screening productions having won Cannes Lions to attract customers. By lately 1980s, these film badges went to a tour to be screened at art film theaters in other cities of Canada. In 1982, NBC screened a special production called as 'The most famous TV commercials'. On one hand, this production evoked filmgoers' nostalgic emotions; on another hand, it set on the first place at Nielsen's weekly rating reports as well. Since then, advertisement collections were shaped into episodes occasionally in network broadcasts and public regarding productions. In the year of 1992, Night of the Ad Eaters lasting 6 hours and composing of 500 ads was playing to a full house at Champ-Elyses in Paris. According to Marketing's claim, Watt and Burt butter campaign caused fan mails in Canada. The Administration of Dairy Products were surprised by the number of the fan mails posted from all around the country (Rutherford, 1996:228).

These indications drew attention because of their abnormality. However there are also less dramatic indications which are associated with that advertisements may have an another, unintended role in people's lives. Since Gary Steiner's research in 1960s, the researches made on TV watching attitudes and habits have shown that viewers always look for ads` giving joy. Respondents were ready to accept they make an effort for watching the advertisement they like and say some ads were better than programs. Indeed; according to Harper's Magazine, Americans over 60 years old said that they never changed channel during ads. The thing people specifically preferred is not information, but lingering and being stimulated. Besides, the view defending ads should be informative continues to exist. According to Winston Felcher, a market research made in England shows almost the same phenomenon; people wishes an occasion to laugh, have fun. The viewers are having discomfort with the

ordinary advertisements most of which are believed to be unpleasant, boring, humiliating, tiresome by them. In other words, experience makes people more discriminative from the points of evaluation and enjoyment of TV commercials (Rutherford, 1996: 229).

According to Shabbir, electronic media such as television can be a powerful entertainment and education tool for children, which give the right programming. As well as the advertisement on the TV channels also give the awareness to the children so that children have their own division in the consumer segments. Shabbir adds that children are coming into the consumerism at younger and younger ages and number of experiences and influences give shapes to their consumer habits and their behavior. There are many factors that interplay to affect their decision making and behavior pattern (Shabbir, 2016: 1). Children become TV viewers in very early ages, almost since birth (Kar, 2008:193). Şimsek, stating the most common used media by children is TV among mass media; points out children meet more frequently with TV commercials and are more interested in them. Şimsek explains that advertisers often use cartoon heroes, children games and at most child image in the ads related to children due to children`s interest in ads. Identifying that ads impress and amuse children on TV most after cartoons, Şimsek highlights that the first condition to be able to be successful for an advertisement is that children can look at it. The usage of cartoon characters in ads of Petit Danone, the usage of animation cows on dairy products are the scenarios prepared by advertisers to draw children`s attention to the product (Şimsek, 2006: 91).

Piaget identified four stages of child development—sensorimotor (birth to two years), preoperational (two to seven years), concrete operational (seven to 11 years), and formal operational (11 to adulthood), and each stage is characterized by certain cognitive abilities or limitations (Gunter et al., 2005: 31). Shabbir points out that previous study findings indicate that comprehension of commercial intent is related to age. Children younger than 7 or 8 years old show little awareness of what a commercial is and its persuasive intent and appear unable to deal with commercials appropriately. Understanding of purpose of advertising improves with age, belief in the credibility of advertising tends to decline over age. With comprehension of persuasive intent comes skepticism and disbelief about the advertised product (Shabbir, 2016: 3). Kunkel et al., points out that it is generally assumed that younger children are more susceptible to the effects of advertising than are older children and adults because young children lack the skills, knowledge and experience to critically evaluate advertising (Buijzen, 2014: 140).

Arcan, Bruening and Story point out that food and beverage marketing is a major factor that influences children`s food preferences and purchasing requests. Marketers use many avenues to reach children with their messages such as using popular cartoon characters and toy giveaways to increase the pester-power of youth. They add that billboards, in-school advertisements, TV commercials, product placement in television shows/movies/video games and in grocery stores, Internet websites and games, and smart phone applications are often used to deliver messages and engage youth (Arcan, Bruening and Story, 2013: 1). Due to their low media literacy, children at early ages might be deluded more quickly by the advertisements based on clatters, colorful images, famous characters, product`s physical attractiveness. Nevertheless, it is assumed that mature children whose media literacy is high might criticize the messages of the advertisements and might be persuaded harder. As the age increases, developments are observed in a positive way at the stages of taking action related to consumption, figuring out advertisement, being impressed and being convinced. In other words, the increase of the age, the cognitive experience and the growth of knowledge develop child`s effect on decisions about consumption in family and individually (Kar, 2008:204). Owing to the fact that children`s concentration time is more limited, ads` short-time existence is related to save children`s attention in the period of message. Even though children enjoy the mini fictions rather than itself of advertisement`s message, they become acquired advertisement`s message while watching advertisement. On the grounds that children are customers of the future, their attitudes and motivations over their childhood are significant at future consumption behaviors (Yücel, 2008:215).

The linguist Michael Morgan, from University of Michigan, stated that the schools subscribing to Channel One – a channel were full of ads and were watched to children on TVs in classes - were in low-income areas rather than in the ones where people with medium or high income lived in the research he made in 1993. That`s to say, poor children doesn`t stay just with taking consumption classes, their enthusiasm with consumption also stays in their mind as they don`t have money to buy on-going products in front of their eyes. The screen says `buy this item`. But parents say `We have no money`. Some of these children will apply to all the ways for having these items. So some children will have to tell the story to judge (Sanders, 2010:53).

Ads are in the state which makes children almost the center of the dramatic structure in every aspect whether they are consumers of the product or not. The life focusing on consumption and items of consumption corrupts the difference of cognitive adequacy between the worlds of child and adult. Being as knowledgeable as their grown-

ups about a number of topics ranging from car to televisions, computers to bank accounts, mobile phones to whitening clothes, children, expert at consumption, grow up (Kar, 2008:192).

Schor and Ford point out that children's access to income has risen markedly in recent years, and they are considered to have a developing role as independent consumers. They add that 'Sweets, snacks and beverages' is the largest product category for children's purchases, accounting for a third of children's overall spending. Additionally Cruz et al., say that an international study found that more than 50 per cent of parents interviewed reported that children were a major influence on their purchasing decisions and that 'child's demand' was frequently the primary reason for buying a product (Boyland et al., 2014: 60).

In the course of identifying with an advertisement character, the customers empathizing with someone else start to feel their participation to/ partnership with the character's experience. That's to say, the consumer experiences events in the story from the perspective of the character with whom they identify themselves. The consumers start to perceive similarities between their self-identities and the traits described by the character (Sutherland and Syvelster, 2004:116).

Although some researchers have concluded that children do not understand persuasive intent until after 7 or 8 years of age, others have argued that much younger children do have an awareness of advertising (Ali and Blades, 2014: 18). According to Peltekoğlu, particularly children below the age of 7 are very interested in the world advertisement presents to them due to the fact that they cannot figure out the difference between the real world and the world advertisement fabricates. When it is considered however hard grown-ups protect themselves from the charm of advertisement, expecting children's disposal from the effect of advertisement would be too optimistic. Peltekoğlu explains the fact that children watching TV with the whole concentration realize that the aim of the advertisement is sale cannot be expected, especially in pre-school age groups. By interfering in the program, short and vigorous advertisement films capture the viewer who is concentrated on the screen (Peltekoğlu, 2010: 126,127).

Today there are some facts effective on children's having a say about both the products they consume and the ones consumed with the whole family as they meet with the products of consumption at very early ages. Especially in modernism and narrowing family context, the child is cared more and becomes an individual whose opinion is requested at decision periods in democratic family settlement. That the model of family consisting of one child and one parent is becoming common and also this kind of families' access to a relatively high socio-economic class increases the child's power to negotiate in the family (Kar, 2008: 195). The statistics recorded in the USA reveal that 200 billion dollars spending, which the families of children aged 14 and below made, became efficient around 20 billion dollars. As a result of this, the expenses of advertisements, which TV programs mediates, are 800 billion dollars, which looks enough informative about the child market. The impossibility that the children whose perceptions are entirely open overlook magic images as well as realization of children's huge effect on their families' consumption habits made children an irreplaceable target group. It might not be expected the children who are deprived of knowledge and skill to be able to analyze the messages of advertisement are not influenced from the colorful world of the advertisements (Peltekoğlu, 2010: 127-128). Children are effective on decision mechanism, which drives marketers to see them as potential consumers from the period they might be called just as baby. The realization of a brand by the child and its placement to a statue which the brand is known for them are believed to happen before the act of purchase. Thus starting from the children who are not in the age of game yet, marketers make efforts to set their connection with the brand. The product category that children are most effective at its decision is food and similar products (Kar, 2008:197-198). The example in Nancy Day mentioned in her book, 'Information or Manipulation', is interesting by the view of depicting children's influence on their families' purchase behavior. Along with that the slogan, 'Scream till your father stops/buys', developed for an ice-cream advertisement in Pennsylvania actually gives a humorous impression, it might also be estimated as a message which encourages children to direct their families to buy. Approximately ten years ago, advertisements related to children are limited to products such as candies, toys, chocolate; today children's being effective on families' decision of purchase causes the advertisements of other products which put children on target, too (Peltekoğlu, 2010:129). The children's effects on the decisions of consumption certainly initiate marketers. The budgets of advertisement and promotion also show how children compose of an important market (Kar, 2008:199).

Young et al. (2003) conducted survey research on parental attitudes towards advertising to children in the UK, Sweden and New Zealand. Parents in the UK and Sweden agreed that advertising made children pressure their parents to buy them the advertised products, that children were deceived by advertisements, that children were exposed to too much TV advertising, and that the more advertising children watched, the more they would want

the advertised products. Results from New Zealand showed that parents were relatively neutral on issues such as whether advertised foods were an important cause of unhealthy eating habits. They were, however, concerned that television encouraged children to want products they did not need. Parents in all three cultures agreed that too many advertisements were directed at children during children's shows and that 'pester power' was a negative consequence of advertising to children (Oates et al., 2014:116).

4. RESEARCH AND RESULTS

In this research, depth-interview technique was carried out. In accordance with the opinions of parents, the study, in qualitative structure, reveals the data related to which of the products 7/11-year-old children studying at governmental public schools in Ataşehir, the neighborhood of Istanbul, require to be bought most from animal source foods` ads broadcast on TV when they see at supermarket and to what extent they are influential on the family`s decision of purchase.

The reason of children`s being selected is numerically their excess regarding the population. According to the data of the Turkish statistical institute, while the population of Turkey is 78 million 741 thousand 53, the number of the children is 22 million 870 thousand 683. According to the description of United Nations, the child population consisting of the age group of 0-17` accounted for %45 of the whole population in 1985, but it does %29 of the whole population in the year, 2015.²

The issues associated with the effect of advertisements on children were investigated through making a literature review. The aim of the research on subject is to reveal the effects of animal source foods` ads on 7/11-year-old children still studying at primary school with the viewpoints of parents as well as to compare the findings` compatibility with the literature. Besides, while forming the questions on the interview, relevant literature was benefited.

The model of the research is in a qualitative structure. Depth-interviews were made with twenty of the parents whose 7/11-year-old children still studying at primary school.

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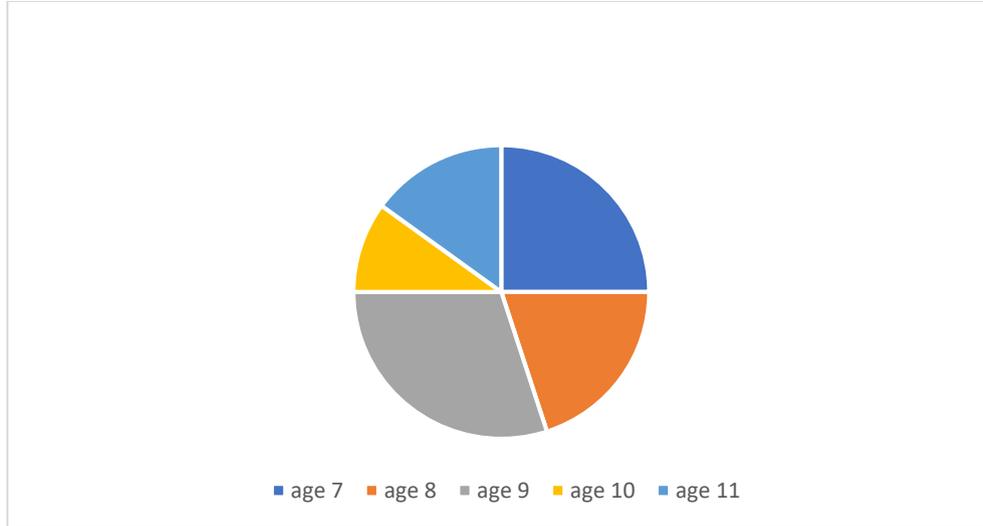
In depth-interviews made with the parents; the families` education level , income level, how many hours the children watch TV, what kinds of programs the children watch, whether the children are aware of foods ads or not, which advertisement of foods children watch carefully at most, whether children identify these products when they see them at supermarket or not, whether children have a role in the decision of purchase or not and at the last stage the parents` opinions about this topic were situated.

In the research, the interviews were made with 20 families having children in the age group of 7-11, as residing in Ataşehir, the neighborhood of Istanbul. The parents were selected randomly. The education level and income level were not considered. 29 open-ended questions were asked to the families. Initial seven questions were asked to learn information such as the child`s age, gender, education level of mother and father, family`s monthly income. Other questions asked in the research are related to whether children watch TV commercials or not, their attitude to the advertisements and families` behaviors as against this attitude.

When the distribution of age groups of children with whose families interviews were made is examined, 5 of the children are 7 years old, 4 of the children are 8 years old, 6 of the children are 9 years old, 2 of the children are 10 years old , 3 of the children are 11 years old.

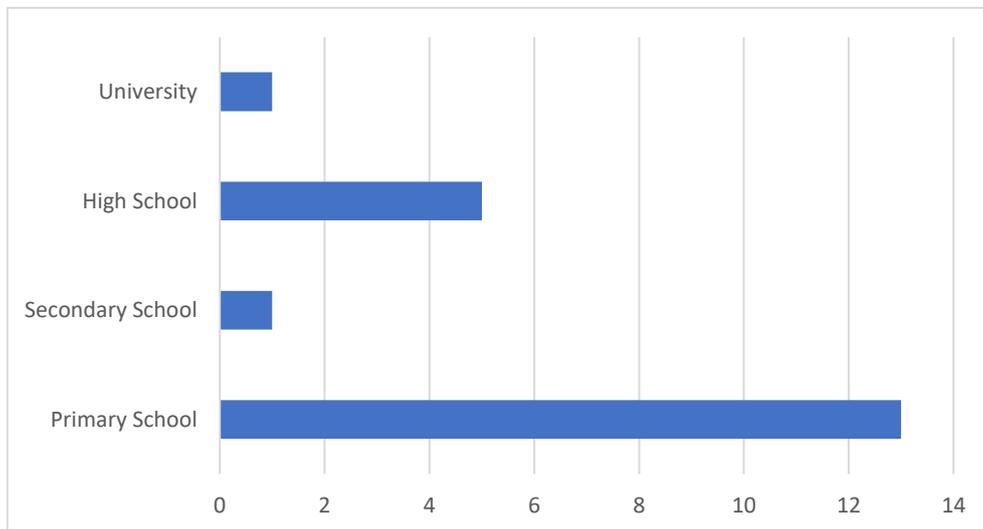
² For more information see: <http://www.tuik.gov.tr/PreHaberBultenleri.do?id=21521>

Graphic 1. Distribution of Children by Age

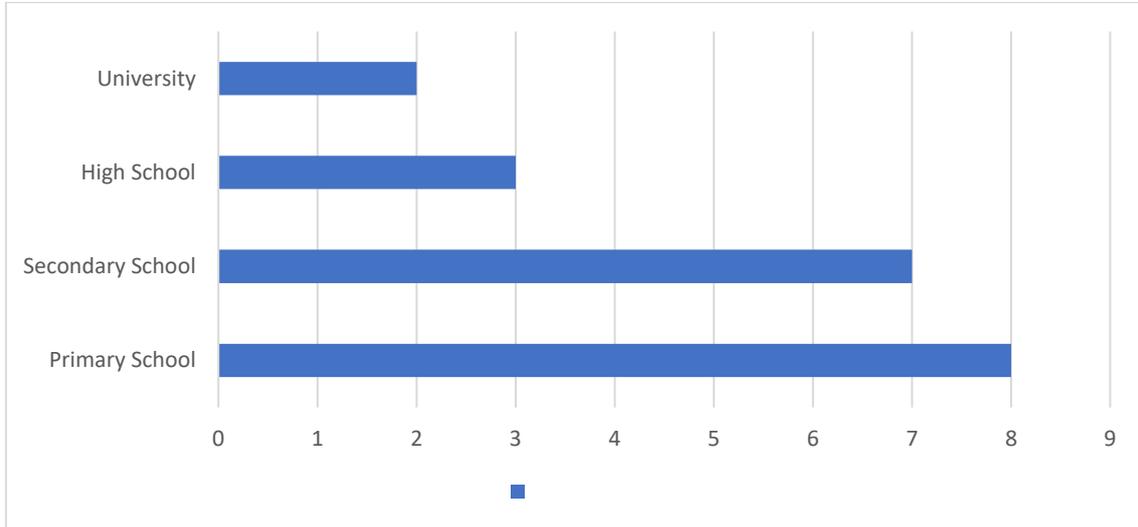


When the distribution of genders of children with whose families interviews were made is examined, an equal distribution is relevant. There are 10 female and 10 male children. When the parents` education level is examined; 13of the mothers are primary school graduates, one of the mothers is secondary school graduate, 5of the mothers are high-school graduates and 1 mother is university graduate. When the fathers` education level is examined; 8 of the fathers are primary school, 7 of the fathers are secondary school, 3 of the fathers are high-school, and 2 of the fathers are university graduates.

Graphic 2. Education Level of Mother



Graphic 3. Education Level of Father



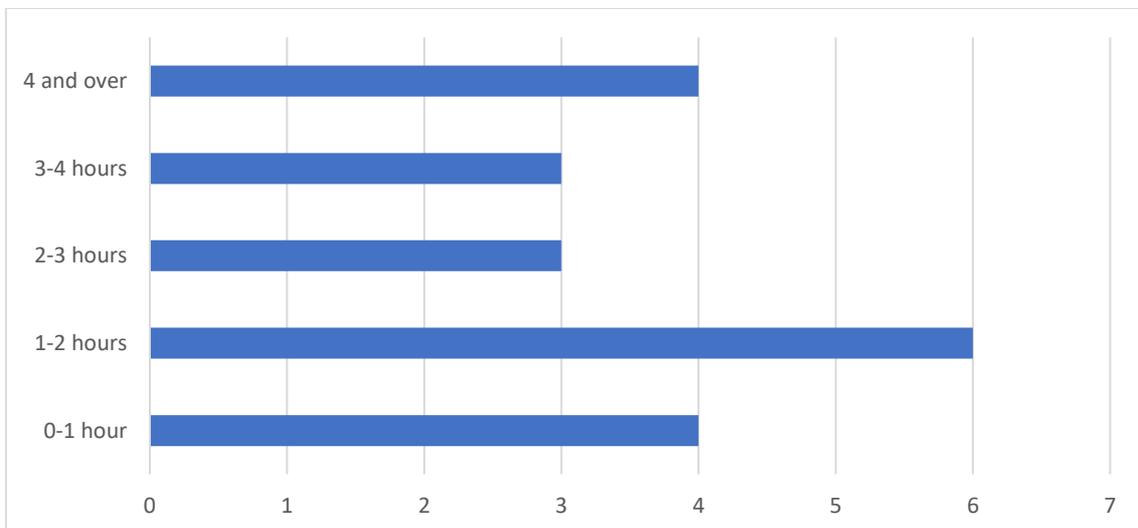
When the levels of interviewed families` monthly income are examined, 9 of the families have between 1400 - 2000 TL, 5 of the families have between 2000-3000 TL, 4 of the families have 3000-4000 TL and 2 of the families have over 4000 TL.

13 of the families live in flats, one of them does in the site, 6 of them do in single family houses.7 of the families have cars whereas 13 of the families don`t have car.

When the number of TVs at home is examined, there are 1 each in 16 families, 2 each in 2 families and 3 each in 3 families. When the locations of these TVs inside home are examined, there are TVs in the child`s rooms of 3 families, in the sitting rooms of all families, in the bedrooms of 2 families and in the kitchen of a family. When the state of fathers` and mothers` watching TV is examined, 19 of the mothers watch TV, one of the mothers doesn`t watch TV. All of the fathers watch TV.

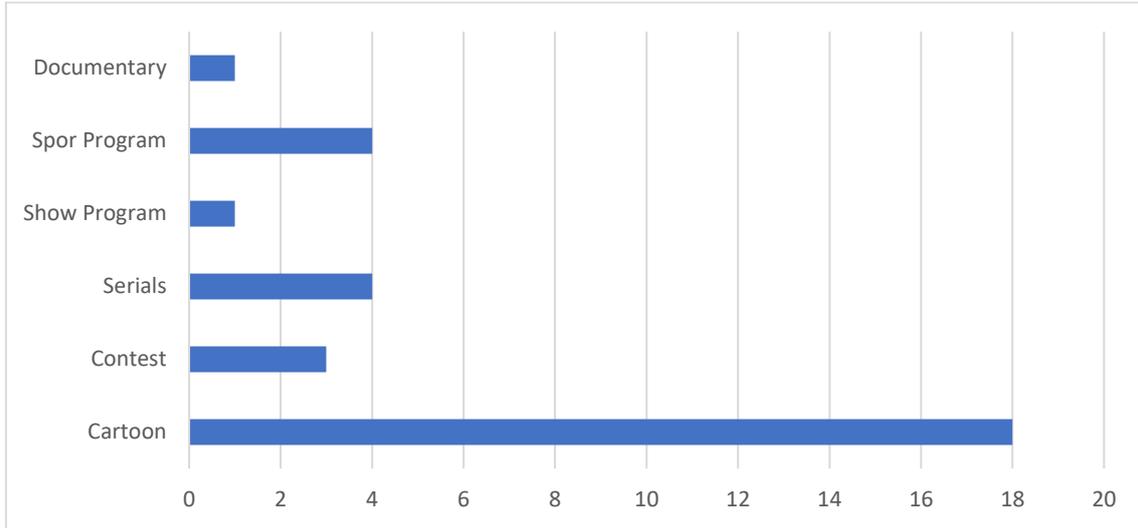
When the times of watching TV for children in a day are examined, 4 of the children watch between 0-1 hour, 6 of the children do between 1-2 hours, 3 of the children do between 2-3 hours, 3 of the children between 3-4 hours and 4 of the children do a time over 4 hours.

Graphic 4. Times of Watching TV for Children



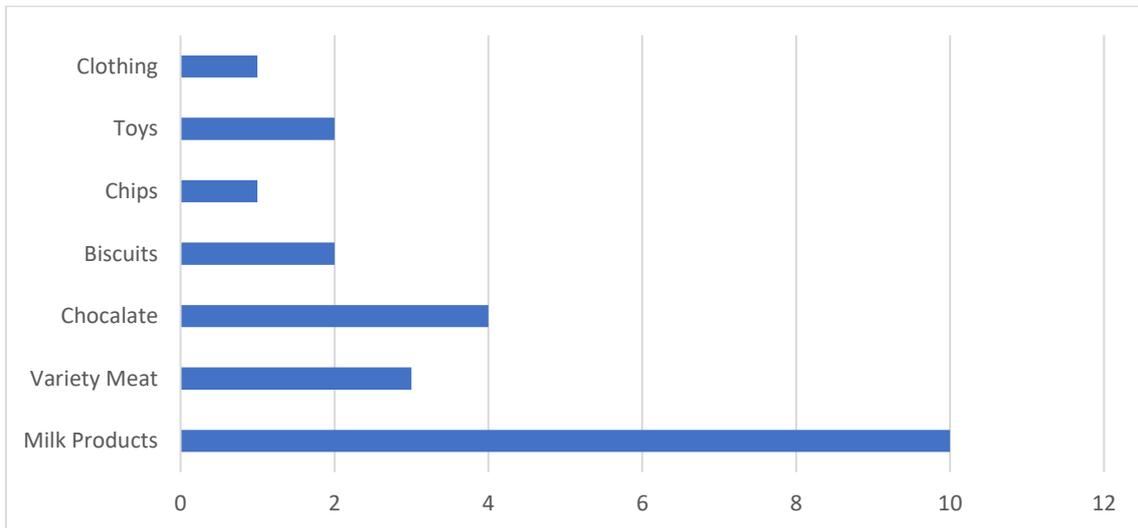
When the types of program children watch are examined, cartoons are proportionately superior. TV series, sport programs are after cartoons. The least watched programs are talk shows with documentaries.

Graphic 5. Types of Program Children Watch



When it is asked whether children watch advertisements or not, the responds, - 11 of the children watch, 9 of the children don't – were recorded. When the groups of the products children show interest in advertisements are examined, dairy products stand on the top. The products of chocolate and offal follow dairy products. The interest level is in a low level for the advertisements of biscuits, chips, toys and clothing.

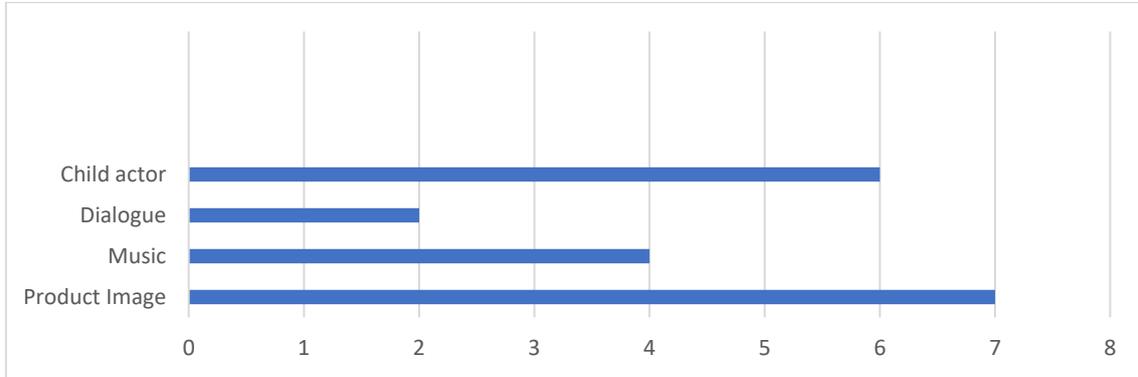
Graphic 6. Product Groups Children Show Interest in Ads



The tempting effect of TV commercials increases more children's interest in chocolate-sweets type foods and desire to consume these. Consuming these kinds of foods, whose nutritional values are very low, in an excessive amount brings about malnutrition for children. This state sets barriers to sufficient consumption of foods such as fruits and vegetables which have high nutritional values need to be taken in the ages of childhood and have a major role in a healthy physiologic growth (Yücel, 2008:217).

Most of the families explained their children find the images of the products attractive for the question, what facts their children find attractive in the food ads. Child character in advertisement, music and dialogue follow it.

Graphic 7. Facts Children Show Interest in Ads



The use of children as advertisement character is also an irreplaceable approach for advertisers as it catches attention of viewers. Today, the image of child gains importance increasingly in the ads related to both adults and children. Due to their loveliness, used as an instrument to catch attention of target group, children are shown like conscious and active consumers, their needs are verbalized and they give advices on product to their peers and grown-ups. Children show more interest in the ads which child actors have role in. When the item presented in advertisement is associated with children, the use of child is understandable. Without a cute baby, the ads of diapers or baby shampoo cannot be thought. These ads are related to trigger positive emotions by calling parents (Yücel, 2008: 222-223). The play of Ataberk Mutlu who is a child actor of TV series, Poyraz Karayel, in the advertisement of *Koska Tahin Pekmez* causes that children show interest in the child who is sympathized, also known from TV series.

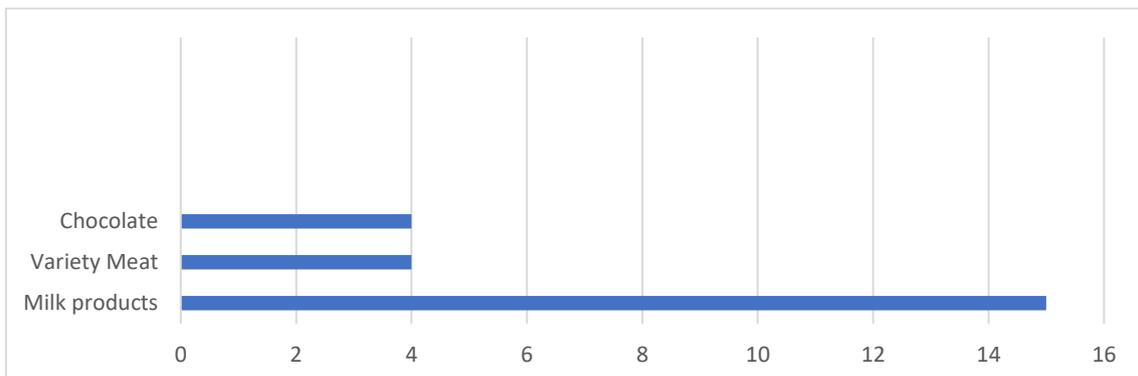
When asked whether the children believe in the things said in the advertisements or not, 14 of the families responded yes, 6 of them did no. When asked whether the children are aware of advertisements` persuasive and commercial functions or not, 16 of the families responded their children were not aware of advertisements` persuasive and commercial functions, however, 4 of the families explained their children were aware. When asked if the children are impressed by the food ads, the rates are equal to pervious questions. While 16 of the families stated their children were impressed by the advertisements, 4 of the families stated theirs were not.

When examined who supplies the kitchen needs, the mothers do in 13 families and the fathers do in 7 families. When asked if the children`s desires are considered or not, it was revealed all families considered it.

When asked to interviewed families whether or not the children want to buy the product in a condition that they don`t like or know the taste of the product from food ads, it was revealed that 11 of the families said no, but 9 of the families did yes.

When asked which products they watch carefully in ads are identified at the time of seeing at supermarkets, dairy products stand on the top; then, chocolate and offal appear.

Graphic 8. Which Products are Known by Children at Supermarkets?



In the interview, when asked if the children want purchase of the food products whose advertisement they see, all families gave answer `Yes`. When the families` attitude was asked as against child`s purchase desire, a vast majority of them stated they bought the product. This rate is 18 among 20 families. 2 of the families stated they didn`t buy. The situation - when the product was bought, all of the children became happy, nevertheless, when the product was not bought, all of the children became unhappy, additionally, the attitudes of crying in 7 of the children and not eating in 1 of the child were detected.

Yücel states the reactions of the children being influenced by the advertisements: *Advertisement creates a desire in children for products, so children utter their requests to their families. Failure to reach their goals causes disappointments. Another harmful effect of advertisement is that it makes children embrace, sometimes glorify, the behaviors families don`t approve* (Yücel, 2008:216).

When asked if the parents are impressed by the food ads, it was revealed that 6 of the parents were impressed but 14 of the parents were not. All the parents are in the opinion of inspection of advertisements and reduction of their times.

5. CONCLUSION

Whether or not food ads affect children`s consumption are researched in the study. At the beginning of the research, research questions were asked and hypotheses were given. First hypothesis supposes children are influenced by TV commercials. This hypothesis was validated. In the interview made with 20 parents, it is revealed that 14 children believe in what is said in advertisements and again 14 children were not aware of advertisements` persuasive and commercial functions. This number covers %70 of the children in the research and validates the hypothesis.

Second hypothesis is that food ads affect children`s consumption. This hypothesis was validated, too. In the interview, when asked if the children want purchase of the food products whose advertisement they see, all the families gave the answer `Yes`. This rate is equal to the number of the families interviewed, so it is %100. That`s to say, our hypothesis was validated. When the groups of the products children show interest in advertisements are examined, dairy products stand on the top. The products of chocolate and offal follow these products. This rate is %65 for dairy products and offal. As a result, more than %50 of the children with whose families were interviewed show interest in ads of foods. When asked which products they watch carefully in ads are identified at the time of seeing at supermarkets, dairy products stand on the top; then, chocolate and offal appear. This rate is dairy products for 20 children and offal for 17 children. So it is %85. As dairy products and offal being in the group of animal source foods, children show interest at most in animal source foods and identify at most animal source foods in supermarkets.

When the relation between children`s ages and children`s being influenced by advertisements is examined, the times of watching TV belonging to the group of 7-year-old children studied in the research are more than the ones belonging to the age group 10 -11 years old children. That`s to say children in the age group of 7-8 years old are not aware of commercial target of the advertisement and show interest in items in the ads. A table is given about the children`s ages, the times of their watching TV, their genders, whether or not they are aware of advertisement`s commercial target, interest in animal source foods, identifying these items in supermarkets and whether or not they believe reliability of what is said on ads. According to the table, there is no difference about interest in advertisements between genders. Exclusively; as long as the ages of the children go down, the state of being unaware of believing in trustworthiness and commercial purposes of advertisements increases.

Table 1. Relation between Children's Age and Times of Watching TV and Interest for Ads

Age	Gender	Times of watching TV in a day	Believing whether the ads are right	Be aware of the commercial purpose of advertisements	Interest in food advertisements and recognition of these products in the market
7	Boy	5 hours	Yes	No	Yes
7	Girl	3 hours	Yes	No	Yes
7	Girl	7 hours	Yes	No	Yes
7	Boy	2 hours	Yes	No	Yes
7	Girl	3 hours	Yes	No	Yes
8	Boy	5 hours	Yes	No	Yes
8	Girl	1 hour	Yes	No	Yes
8	Girl	2 hours	Yes	No	Yes
8	Girl	4 hours	Yes	No	Yes
8	Boy	5,5 hours	Yes	No	Yes
8	Girl	2 hours	Yes	Yes	Yes
9	Boy	3 hours	No	Yes	Yes
9	Girl	1 hour	Yes	No	Yes
9	Girl	1,5 hours	Yes	No	Yes
9	Boy	2 hours	Yes	No	Yes
10	Boy	4 hours	Yes	No	Yes
10	Boy	2 hours	No	Yes	Yes
11	Girl	2 hours	No	No	No
11	Boy	4 hours	Yes	No	Yes
11	Boy	1 hours	No	Yes	No

When the relation between children's being influenced by ads and the families' education and income level is examined, child's interest in ads doesn't vary by decrease on education level or decrease and increase on income level. The education state, income levels of the parents and the interest children show in ads are illustrated at the table below. In all of the families interviewed, children have interest in advertisements.

Table 2. Relation between Parents' Education Level and Children's Interest for Ads.

Level of Education of Mother	Level of Education of Father	Income Rate	Child's Interest in Ads
Primary School	Primary School	1500 TL	Yes
Primary School	Secondary School	1500 TL	Yes
Primary School	Secondary School	1500 TL	Yes
Primary School	High School	3500 TL	Yes
Primary School	Primary School	1500 TL	Yes
Primary School	Primary School	1500 TL	Yes
Primary School	Primary School	3500 TL	Yes
Primary School	Primary School	1500 TL	Yes
Secondary School	Secondary School	1400 TL	Yes
Primary School	Primary School	1500 TL	Yes
High School	Primary School	2500 TL	Yes
Primary School	Primary School	5000 TL	Yes
High School	High School	4000 TL	Yes
High School	University	5000 TL	Yes
High School	Secondary School	2500 TL	Yes
Primary School	Secondary School	2000 TL	Yes
Primary School	Secondary School	3000 TL	Yes
High School	Secondary School	2000 TL	Yes
Primary School	High School	1600 TL	Yes
University	University	2000	Yes

After all TV commercials influence children. When food ads on TV are examined, the advertisements of animal source foods (Meat, fish, horse and poultry, milk and products, eggs and products made from these foods are called animal source food) catch children's interest at most as the group of product and influence their consumption. There are certainly healthful products such as milk, yoghurt in the food ads. These products doesn't influence however the ads of animal source foods such as fruit yoghurt, fruit milk, offal influence children's interest and create desire of purchase. These products are harmful particularly for the health of the children who are in developing age, the age group of 7-11. These foods whose nutritional value is low causes children have unbalanced diet. So, a supervision should be set on the ads of these foods and if needed, these ads should be broadcast out of the time zone children watch TV.

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APPENDIX 1: Interview Questions

1. Age of child
2. Gender of child
3. Education level of mother
4. Education level of father
5. Monthly income of family
6. Types of house family reside in? (Flat, site, single family house etc.)
7. Is there a car in family?
8. The number of TVs at home
9. Location of TV at home.
10. Does mother have a habit of watching TV?
11. Does father have a habit of watching TV?
12. How many hours does the child watch TV in a day?
13. What kind of programs does the child watch?
14. Does the child like TV commercials?
15. Which group of products` advertisements does the child show interest in more?
16. Which components of food ads does the child find attractive?
17. Does the child believe in trustworthiness of what is said in the ads?
18. Is the child aware of persuasive and commercial aspect of ads?
19. Is the child influenced by food ads?
20. Who supplies kitchen needs at home?
21. Are the child`s wishes considered during shopping at supermarket?
22. Does the child require the food product in ads to be bought in a condition that they don`t like or know the taste of the product?
23. Which product does the child identify mostly as the child watch it carefully in ads?
24. Does the child require the product whose advertisement s/he sees before to be bought at supermarket shopping?
25. What is the attitude of parent against the child`s desire for purchase?
26. How is the reaction of the child when parents buy the item the child wants?
27. How is the reaction of the child when parents don`t buy the item the child want?
28. Are the parents influenced by advertisements?
29. According to the parent, should the advertisements be inspected?