

**ANALYZING THE KIDS RESPONSES TOWARDS TV COMMERCIALS
(Case Study : TV Commercials on SpongeBob SquarePants of Global TV)**

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Abstract – Most marketers say that television advertising has become less effective in the past two years, but many are interested in exploring new ad formats and forms of video commercials, according to the Association of National Advertisers and Forrester Research in 2008. Therefore, existence of advertising on children's TV show is still questionable whether good or bad impact generally. The objectives of this research is to to identify the capabilities of the children in understanding brand in TV commercial, to analyze the capabilities of the children in remembering the commercials, to identify the influence of TV commercial on kids TV show to a child desire in watching that show, and to identify the influence of TV commercial on kids TV show to purchase intention.

Keywords – Kids responses, TV commercials, consumption behavior, psychology of perceptions, purchase intention

Introduction

Global TV as a TV national company has successfully increased its rating on SpongeBob SquarePants, and get more income directly from several brands. It can be proved by the amount of the brand ads in every section, they got 18 product ads from 21 total ads in every section. On the other hand there is a phenomenon that most people sick of too many information about the brand variation. If this phenomenon still to be continue it can turns to be fatal. Which can make people interrupted, and switch to another TV channel, especially on Indovision TV channels that has less TV commercials so that the show was not paused. Moreover, according to Republika news paper in 2014, Indonesia mostly in big cities there are phenomena in which young parents wants their children to be able to speak in the foreign language. This phenomenon may lead the audience of SpongeBob SquarePants in Global TV to move to Nickelodeon channel. Meanwhile, according to a survey conducted by Nielsen Media Research, tv shows will affect growth of the children. When a child Indonesia moved to the international channel, the consequences is it will be more difficult for the government to control and influence the growth of children in Indonesia.

In addition, the company's decision are willing to spend large amount of money to enroll their ads on the SpongeBob SquarePants is not easy. The company certainly has several considerations until finally invest on this action. Meanwhile, according to Nielsen research in 2015, 67% agreed that they would switch to another channel when a commercial comes on advertisement. In addition, most marketers say that television advertising has become less effective in the past two years, but many are interested in exploring new ad formats and forms of video commercials, According to the Association of National Advertisers and Forrester Research in 2008. Therefore, existence of advertising on children's TV show is still questionable whether good or bad impact generally.

The objectives of this research is to to identify the capabilities of the children in understanding brand in TV commercial, to analyze the capabilities of the children in remembering the commercials, to

identify the influence of TV commercial on kids TV show to a child desire in watching that show, and to identify the influence of TV commercial on kids TV show to purchase intention. The focus of this research is analyzing the kids responses towards TV commercial on SpongeBob SquarePants of Global TV. This research was used qualitative method that could be analyzed by using personal interpretation and theories from literatures.

Methods

First, researcher collect the secondary data. Secondary data is implemented to get supporting theory and facts which are beyond researcher's capability. This is done especially for the general data. The secondary data was gathered from literatures and owners of related brands. The second type of data is primary data which is gathered from qualitative and quantitative method. Researcher are going to conduct qualitative research to provide elaborate interpretations of phenomena without depending on numerical measurement and reach the deeper insight from respondents. Below are the list of primary data:

- Focus Group Discussion
"Involving children in forum group discussion will have positive impact. Kids might have an ability to be more expressive in communication, have an ability to solve a problem, have a sense of empathy and caring for the environment." said a child psychologist, Efriyani Djuwita in 2010. Therefore, this method will help children to be easier on expressing their thoughts or even feelings. In technical this method will be conduct at some kindergarten. At first, researcher need to make an appointment with school's authorities. Then approach them by giving the research proposal and formal letter from researcher's university. If the school accept the request, researcher will adjust the schedule between the school and researcher's schedule. In class, researcher will greet the students with some simple games. Researcher will tell the students how to works with the next section, which is quiz section. The students who got a chance to answer will get a prize. Then, researcher will show Spongebob Squarepants series to the students including the TV advertising. Researcher will asking some questions about the Spongebob Squarepants then the advertising.
- Experiment
This is an experiment where the researcher manipulates one variable, and control/randomizes the rest of the variables. It has a control group, the subjects have been randomly assigned between the groups, and the researcher only tests one effect at a time. In this case, researcher will divide this method based on its situation into two which are class and home. Class experiment will be conduct at kindergarten, in order to see things that kids do while watching TV with their friends. While, home experiment aims to see the real condition where they usually watching TV. These experiment will be conduct together with the focus group discussion method.
- Interview
This method is to generate descriptive data and enable researcher to interpret the research. Researcher will doing depth interview and also expert interview. In depth interview, researcher will try to reach some sensitive areas in more depth with the right way. This goal will be hard to reach when researcher using structured questionnaires only. Respondent can give overviews of their opinion and perception about the topics. The respondent of this method will be children, and their parents. Furthermore, researcher will also interviewing expert to learn more about the theory and to interpret the data that researcher got in this research.

Sampling method

Population of this research is target market of every product that register their commercial advertising such as the audience of Spungebeb Squarepants. To conduct the data gathering method, sampling method was used. Susan Stainback stated that there are no guidelines in qualitative research for determining how much data and data analysis are necessary to support and assertion, conclusion, or theory. So researcher will conduct the survey in Jakarta with judgemental

sampling and determined to get 50 samples or more to get a very representative answer with high reliability.

Variables

Psychology of Perceptions

Variable	Concept	Measuring Method
Stimulus	A situation that stimulates the organism or individual	Experiment
Organism	As an object who received the stimulus	Focus group discussion and Interview
Behavior	The response at the new situations which caused by the environmental stimulus.	Experiment
Accomplishment	The consequences or the responses after the behavior showed up.	Experiment, Focus group discussion and Interview

Consumption Behavior

Variable	Concept	Measuring Method
Attention	A phase to improve the consumers' awareness of a product, so information provided are going to be needed for consumer.	Experiment
Interest	A phase to grow consumers' evaluation about a product. The concrete business process is	Focus group discussion and Interview
Search	A phase to obtain good feedback about a product from consumers.	Focus group discussion and Interview
Action	A phase to provide consumers with opportunities to purchase products.	Interview
Share	A phase to encourage consumers to transmit high-quality information about a product.	Interview

Data Analysis Technique

The qualitative research often analyzes the data by using personal interpretation (Denzin & Lincoln, 1994). Hence, researcher choose to use personal interpretation and theories from literature in measuring the variables when analyzing data. According to Lynn Kelley in 1999, interpretiveness is not deemed a problem but rather an asset in qualitative research.

Results

This chapter has been analyzed the data collection regarding on the kids responses towards TV commercial. Overall, the methods involved four classes and two houses. Researcher has conducted the survey in Jakarta with judgmental sampling and determined to get fifty samples of kids with

range age of four to seven years old and two mothers to get a very representative answer with high reliability.

Experiment Result

The first situation was class situation when they were with their friends. Children would cause more interaction and expression naturally when they were with their friends. As the teacher told researcher before, every class has each characteristic. Researcher found that in every commercial break sections, TKA students was giving more attention than TKB students. According to Ms. Lies in 2015, "every person will have different perception because it would be influenced by the environment or situation", so by this situation researcher also found that age also could influenced the process of munculnya persepsi yaitu saat penerimaan stimulus. In order to conclude the experiment result, the researcher made a responses chart.

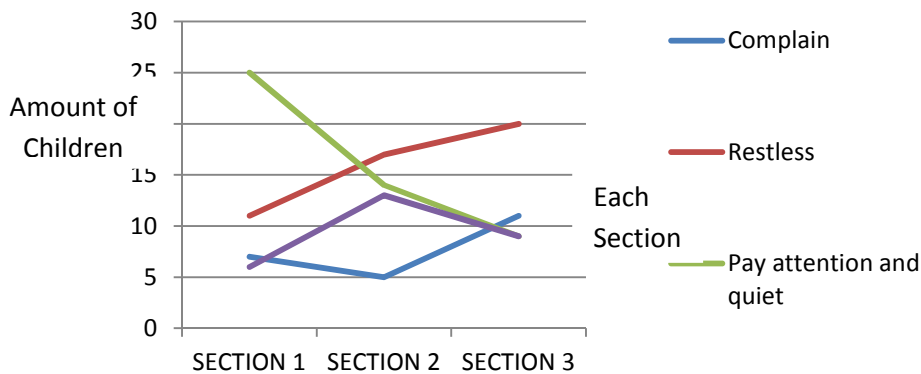


Figure 3.1. Responses Chart of Class Experiment

In the class situation, the researcher found that the majority of children were increasingly saturated in every section. Maier in 1965 said that human behavior was influenced by the process of receiving the stimulus. It shows that the majority of children would reduced their attention on each section which would produce bad accomplishment or consequences if there were too much decreased. Moreover, at the last section of class experiment researcher found that there were several children who rather not to watched the show than they have to wait for the commercial break. So, the amount and the intensity of the commercials break could affected their wants in watch the shows.

The other situation was home situation. Home experiment has a purpose to identify the impact when faced by the real condition where they usually watching TV. There were two families that menjadi respondent pada this method. At first, researcher looked for children who spoke in foreign language for their daily routine to identify their respond towards an advertising on national kids tv show. Raya and Dhanes as the children who raised by parents who wants their kids to speak in english fluently were chosen as the respondent. In every commercial break Dhanes as the younger brother looked lebih memperhatikan than Raya. Since the first commercial break Raya was always ignoring the ads either for being restless or for doing any other activities. Otherwise, at the first section Dhanes was really interested with every character of those commercials and baru mulai restless at the second commercial section. It just looked like the class situation which shown that the younger could giving more attention than the older one.

The second home experiment was held with Zayyana as the respondent. Zayyana as the extraordinary child who achieved many things was chosen to identify was there any child at praoperatoris level who could have different result. Ternyata benar saja, Zayyana memberikan hasil yang berbeda. From the first commercial section until the second she was always giving attention to it, even she also asked researcher to discuss about it. Eventhough at the third section she was finally

start for being restless by playing around the room. Overall, the purpose of this method was to analyze what's on children's point of view about the advertising without asking them directly. By this method, researcher found that the responses of the children about the TV commercial in SpongeBob SquarePants were based on their characters. But mostly, they had similar characters so they were giving similar responses as well.

Focus Group Discussion Result

The first question was *"Who can mention three existing ads?"*. From the answer of this question, researcher caught the phenomenon that children at the level of praoperatoris which aged less than seven yearsold were still could not understand the brand. It could be seen by the way they mentioned the word *"Banana"*, *"Football"*, *"Avengers"*, these three words were not even something that was offered by those commercials. However, these things was the reasons why the children could kept watching those commercial by reaching their attention. In other words, the stimulus provided by those three brands in the use of the character has been successfully received by the child. It just the matter of defining the stimulus that still imperfect, which made them only could mentioned the characters. In addition, four children were also be able to mention some of the products offered by these ads, such as soap, shampoo, soap plate, and facial wash. It also shows the acceptance of stimulus that still imperfect because the child was still not able to differentiated or mentioned those products by brand name.

However, there were also several successful brand name that mentioned by Keisha and Kyla which were Sunlight, and Paddlepop. Therefore in this research, it could be stated that only two brands who were easy to be remembered for praoperatoris children of all the commercials that has been showed. Meanwhile, Aila and Vito were only could mentioned the characters of the commercials. The age range between Aila and Vito was two years, hence it could be said that the age between four to six years old have the same possibilities in process of receiving stimulus.

To determine the maximum capacity of children in remembering the showed commercials, the researcher would increasing the number of commercials that were asked from three to five. There were four children who answered this questions. Among those four childrens, Zahra was answered more about the brand name which were Rinso, Sunlight, and Molto. Meanwhile, the other keep mentioned the characters or the products of the commercials. Therefore, in this research could be conclude that the maximum capacity of children on praoperatoris level to recall the brand from the commercial sections was only three brand name. However, the situation could not be generalized to all children. To find out if there were children who have a higher capacity, the authors would conduct in-depth interview to a child who has more ability than her age. Because there were many children who discussed the character when Paddlepop commercial, and little children who answered Paddlepop author tries to provoke them by giving specific questions on Paddlepop commercials. The point of this last question, aims to determine what was the real reason forty-seven children were not able to mention the brand name of Paddlepop, either because of difficulties in defining or they really didn't know Paddlepop.

The question was *"Do you remember what was the brand name of the banana ice cream at the previous ads section? (Exactly when there was a shark over there)"*. Three of the four children were proven to mention brand name of Paddlepop. It was proved that for this research, most of them were able to recall the brand name but it was just difficult to define. Bintang was one of those who still really did not understand about the brand.

Interview Result

Expert interview has giving researcher more knowledge to analyze this research. Raya and Dhanes as a child who spoke in english were prefer to watch a tv show who had no commercial break as they have defined as an interruption. The commercials did not succeeded in reaching their attention but it has succeeded to provoke the desire of the children to buy inderectly, which end up with the

purchase intention. As same as Raya and Dhanes, Zayyana has ever asked for some products after she watched TV commercials. But, Zayyana could remembered five brand names which means the companies were fully succeeded to reach her attention that came up with the perceptions. Researcher also found that children maximum capabilities in remembering the brand commercials were depends on their knowledge and how succeeded the commercials in reaching their attention.

Conclusion

According to the data collection and analysis, the conclusion of this research shows that the kids still hard to enjoy TV commercial on SpongeBob SquarePants of Global TV. Most of them were still unable to understand what the commercials for. Some of them were giving attention because of the characters not even the product. It was all because of the process of receiving stimulus that was still imperfect. However, the process of receiving stimulus was enough to reach the children's desire in buying the products. The researcher found that the majority of children were increasingly saturated in every section. Maier in 1965 said that human behavior was influenced by the process of receiving the stimulus. It shows that the majority of children would reduced their attention on each section which would produce bad accomplishment or consequences if there were too much decreased. Moreover, at the last section of class experiment researcher found that there were several children who rather not to watched the show than they have to wait for the commercial break. So, the amount and the intensity of the commercials break could affected their wants in watching the shows.

Recommendations

The following recommendations are offered for related research that usually necessary for several company or TV channel in the field of the kids responses towards TV commercials.

Recommendation for Product's Company

The above research findings can be conclude that the commercials if it packaged properly they will be a benefit for the product company in making the children as their target market. The companies need to explore more about how to reach children's attention, especially to make the children easier in receiving stimulus. Company should be more understand what the children needs and wants as the customer. Even though the children just giving their attention to the character, as time goes by the stimulus will occur step by step.

Recommendation for Global TV

But the commercials for Global TV as a TV channel can be a disadvantage and also an advantage. TV commercials would be a disadvantage to Global TV when they are too many commercials on their shows that can make children switch to another channel, and otherwise the child will prefer to stay when the commercials that there is not too much and not repetitive. Global TV might has a high profit by accepting every company to fill its commercial break, but if it too much it won't last. It because the audience will leave the channel and no company wants to invest on the shows without audiences. So Global TV should be more selective in choosing their clients.

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