



The Impact of Television Advertising on Middle-Class Children Aged 6-9 Years in Buruburu Area, Nairobi - Kenya

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Abstract

This paper examines the influence of television advertising on young children aged below ten years in Kenya. The paper is based on a study conducted in Buruburu estate in Nairobi, involving a select group of middle-class families. For the purpose of collecting data, the author selected Buruburu estate because it is one of the oldest middle-class estates whose residents show general characteristics associated with the class. The model of survey research was used in answering research questions. The sample population comprised children aged between 6 and 13 years, exposed to TV advertising. A total of 70 children from Buruburu estate were interviewed. Thirty-five children in the sample were between ages 6 and 9 years. The sampling method used in selecting samples for interviews was the stratified random sampling technique. Two techniques of discussions were used to source data from the respondents. They included the use of interview guides and focus group discussions as a supporting method. Data from the field was coded carefully to ensure a high degree of accuracy and consistency. Coding was followed by frequency counts of data from which tables and other graphic representations were generated. From the study findings, although some negative effects of TV advertising were identified, the degree to which it affects the children is not yet known. This is probably because in Kenya advertising is not so developed, in terms of specializing on children as a target audience. But there is evidence of existence of the problem to some degree; it would be unwise to ignore it. This is because it will definitely develop with time as advertising advances.

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The negative impact can develop into a real problem, especially in the absence of a legal policy to govern advertising. To eliminate or at least reduce on the harmful impacts of advertising to children by the Kenyan media, it is recommended that media practitioners should be made aware of the negative effects of TV advertising on children and be asked to inculcate positive values and behaviors in their audience via appropriate TV adverts. The study is significant to policy makers in that the findings will guide future policy formulation, designed to streamline advertising and help children realize their rights. In addition, scholars venturing in the field by providing information on the impact of TV advertising on children thus adding to the existing body of knowledge.

Keywords: Impact, Television Advertising, Middleclass Children, Buruburu Area, Nairobi Kenya

1. Introduction

1.1 Television watching habits

Television has changed the ways and manner of conveying ideas to people. As such, there has emerged a need to examine individuals' relationship with TV. This paper stems from the point of view that both children and adults have different viewing habits because of different interests. Nairobi, the capital city of Kenya, is highly urbanized with a population of over two million inhabitants. This population lives either in the suburbs, middle class areas or slum areas of the city. The population has a natural rate of increase of over 3.9% per annum. Television has become a communication medium for this population since most of them have access to TV sets. TV sets are either family-owned, for the financially able, or are accessed in cinema houses in slums, shopping centers among other places [1]. Both children and adults in Nairobi have their own choice of programs to suit their needs, use and enjoyment. This contributes to the difference in viewing habits formed by the differently characterized population living in the city. The same is observed by Mwakesi [2] who notes that:

An individual is selective and more or less consciously chooses content on the basis of the meaning and functions that the program content has for him (p. 6).

An audience's needs to be satisfied are dependent upon psychological as well as social factors. Psychological factors include age, sex and development interests while social factors include living habits (relationships with family and friends), and one's socio-economic status. Audience's TV viewing patterns that emerge are primarily influenced by the day and hour the programs are telecast. The viewing patterns will also depend on the sequencing of programs. Gikonyo [3] observes that each individual has a preference and will avail themselves at particular times for what they enjoy watching. One's needs, information and views of other significant people with whom one wishes to be associated with may also determine what people watch. People may watch a program because it follows another one or when other family members are watching it. People will watch programs because they have nothing better to do. Television might be said to act as a 'social drug' in that it serves the purpose of relaxing a viewer's mind after a stressful moment. In developing nations, watching television is not a

priority. However, the audience will always run home to watch their favorite programs. Once through, the set is either turned off or the audience settles for an interesting movie on the video.

The demands on modern living in most cases result in tension, frustration and other constraints within an individual. TV offers a solution to this by giving programs that satisfies the desire for escape. Mwakesi [2] observes that adults from middle-class family in Nairobi spend up to 32 hours per week watching TV. An American study on the role of TV in children's lives cites escapism as a major function. This is observed by Schramm *et al.* [4] as:

the passive pleasure of being entertained, living in a fantasy taking part vicariously in thrill play, identifying with exciting and attractive people, getting away from real-life problems and escaping real-life boredom (p. 20).

Television does not encourage human interaction, but withdrawal into private communion with the screen and life of fantasy. Television viewing habits encourage antisocial behavior. For instance visitors to many households where the TV set is located in the living room are disappointed when after short welcoming remarks, the host's attention is drawn back to the TV and the guest is completely ignored. Television viewing is aimed less at solving the problems of life but more at escaping from them. Gikonyo [3] supports this view noting that when children talk about the gratifications they get from television, fantasy gratifications come out first and in greater number. When they list favorite programs, fantasy types of programs are likely to outnumber reality programs by a ratio of twenty to one.

Namita and Bajpai [5] note that audience primarily watch TV because it is mentally undemanding. The audience is looking for something to pass time and absorb without straining. Television viewing requires no expertise or learning and is associated with cheerful diversions. That is why most people can watch TV while carrying on with other activities. In addition, television viewing is an activity that is typically disengaged from other social roles of parent and spouse. Watching television is a matter of personal choice, and carries no obligations to the communicator, the audience or social group. Gikonyo [3] further describes TV viewing as a type of behavior, which is remarkably, unconstrained, free from feeling of duty and obligations, and collectively sanctioned withdrawal from social life.

Not all television content is escapist, and as Mwakesi [2] stresses, not all frequent viewers of television are exclusively motivated by a desire to escape from reality. Many TV viewers watch reality materials such as: news, documentaries, interviews, public affairs programs and educational TV. Mwakesi [2] further indicates that adults in Nairobi tend to watch television programs that are favorable to their disposition. For instance, when a program is mainly educative, only people with a particular education level may watch it. A program discussing economic status of developed countries may only catch the attention of economists and other related professionals. Other predispositions determining television viewership include: sex role, educational status, interests and involvement, political attitude, age, aesthetic position, among others. Television has occupied a central and almost a permanent position in many homes in Nairobi.

Television has also been blamed for breaking family ties in the African context. Nowadays, grandparents no longer tell folklores because the children are either watching favorite programs, or are living far away from them. Communication between parents and children is becoming rare. This is because members of the family spend most of their home time watching favorite programs than having family discussions. Before television, people had to rely on their families and community to fill in their leisure time. Children learnt to create their own toys and develop talents like music or sports. At home families ate together, found time to talk, shared and sorted out problems. Community story tellers and jesters kept people entertained during special occasions. Television has rapidly changed all this by altering the complexion of family relationships.

1.2 Children's viewing habits

Feilitzen [6] avers that, according to Piaget, a child psychologist, children grow in stages and each stage has characteristic behavioral patterns. According to Feilitzen (*ibid.*), a child begins at 'Preoperational stage', which is characterized by egocentric thinking. Then they enter the stage of 'Concrete operations' where the child is able to shift between his own views and those of others. This implies that children age six and below are unable to comprehend the story line of an advert or a film. This ability is not apparent until after 'Cognitive revolution' has taken place, which occurs at seven years. At the age of twelve, a child enters the 'formal stage of operations'. In this stage, thinking begins to resemble adult thinking, as regards the ability to abstract and solve problems. And so they are better at comprehending storylines in adverts or films. They tend to be more interested in adult programming than in children programming.

Children's TV viewing habits are influenced by family TV viewing behavior. Though TV also serves certain purposes in their lives, such as those noted by Ward [7] below:

1. Entertainment or emotional function, in that they find the programs 'funny', 'good', and 'exciting'; these motives show a high internal association function.
2. Informative and cognitive functions where television satisfies reality orientation, general knowledge, information on current events and stimulation of fantasy. Television also satisfies children's needs for practical information and advice, norms and curiosity.
3. Social functions whereby television meets a number of children social needs. For example, they can identify with and obtain an almost real contact with people on television. Television also serves as another form of status and helps distract loneliness and kill boredom. The purposes are similar to those that TV serves in an adult's life.

Feilitzen [6] comments on the relationship between children (aged 5, 6 and 7 years old) and TV viewing as having both positive and negative effects. The effect will depend on certain circumstances under which TV is being watched, and by which children. The effect will depend on what the child brings to TV viewing; which is influenced by age, sex and socio-economic background. The author further notes that children of parents with high education watch less television than those with parents

of low education. Therefore, children of parents with more education would probably be less influenced or affected when compared to others. This implies that children's TV viewing habits is partly influenced by their economic status.

1.3 Children's commercial watching behaviour

Children's television is getting more and more oriented towards advertising market. This is because advertisers feel that children in well-to-do families control considerable amounts of money. This is in the form of pocket money and the fact that adverts can influence family purchases. For instance, children in USA on average get \$230 (Ksh 18,400) a year as pocket money. This is more than the total annual income of the world's half-billion poorest people [20]. Advertisers are now targeting children in troubling ways; they do not only stick to children's TV programs but also sponsor adult horror and crime programs [8]. This not only captures the children for a moment but also makes them life-long customers of the products.

A 1999 European polling of parental perception of key influences in their children's lives was found to be TV programming and advertising. Other influences that ranked first on the scale were personal influences such as parents, friends and school. Concern is also being raised on selling things *to* children but it is hard to disassociate from selling things *through* children. Though all this depends on who makes the purchasing decision between the parent and the child. There are appeals to children and appeals to adults, but the boundaries are usually blurred. For example, breakfast cereals could be either an adult or a child's product. Although some cereals adverts may strike responses in both adults and children alike, children are often used within the context of a social dramatization. In this way, very young babies are used to sell baby care products to young mothers [9].

Advertising is big business in the United States and corporate bodies are spending over US \$12billion [10] a year in advertising to children. Critics think this expenditure is misdirected; instead corporations should take the opportunity to reach out to children. Corporations should stimulate them, inform them, and meet their enormous capacity for creativity and empathy. Ward [7] supports this by acknowledging the fact that commercial watching is a necessary condition for learning. With young children, such learning presumably affects more complex consumer learning. This occurs during teenage and affects cognitive orientations skills, relevant as far as behavior as a consumer is concerned. Ward further emphasises that there are determinants of watching behavior and short-term consequences of commercial watching. These have to do with a child's characteristics (referring to a child's age and sex), characteristics of television stimuli and the viewing situation (referring to who the child views TV with, time of the day, duration of the commercial in question, and product of commercial). Children's verbal responses to TV advertising are related to Piaget's stages of cognitive growth. The conclusion drawn is that children usually pay full attention to prior programming 65% of the time. Full attention given to TV adverts is usually found with children of age ten years and below.

Most of the time children will make some verbal comments when a TV advert comes on screen. It is noted that 25% of the comments are usually positive while 75% of them are negative. Comments made are most likely to be about the product advertised more than the commercial itself, made by children under ten years. Ward further indicates that when an advert is aired, there occurs a slight drop in attention, compared to when a program sets on. The drop in attention is least for 5-7 year olds and greatest for 11-12 year olds. The 11-12 year olds will prefer talking during TV advertising, as they wait for a program to resume. This age of children find TV commercials a waste of time and a bother since it eats up their program time. This suggests that the older children are not passionate about TV adverts and would rather find alternatives to it. Namita and Bajpai [5] are of the same view that children generally find TV advertisements entertaining. The older children enjoy and appreciate the humor though they are generally contemptuous about them.

Paying full attention to TV adverts during family viewing decreases with age. Older children (11-12 years) usually take the opportunity of TV commercial breaks to involve in interpersonal communication with family members; more than younger children do. Regardless of commercial length, older children pay least attention to TV adverts except those of 60 seconds. Ward [7] observes that children's attention decrease rapidly during a sequence of commercials. Sometimes the kind of product being advertised may determine the degree of attention to which children will pay to a TV advert. If it is child oriented it might capture a lot of interest and more so if the product is associated with particular admired adult roles. Scott *et al.* [11] note that for a long time adverts for food products have been thought to be relevant to children, while those for cleaning, cosmetics and patent medicine less relevant. Interesting enough, their findings show that the less relevant products attract more attention from children of all ages, than those of food products.

Scott *et al.* (*ibid.*) further observes that children are so familiar (through advertising exposure or direct consumption) with food products such that advertising only makes these products less relevant. Secondly, they want to be associated with adult roles such as cleaning, and that's why they prefer adverts on products such as detergents. Younger children can recall TV adverts on food products, while older children tend to recall adverts for products they can identify with or have used before.

Wards and Wackman [12] indicate that 5-7 year olds exhibit confusion as to the credibility of TV adverts. This age group cannot really tell the truth in adverts. Children aged 8 years and above, are reported to show concrete distrust for TV commercials. This is often based on experience with advertised products such that they can point out the 'tricky' or untrue elements in television commercials.

1.4 Problem statement

Television advertising may have an impact on children that could be desirable or undesirable. This research highlights the influences TV advertising has on urban middle class children in Nairobi. The impact can be noted on their behaviour, attitude and values. Ingman [13] notes that after sleeping an

average child spends more time watching TV than in any other single activity. For many children today, reading is still not a second nature, whereas just looking and listening are. They tend to absorb more information from TV that they would not pursue in printed matter. This makes TV an important medium worth studying because through it children get to learn certain behaviours, attitudes and values that are not taught.

Some of the information could be detrimental to their physical, social and mental health. For example, research has shown that child-directed adverts for healthy foods can lose their effectiveness when children view advertisements for snack foods in the same sitting. Researchers speculate that advertising of adverts sugary cereals; candy and fast-food restaurants may be contributing to the increase in childhood obesity by promoting unhealthy foods. They indicate that bad eating habits formed during childhood can persist throughout life [14]. TV advertising influences children's product consumption, yet little is known of its influences on Kenyan children.

At present there are no laws governing advertising in Kenya, as a result there is no legal control over TV advertising to children. In order to help children enjoy their rights – which include the right to information of good quality, freedom of expression, participation in media and, protection from harmful media content – there should be a legal control on TV advertising content. All stakeholders must share responsibility in ensuring children are protected against harmful media. The main players in this endeavour are policy makers, teachers, parents, media professionals and organizations concerned with children. The rationale for the study arose from the fact that there has been little research done in this area on the impact of TV advertising on children in Kenya.

2. Materials and methods

This was the case with the study conducted in Buruburu estate in Nairobi Kenya. There are quite a number of middle class estates in Nairobi, making it difficult for the researcher to study children from every middle class estate because of their large number. Many estates have large numbers of children who are considered middle class. For the purpose of collecting data, the author selected Buruburu estate because it is one of the oldest middle-class estates whose residents show general characteristics associated with the class. It is also the oldest middle-class estate as classified by Nairobi City Council and the biggest single housing scheme in Kenya with same house design [15].

The model of survey research was used in answering research questions. Survey research involves selecting a sample and administering a questionnaire or interview guide on them. Survey design instruments have the ability to measure attitudes and orientations in a large population. This design was appropriate for the study because it used individuals as its unit of analysis, i.e. children and parents.

The sample population comprised children aged between 6 and 13 years, exposed to TV advertising. A total of 70 children from Buruburu estate were interviewed. Thirty-five children in the sample were between ages 6 and 9 years The sampling method used in selecting samples for interviews was the

stratified random sampling technique. Maniscalco [16] indicates that children begin to pay attention to TV adverts as early as 12 months of age. It is not until they are between 2-3 years of age that they begin requesting for products. At around 3-4 years of age they can make choices as their TV viewing time increases thus exposing them to a lot of product advertising. By ages 5-6 years, most children have developed the “art of persuasion” and can be quite successful in influencing parents into purchasing advertised products. However it is around the age of 9 or older that children develop the ability to think critically about their choices and view television advertisements with a critical eye. Ability to differentiate ‘reality’ from fantasy increases with age.

Two techniques of discussions were used to source data from the respondents. They included the use of interview guides and focus group discussions as a supporting method. Interview guides were used to collect data while the focus group discussions were used to verify the collected data. Primary data collection was done within three weeks while the weeks that followed were allocated to data coding and analysis. Secondary data was gathered through library research, which included published and unpublished works. These were textbooks, journals, reports, Acts of Parliament, discussions with experts, internet and dailies, among other relevant sources.

Data from the field was coded carefully to ensure a high degree of accuracy and consistency. Coding was followed by frequency counts of data from which tables and other graphic representations were generated. The interview guides were coded before content analysis begun. A report was then done to summarize data from the interviews and focus group discussions. Data from the interview guides were later presented in tables and graphs in the form of percentages and frequencies. Where necessary, mean scores were obtained to give an average view of variable measured. Content analysis of data was done in order to make an objective judgment of facts and opinions. The data was analysed in terms of their age groups and that was also the format used in presenting the findings. All this resulted in the formation of learned opinions on the topic of study.

3. Results and Discussion

3.1 Activities done apart from TV watching

Table 1 below shows the findings on activities done apart from TV watching by children aged 6-9 years.

Table 1. Activities done apart from TV Watching

Group	Play	Read+ play +music	Read + play	Other activities
Girls	70.59	17.65	17.65	Visiting friends
Boys	33.33	11.11	55.56	House work
Total	51.43	14.29	37.14	

Table 1 above shows that, apart from watching TV, children engage in other activities such as: visiting friends, helping with housework and sleeping. Activities engaged in were mentioned as follows: 70.59% of the girls only play, 17.65% read, play or listen to music, 17.65% either read or play. The rest of the percentage is taken by the mentioned activities amongst boys: 33.33% only play, 11.11% read, play or listen to music, 55.56% strictly read and played.

The data presented suggest that a great number of children still play and read when not watching TV. This contrasts with Namita's and Bajpai's [5] observation that TV watching has made children passive and moved them away from more direct experiences. It is evident from the study study that children Buruburu still explore their world through play. Therefore, children get direct experiences through playing, and indirectly through reading though in a minimal way. It can be concluded that TV watching has reduced the frequency in which children get to gain direct experience from the environment. It makes the children more passive and less active.

3.2 TV adverts

The findings in Table 2 below show some of the TV adverts that children do watch as mentioned by the respondents.

Table 2. TV adverts

Boys	%	Girls	%
Ribena	61.11	Blueband	23.53
Blueband	50	Colgate herbal	17.65
Aquafresh toothpaste	22.22	Lux soap	35.20
Geisha soap	27.78	Dettol soap	17.65
Dettol soap	16.67	Ribena	11.11
Panadol	22.22	Fair and lovely cream	22.22
Pilsner	5.56	Fresh fri	11.11
Quencher juice	27.78	Geisha soap	11.11
Fresh fry oil	11.11	Weetabix	11.11
Cardbury chocki	11.11	Jik	11.11
		Action medine	11.11
		Tusker	6

Some of the TV advertisements mentioned by boys aged 6-9 years were: 'Ribena' drink (61.11%), 'Blueband' Magarine (50%), 'Quencher' Juice (27.78%), 'Geisha' soap (27.78%), 'Aquafresh' toothpaste (22.22%), Panadol (22.22%), 'Dettol' soap (16.67%), 'Fresh Fry' oil and 'Cardbury Chocki' (11.11%), 'Pilsner' beer only mentioned by (5.56%). TV advertisements mentioned by girls were as

follows: 'Lux' beauty soap mentioned by 35.20%, 'Blueband' margarine by 23.53%, 'Fair and lovely' facial cream (22.22%), 'Colgate' toothpaste (17.65%), 'Ribena' drink (17.65%), 'Fresh Fri' cooking oil, 'Geisha' soap, 'Weetabix' breakfast cereals, 'Jik' bleach, and 'Action' Medicine (11.11%) and 'Tusker' beer (6%).

Most of the children mentioned household products such as soaps and detergents that tallies with earlier findings by Scott *et al.* [11]. The findings indicate that children begin to gain an interest in adult targeted products, because they want to be associated with adult roles. This is because children in this age category want to be identified with adult roles such as cleaning, cooking among others. Other products mentioned were "junk" foodstuff. Such foodstuff included 'Quencher' juice, Ribena drink, 'Cardbury chocki' among others. None of them mentioned adverts of traditional high nutritive foodstuff such as maize flour, among others. This implies that advertising has made children believe that sugary foodstuffs are the best. In this case these adverts encourage poor eating habits among children as observed by Belch [17] and Atkins and Block [18]. Both groups mentioned alcohol adverts implying that they begin to notice these products at an early age.

3.3 Preference in relation to concentration span

From the study findings, girl's responses to preference for TV advertisements to programs were as follows: 94% of them preferred TV programs to TV adverts while 6% preferred adverts. Boys' responses were such that 89% preferred TV programs to adverts, while 11% preferred adverts to programs. Some of the reasons given by both groups for their preference to TV programs were that TV programs are longer and, therefore, show more interesting things when compared to adverts. TV programs can keep one entertained for as long as one wishes with an assortment to pick from. There are things one learns from a program's storyline that are not in adverts. Programs show a number of well-furnished houses, actors in expensive, beautiful clothes and leading good life styles; that one cannot help but admire.

Those who preferred adverts had the following reasons for their choice: adverts are exciting because they move fast and are full of nice colours and music. A greater percentage (91%) of the children preferred watching programs to adverts. To watch a program, the children require a longer concentration span compared to adverts. Children aged 6-9 years preferred programs to adverts, an indication that adverts have not affected their concentration span as indicated by Namita and Bajpai [5]. Namita and Bajpai [5] further notes that adverts are short, and therefore corresponds well with a child's concentration span, which is less than eight minutes. The briefness of adverts makes children prefer activities, which require a shorter concentration span. If a child's concentration span could be influenced by the briefness of TV adverts, then they would not like activities demanding longer concentration like TV programs. This finding disputes Namita and Bajpai's observation that adverts negatively affect children's concentration span.

3.4 Ways of acquiring products

The table below shows the findings on how children managed to obtain the TV advertised products.

Table 3. Ways of Acquiring Products

Ways of acquiring a TV advertised product	Girls (%)	Boys (%)
a) Requesting parents to give money or buy.	88.23	100
b) Borrowing/asking a friend	5.90	5.90
c) Pocket money given for break at school	5.90	50
d) Use money 'lying around' in the house	0	5.90
e) Elder brothers, sisters or Aunty give money.	11.76	5.90

The majority of children (88.23% girls and 100% boys) indicated they got an advertised product by requesting the parent/guardian to purchase them. The rest of the girls said they acquired it as indicated: 5.9% asked for the product from a friend, 5.9% bought with the pocket the money given for tea break, and 11.76% were given money by older relatives or their house helps. For the boys 100% request parents/guardian to avail the product, 50% buy using pocket money given for break, 5.9% borrow or get from a friend while 5.9% use money found lying around.

The author is of the opinion that the last method that is: 'using money lying around' could be an indication that children use dishonest means of acquiring money. This is because they went ahead and used the money secretly with the hope of not being found out by their parents. They did not seek permission on whether to use the money or not. This is brought about by the desire to satisfy cravings created by TV advertisements. TV advertising could be blamed for influencing children to behave in unacceptable manner when referring to societal values and morals.

3.5 TV advertising and resulting emotions

Table 4 below shows results on TV advertising and the resulting emotions as expressed by children aged 6-9 years.

Table 4. TV advertising and resulting emotions

Description of feelings when denied TV advertised products	Girls (%)	Boys (%)
a) Feelings of inferiority compared to peers	0	5.56
b) Dislike towards parents who denies them advertised product	0	0
c) Annoyed, unhappy and said with my parents	52.94	77.78
d) Just fine because I understand the situation at hand	47.06	22.22

When children are denied the TV advertised product they expressed their feelings as: 52.94% of the girls said they get annoyed, unhappy and sad with their parents; 47.06% of the girls expressed that they

understood the situation, and were satisfied with their parent’s explanation. For the boys, 5.56% said they felt low and inferior to their peers when they did not get the TV advertised product; 77.7% of the boys felt annoyed and unhappy with their parents when not given the TV advertised product and 22.2% expressed that they understood and did not feel bad when denied a TV advertised product.

The findings suggest that TV advertising can arouse negative emotions that are unhealthy in children. This happens, especially, when there is delay or denial in satisfying children’s desire to own a TV advertised product. This impact negatively on parent-child relationship, due to the arguments and conflicts it causes between them. It also makes children feel inferior and in turn this may result in low self-esteem. Children who cannot have a desired product may start feeling inadequate. The inadequacy results from the fact that they tend to compare themselves with their peers who have the product. As a result they end up feeling sorry for themselves and low self-esteem may result.

3.6 Imitation of TV adverts

On whether they do or do not imitate TV adverts, 88.24% of the girls agreed that they imitate while 11.76 said they do not. For the Boys, 72.22% agreed that they copied TV adverts while 27.78% said they do not. They listed some of the things they copy from TV adverts as: dressing, vocabularies, songs and actions of the models. This implies that TV advertising may influence even the most subconscious actions in children. These actions could be good or bad depending on what the advert indirectly lodges in a child’s subconscious mind. Some of the actions mentioned were immediate reactions to adverts. These included imitating the moves of the models, or comments and singing after the adverts. There are those negative influences, which take long before manifesting in a child’s behavior, months or years later after being learnt. As Bandura [20] indicates, social learning takes place in children resulting in learned behaviors as a result of TV adverts.

3.7 Product loyalty

Table 5. Product Loyalty

TV advertised product	Girls (%)	Boys (%)
Bluebland margarine	47	50
Geisha soap	23.53	5.56
Dettol soap	17.64	11.11
Fair and lovely cream	35.29	0
Ribena drink	23.53	77.78
Omo detergent	23.53	0.00
Colgate toothpaste	5.89	22.22
Chocki cardbury	0	16.67
Panadol medicine	0	11.11

When asked to name TV advertised products they would like to use when adults, 47% of the girls mentioned 'Blueband' margarine, 35.29% mentioned 'Fair and Lovely' beauty cream; 23.53% mentioned 'Geisha soap, 'Ribena drink' and 'Omo' washing powder. 'Dettol' soap was mentioned by 17.64% while 'Colgate' toothpaste was mentioned by 5.89%.

In the Boys group, 77.78% mentioned 'Ribena drink', 50% mentioned 'Blueband' margarine, 22.22% mentioned 'Colgate' toothpaste, 16.70% mentioned 'Cardbury Chocki' and 11.11% mentioned 'Dettol' soap and 'Panadol' medicine, while 5.56% mentioned Geisha soap.

'Blueband' margarine was cited by most of the children as a product they would like to use even in adulthood. Some of the reasons for this were that it gives energy and a source for all vitamins required to keep one healthy. The reason why girls cited 'fair and lovely' beauty cream was given as: it is capable of making one light skinned and beautiful. From the children's opinion it was noted that being light skinned was a measure of beauty. It is unfortunate that even those children with dark skin hoped to use the product when adults in the hope of being light skinned. This suggests that TV advertising has an impact on the attitudes of children towards a dark skin colour. Therefore, TV advertising is used as a yardstick to set measure and standards of beauty. These results tally with Berman's [19] findings that children look up and acquire their standards on issues in life from TV adverts. It is evident that these particular products have 'product loyalty' within this generation.

3.8 Performance of TV advertised products and emotions

The table below shows the respondents' ratings on the performance of TV advertised products and subsequent emotions.

Table 6. Performance of TV advertised products and emotions

Expression of emotions	Girls (%)	Boys (%)
Satisfied	64.71	27.78
Disappointed	5.89	16.67
Cheated	23.53	66.67
Annoyed	0	5.56

Questioned on performance of a TV advertised product they have used, and their feelings about its results children responded as indicated below. In the Girls group 64.71% said they were satisfied with the results, 5.89% mentioned that they were disappointed, 23.53% felt annoyed and cheated by TV advertisers. Among the boys, 66.67% felt cheated while 16.67% felt disappointed.

The percentages suggest that the products did not perform as shown on TV adverts. They failed to meet the children's expectations. Some felt cheated by advertisers and as a result were annoyed. If product results/performance is not to the degree expressed by their TV adverts, it may lead to frustrations in children. Children were disappointed/annoyed because the adults in the adverts were thought to tell the

truth a value they were taught; yet the products do not perform as said by the models. So the children felt that some adults' words cannot be trusted or taken as the truth yet they insist on children to always tell the truth.

3.9 TV advertising and language preference

Children's response on language they preferred for advertising was as follows: the girls' group had 70.59% choose English, 11.76% preferred Kiswahili or Mother tongue, while 5.89% preferred Kiswahili Slang: 'Sheng'. In the boys' group, 88.89% chose English while 11.11% preferred the Kiswahili Slang. A greater percentage preferred English language giving reasons for their preference as indicated in the table below.

Table 7. Reasons for language preference

Reasons	Girls (%)	Boys (%)
The language is better and nice (English)	0	27.78
Understands the language best	82.35	66.67
The language sounds 'cool'	17.64	5.56

The reasons given on why they preferred the language to others were as follows: 82.35% of the girls said that they understood the language better, 17.64% said that they liked because it makes one appear 'fashionable' and up to date. Boys' responses were: 66.67% said it is because they understand it best, 27.78% said they chose English because it is better than other languages, while 5.56% expressed that the language was fashionable. These findings are in line with earlier findings by Ingman [13]. TV advertising done in English does create a language bias in children's attitudes as suggested by their reasons. The author is of the opinion that children have unconsciously rejected Kiswahili or their mother tongue, which are culturally stronger than the foreign language. Although this could also be as a result of schooling and the fact that English is used as the language of instruction in Kenyan schools and socialization in certain middle class families.

3.10 Truth in TV adverts

When questioned on whether TV advertising told the truth, children in this age group responded as indicated below. In the Girls' group, 52.94% expressed that TV adverts do tell the truth, 18.68% said they don't tell the truth while 11.76% did not know. Boys' responses were as follows: 22.22% said that TV adverts do tell the truth, 66.67% said they don't while 11.11% did not know. Those who said TV adverts don't tell the truth gave the following reasons for their answers: that TV adverts apply camera tricks in order to capture buyers; models in TV adverts perform things that can't be done in real life. Sometimes the product capabilities are exaggerated so as make people buy it.

It is evident from the data that children in this age cannot tell the element of truth or lack of it in adverts. This is because judgmental skill in children gets refined with age or comes with maturity. This

suggests that children aged 6-9 years cannot judge between the good and bad portrayed in TV adverts. Therefore, these children are more prone to negative impacts of advertising compared to their older counterparts.

4. Conclusion and recommendations

Although some negative impact of TV advertising was identified, the degree to which it affects the children is not yet known. This is probably because in Kenya advertising is not so developed, in terms of specializing on children as a target audience. But there is evidence of existence of the problem to some degree; it would be unwise to ignore it. This is because it will definitely develop with time as advertising advances. The negative impact can develop into a real problem, especially in the absence of a legal policy to govern advertising.

To eliminate or at least reduce the harmful impacts of advertising to children by the Kenyan media, it is recommended that media practitioners should be made aware of the negative effects of TV advertising on children and be asked to inculcate positive values and behaviors in their audience via appropriate TV adverts. In addition, advertisers and media practitioners should cooperate in making sure that certain adverts that negatively affect children (depending on the product) are not aired during their prime watching times. While it is recognized that children are not the direct purchasers of many products over which they are naturally allowed to exercise preference, advertisers should also exercise care that they do not encourage them to be a nuisance to other people (parents) in the interest of any particular product. Moreover, advertisers should try advertising their products using other media apart from TV, especially those with fewer children as their audience. Advertisers of junk foods that are considered unnecessary and second rate in nutritional value should also be encouraged to advertise other more nutritious food, e.g. fruits immediately after their adverts. Lastly, elderly-looking models should be used to advertise products targeted at adults, so as to prevent children from desiring the products and finding means of acquiring them.

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