



Impact of Advertising on Parents and Children

Final Report

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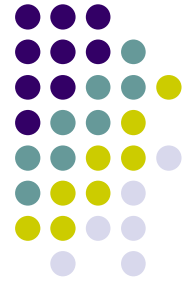
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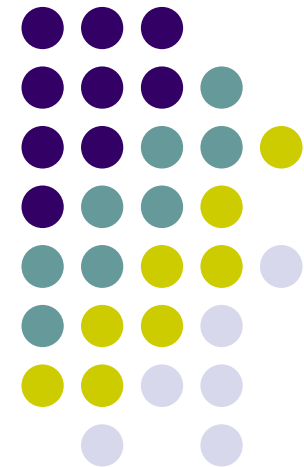
Chapter 1.

Studies on advertising: stake in the research

The research is conceived to cover a wide range of topics and interrogations regarding the relationship between tv advertising and the children's socialising, while finding answers to such topics within the context of the consumerist modernity and "infantilisation of advertising" (Benjamin Barber) era, and it is the first of its kind in our country. Essentially, the project aims at conducting a comparative measuring of ratings and perceptions of commercials on a national sample of children / teenagers (6-15 years old) and a corresponding sample of parents, as well as having the respondents evaluate themselves the impact of advertising on children.

In other words, for the first time in Romania, this inquiry is testing the assumptions regarding the role of TV commercials in creating – even since childhood age - "compulsive", uninformed and hasty consumers rather than active citizens, alongside the assumptions regarding the generalisation, within the communicational landscape of the television, of the 'spot' and 'clip' models, as dimensions of depicting a society and a culture of spectularity and 'star'-systems.

Thus, advertising strikes out in the landscape of genres, types and forms of communication, claiming its place as a 'queen of seduction' and having a maximised impact on children.



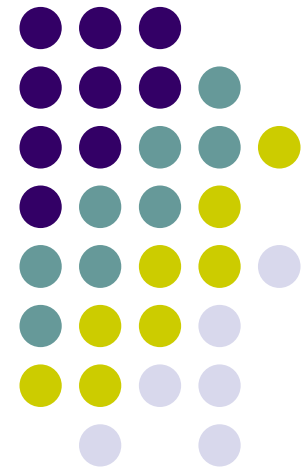
Chapter 2.

Research methodology

2.1. Theoretical models

2.2. Sample

2.3. Questionnaire



2.1. Theoretical models



A range of theoretical models may be identified in the speciality literature, explaining the **effects** of advertising; these are the models that have structured our research as well, as follows:

- I. **The AIDA model** (Attention, Interest, Desire, Action) – Breaking down the advertising process into chronological steps.
- II. **The behavioural model** (repeating of stimuli and their connection with direct reactions).
- III. **Models of influencing tactics using characters:**
 - Expertise – product usage.
 - Threat – expressing the emotion of the source.
 - Expressing the need for the product – disguised suggestions.
 - Statements – persuasion.
 - Statements – product usage.
- IV. **The A – C – V model** (Attributes – Consequences – Values)
- V. **The multiple mediation model** (Carl Hovland)
 1. Exposure to message.
 2. Attention paid to message.
 3. Message understanding.
 4. Accept or reject the opinion promoted by the message.
 5. Persistence of the change of attitude. With no particular circumstances, the attitude goes back to the original stand.
 6. Action based on the new attitude.
- VI. **Information-processing** (cognitivist) **model**.
- VII. **The ELM** (Elaboration likeability model): the receiver is motivated to intensely process the message and carry out cognitive operations: central route for processing the information; peripheral route – peripheral persuasion: conditioning, influencing, emotional reactions (familiar sentences, easy to understand and accept, immediate agreement).
- VIII. **The A-ad model** (attitude towards ad): a. focus on emotional response (appealing, emotional, creative, interesting answers); b. focus on cognitive response (informative, credible, convincing product, clarity).

2.2. Sample



- Multi-stage sample, representative for the adult population - 1554 people, out of which 1530 validated
- 1530 parents, 734 children aged 6-10, 785 children aged 11-15
- 271 sampling points, in 111 settlements
- Interviews conducted only in the households with children aged between 6 and 15 years
- Fieldwork report: total addresses visited - 23953, out of which 1554 – pair interviews (parents/children); 341 rejections; 21627 households with no children aged 6 - 15; 119 addresses not inhabited; 129 headquarters of companies/institutions; 2 incapable to answer; 191 cases of no answer after three visits.

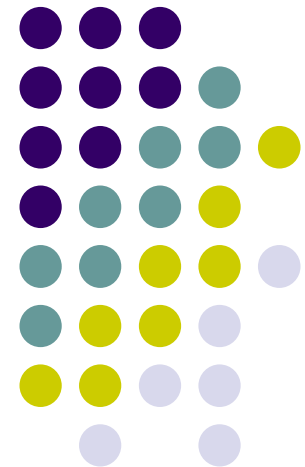
3.3. Questionnaire



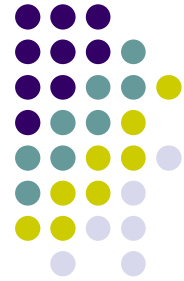
- Considering the nature of the topic and the age of the respondents, the questionnaire includes a number of specific features:
- Following repeated pre-testing of the questionnaire, a number of “prospective questions” were included, aiming at ensuring the fidelity and validity of the research instrument – questions such as: “tell us about a commercial”, “describe a commercial” (after they heard the description of 1-2 commercials). This kind of questions emerged as necessary after the pre-testing had revealed that very young and young respondents could not distinguish between reference to advertising and reference to other forms of tv image and text, which would raise a risk for the norm of ‘homogeneity’ and ‘unreferentiality’ of the opinions and information collected to be distorted.
- In order to avoid excessive standardisation in wording the questions and structuring the questionnaire, a significant number of open-ended questions were included, with greater potential to gather information, assessments, opinions of the children on issues of a stronger symbolical-cultural character that requires communicational skills that children are less familiar with.
- The number of questions with preset/closed binary answers (yes-no) was reduced in favour of ‘scale’-type questions, ‘gradual’, ‘nominal’ questions and ‘closed questions with choice of variants’ and, in many cases, with ‘multiple variants ranked in hierarchies’.
- Special attention was paid to questions for validating consistency / inconsistency of answers to some more complex questions.

Chapter 3.

Impact of advertising of children aged 6-10



3.1. Assessment of children's skills with regard to advertising



- Project objectives:
 - 3.1.1. Awareness on advertising as a specific television genre
 - 3.1.2. Informational value and credibility of commercials; critical evaluation of their informational content
 - 3.1.3. Awareness on educative advertising
 - 3.1.4. Awareness on the idea of “brand” applied on the various types of food products
- “Prospective-testing” questions to identify the children’s communicational skills in relating to advertising spots:
 - *B1. Can you tell me about one or two commercials that you’ve seen on tv and you can remember?*
 - *B2. Now, can you too tell me about one or two commercials that you remember?*
 - *E9. Do you believe what is being said in commercials about the products presented?*
 - *D5. Did you happen to see any commercials saying that you should not consume (eat/drink) excessively (too much) or that you should not consume (eat/drink) some products at all?*
 - *E2-E4. Awareness on the idea of brand.*

3.1.1. Recognising advertising as a specific television genre *To what extent do children distinguish between advertising spots and other forms and sequences of communication on tv*



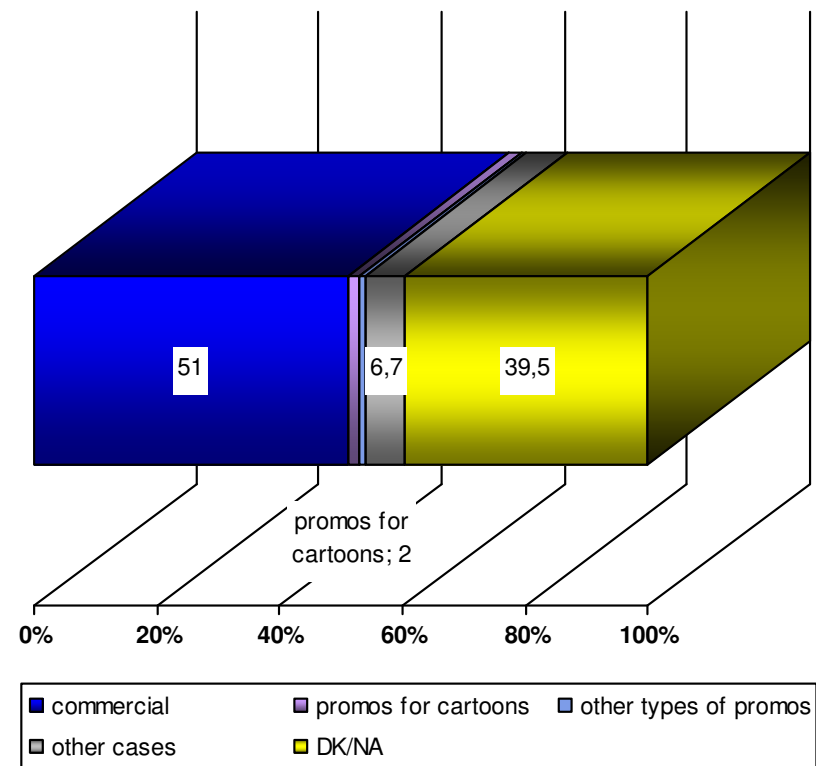
- One of the key issues that challenge the research projects in the field of children's advertising consumption has to do with the children's capacity to identify advertising as a specific tv genre, having a different purpose from the other, fiction shows (which it may resemble in terms of narrative story, style of filming, maybe characters) or information programmes (which it may resemble in terms of the type of discourse, style of filming etc.).
- As we discovered, while pre-testing the questionnaire, that this problem of identifying the commercial is not only theoretical, but also a real, practical challenge (especially in this age group), and considering that a questionnaire in which the child would have been unaware of the meaning of the terms used (especially in the case of the word 'commercial') would have generated invalid answers for many of the questions in the questionnaire, it was agreed that, should the child be unable to identify one or two commercials, the interviewer would tell him about two commercials and then test again the child's capacity to identify other commercials.

Recognising advertising as a specific genre on television



- Asked to tell about a commercial that comes to their minds (to see if they are able to identify properly the meaning of the word 'commercial', as belonging to the advertising communication genre), 51% of the children aged 6-10 managed to identify a commercial correctly, while almost 40% said that they could not answer that question.
- The remaining 10% mistook the commercials for promos (self-advertising); 2% had in mind promos for cartoons, 1% other promos and 6.7% for which it was impossible to determine whether they were talking about a commercial or a promo (and what it actually was about).
- Therefore, we have quite a high rate of respondents who are able to understand the meaning of the word 'commercial' (at least enough to be able to indicate one element of the class of tests/sequences called commercials; thus, this is an enumerative type of defining).
- Indicating one other element belonging to the same class, however, puts the children in a difficult position, and only 25.6% of them are able to mention another commercial as an example.

Capacity to recognise a commercial



Recognising advertising as a specific television genre



- From analysing how this recognition varies with age, we discovered that, as the age grows from 6 to 10 years, the percent of non-answer decreases (from 42% to 36%), while the percent of those who are able to identify commercials correctly increases (from 49% to 54%). Although the result seems commonplace, the data indicates that this 'culture' of advertising is something that children learn; that there are skills improving with age, so the issue of teaching children 'the alphabet' in this field (as well) should be considered responsibly, as it is not only a field that relates to marketing, but also to the cultural elements, to the extent to which – as Bernard Cathelat had proved it – it is a carrier and promoter of social values and lifestyles.
- The research revealed that there are no significant differences between the answers of girls and boys with regard to these skills, which – with respect to this criterion – are distributed homogeneously within the sample.

Recognising and memorising commercials.

Attention, interest for and understanding of commercials – awareness of some categories of products



percents

Food products	20.0
Products for children (toys, games, sweets)	16.5
Refreshing drinks / soft drinks	5.1
Hygiene and healthcare products	4.1
Mobile telephony services	2.9
Household maintenance products	2.4
Others	1.8
Alcoholic drinks	1.4
Cosmetic products (perfumes, creams, lipstick etc.)	0.6
Home appliances	0.6
Cars	0.6
Financial, banking, insurance services	0.5
DK/NA	43.6

- According to the AIDA model, recognition and memorisation of commercials are considered dimensions of synthetic indicators that are relevant for the attention and interest invested in watching commercials, as well as for the meaning (understanding and output) of the commercials.
- As the research reveals, most commercials that are recognised as such and mentioned are for food products (20% of mentions), followed by products for children (16.5%), refreshing and soft drinks (5.1%) and so on.
- It's interesting to notice how the categories of products mentioned vary with the age: from 6 to 10 years, the number of mentions of food products and products for children is decreasing, as well as the number of non-answers. At the same time, the percent of those who remember advertising for mobile telephony increases (from 1% to 5%).
- These variations indicate that attraction towards advertising is strictly related to the attraction for the products; thus, children tend to notice and remember commercials for the products that have already penetrated inside their field of interests (which is different at different ages).

Recognising advertising as a specific television genre

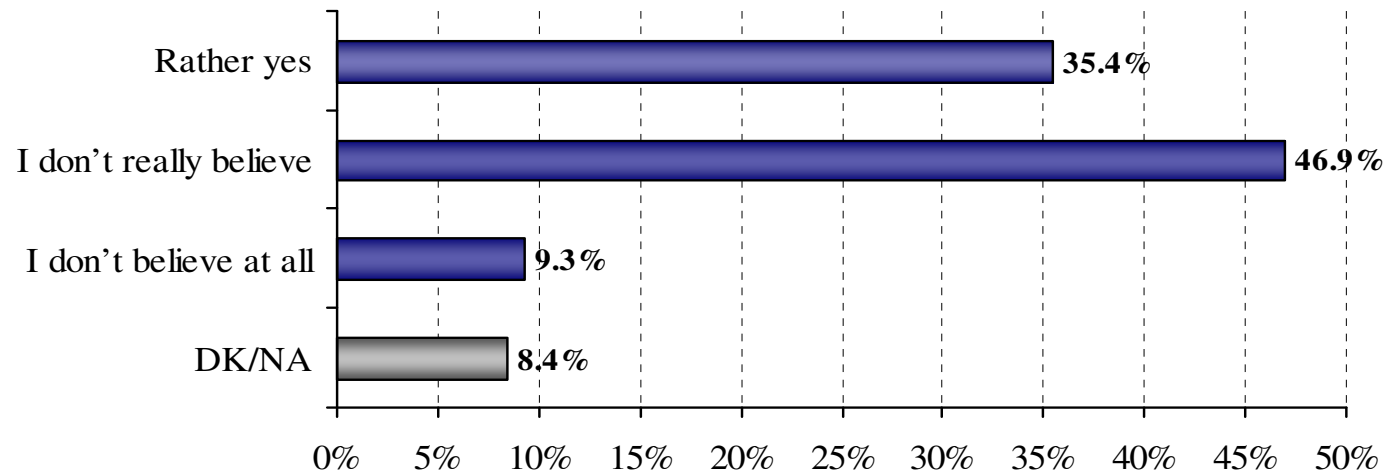


- As we specified earlier, the research protocol was stipulating that, should the child fail to indicate a commercial correctly at the first question, the interviewer should illustrate with one or two examples of commercials, and then ask the child again to indicate a commercial (assuming that he/she will manage to identify the class of television items that commercials belong to).
- Data reveal that only 29% of those who had not answered on the first occasion managed to produce a correct answer this time, while 67% were, again, non-answers.
- Table of answers elicited on second request to indicate a commercial (following the examples quoted by the interviewer); percents are calculated from the amount of those who didn't manage to indicate an answer on first request:

commercial	28.9 %
cartoon promo	0.8 %
other cases	2.9 %
DK/NA	67.4 5

- As one could expect, a significant share of children around 6-7 years do not manage to pass the test of identifying advertising spots from other text and discourse forms of television communication.
- As proved by vast research conducted in the West, children tend to expose themselves to advertising like they do with any other tv programme; they watch it with the same eyes and do not differentiate them, which explains the higher predictability of a direct impact of advertising on the child's spirit and behaviour.

3.1.2. The “reality” effect of the TV images and children’s belief in the “truth” value of the commercials: evaluation of the informational content of the commercials



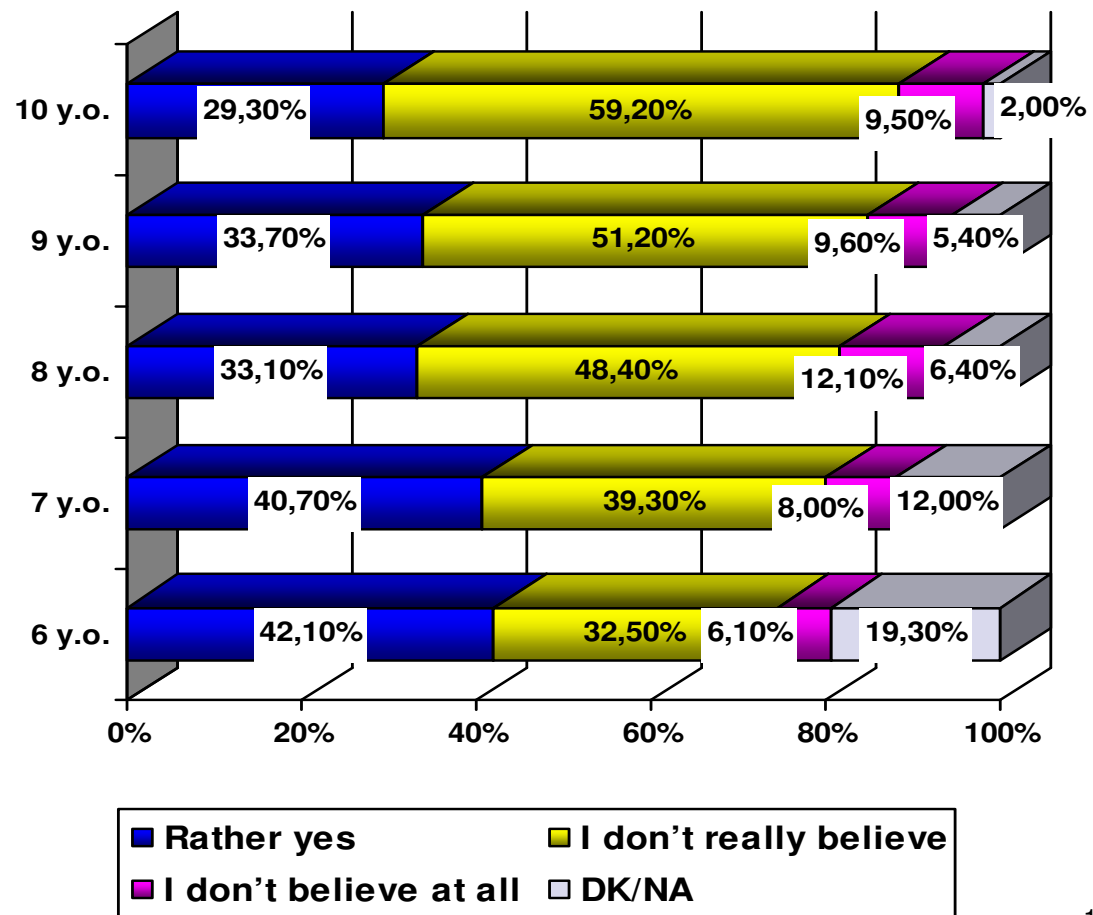
- As we may notice, almost half of respondents display refrained attitudes regarding their believing in the ‘truth’ content of advertising messages.
- More than one third of the children, however, tend to believe what is being said in commercials. This result validates once again EU’s approach regarding the new *Unfair Commercial Practices Directive*.
- We should mention at this point that at the present time, advertising messages are evaluated not so much through the epistemological pair of ‘true-false’, as they are through indicators of ‘seduction’ and ‘believing’ (which explains why the term ‘truth’ comes with the quotation marks).

The “reality” effect of the TV images and children’s belief in the “truth” value of the commercials



Opinion about the 'truth' value of commercials

- With age, believing in the ‘informational content’ circulated by commercial decreases (from 42% to 29.3%), just as the percent of non-answers (from 19% to 2%). This indicates a repositioning towards commercials with age, as well as the emergence of opinions regarding commercials.
- The percent of those who do not believe at all in advertising shows a relatively slightly increasing trend, from 6.1% to 9.5%, with the highest increase being seen for the percent of those who have a balanced opinion regarding the ‘truth’ value of commercials.

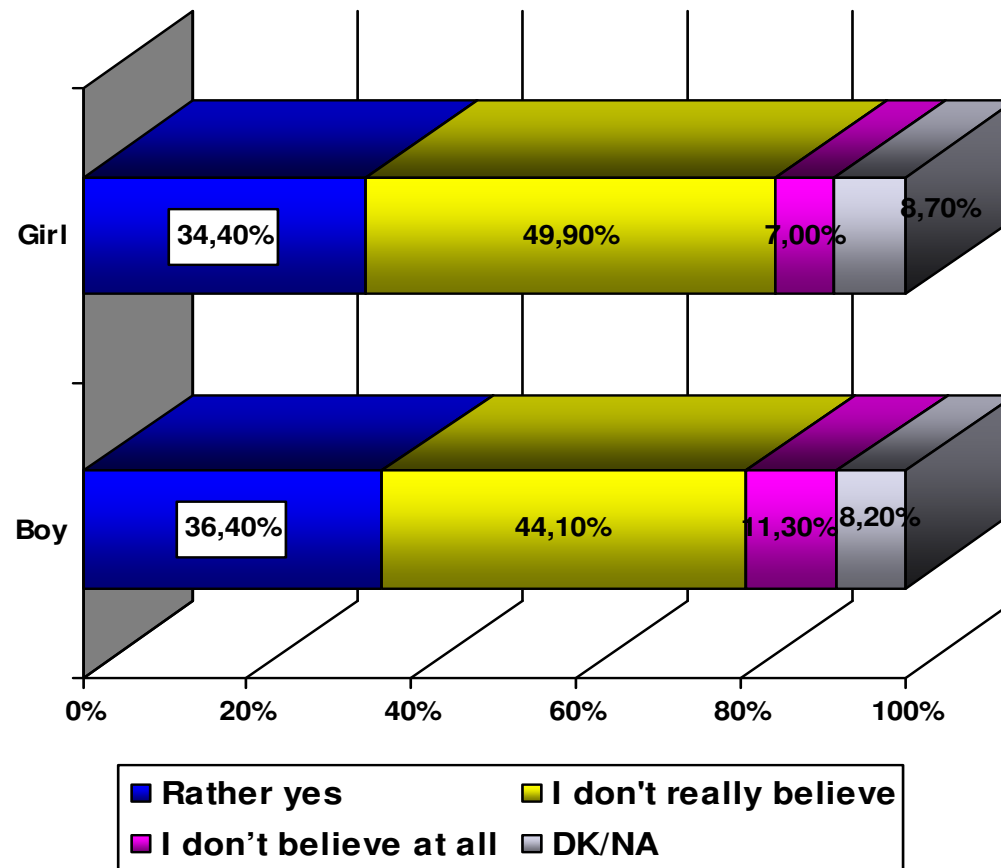


The “reality” effect of TV images and children’s belief in the ‘truth’ value of commercials



Opinions about the value of 'truth' of the commercials depending on gender

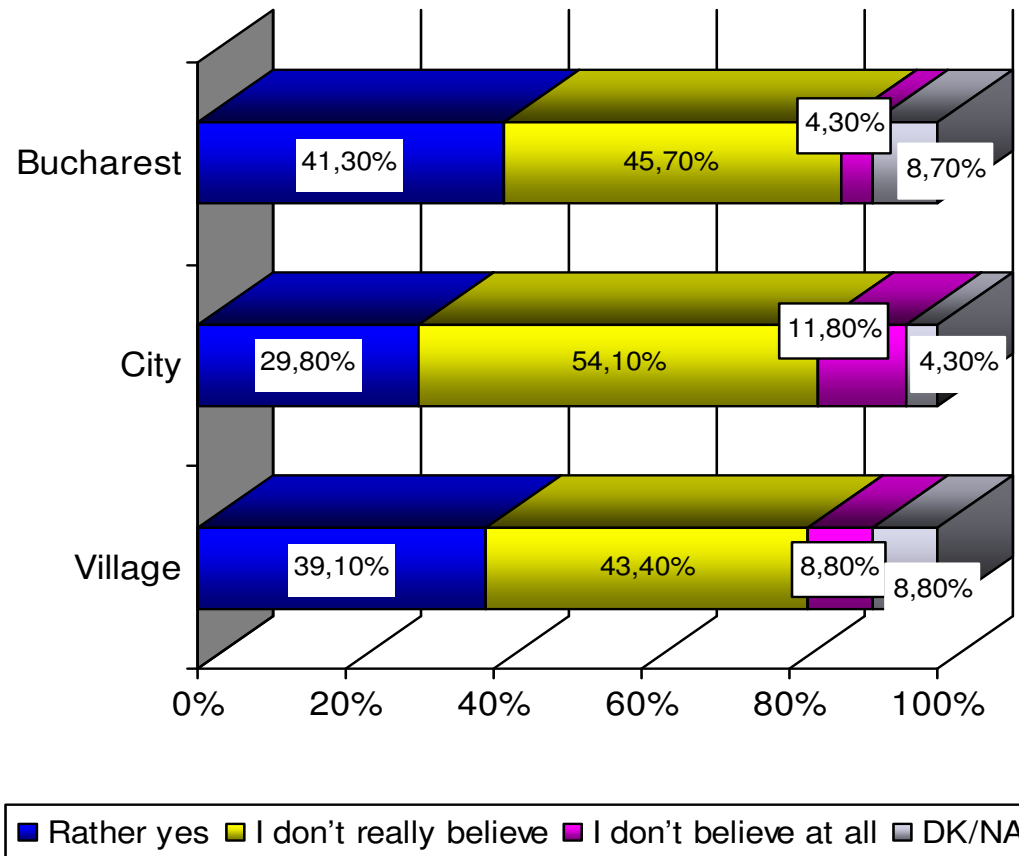
- Research revealed that the girls tend to be more balanced than boys in their answers (“I don’t really believe” occurs in a percent 5.8% higher at girls than at boys), while the boys beat the girls with regard to the percent of those inclined to believe in advertising and the percent of those who don’t believe in advertising at all.
- The percents of non-answers are approximately equal (8.7% for girls and 8.2% for boys).



The “reality” effect of the TV images and children’s belief in the value of “truth” of the commercials

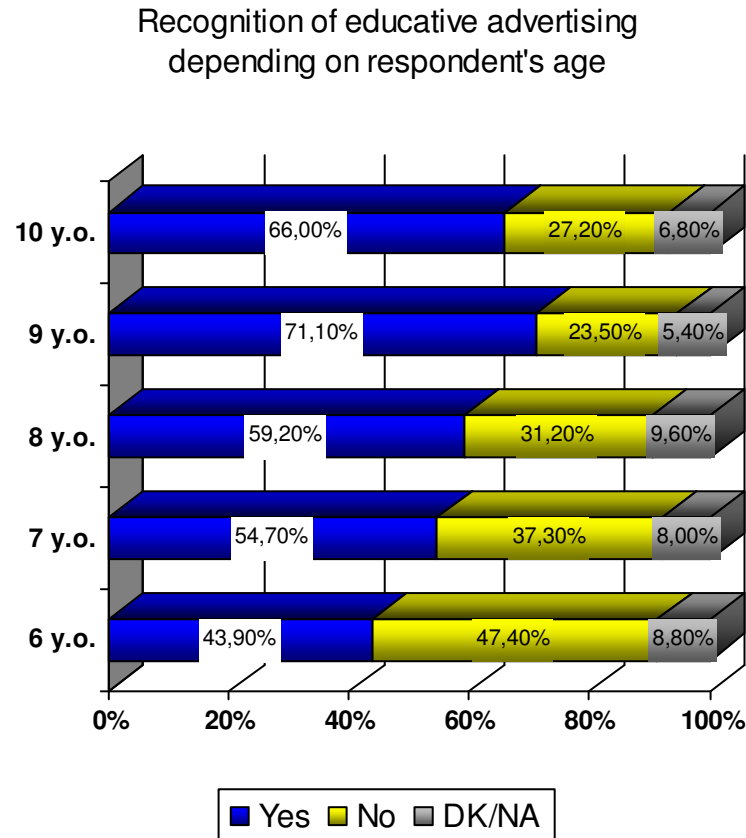
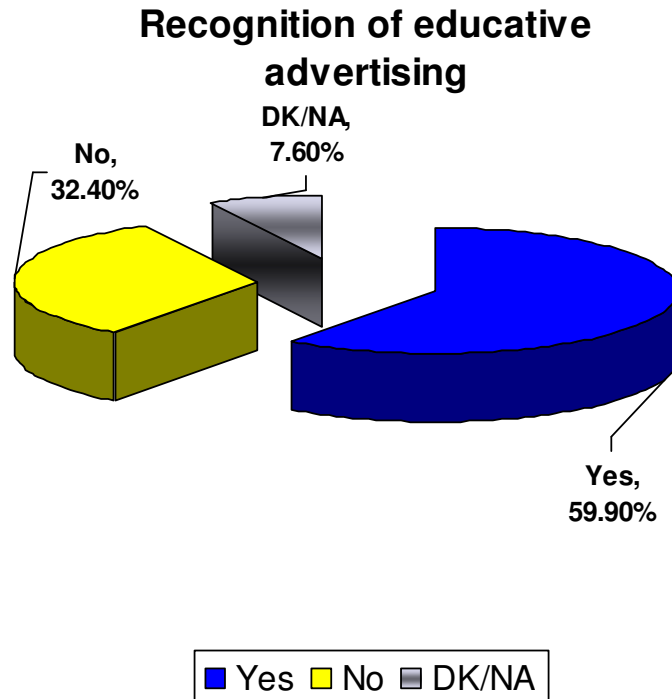
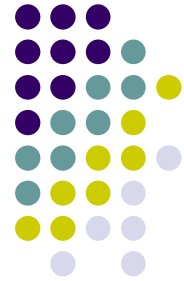


Opinions about the 'truth' value of the commercials, correlated with the residence environment



- One less expected result that the research has revealed is that children residing in Bucharest and those residing in rural areas share relatively similar opinions: approximately 40% of the children in the 2 environments have stated that they were inclined to believe in advertising. By comparison, approximately 30% of the children in the urban area (other than Bucharest) believe in the 'truth' value of advertising. The same percent of answers among Bucharest and rural children is seen in choosing a rather moderate position towards advertising (43-45%, compared to 54%, the percent of answers among children in the urban environment). The most cautious children are those in the urban environment (except for Bucharest) – 11.8%, followed by rural children. Bucharest children were the category who had the smallest percent of answers stating that they don't believe in the truth of the commercials – 4.3%.

3.1.3. Recognising social-educative advertising

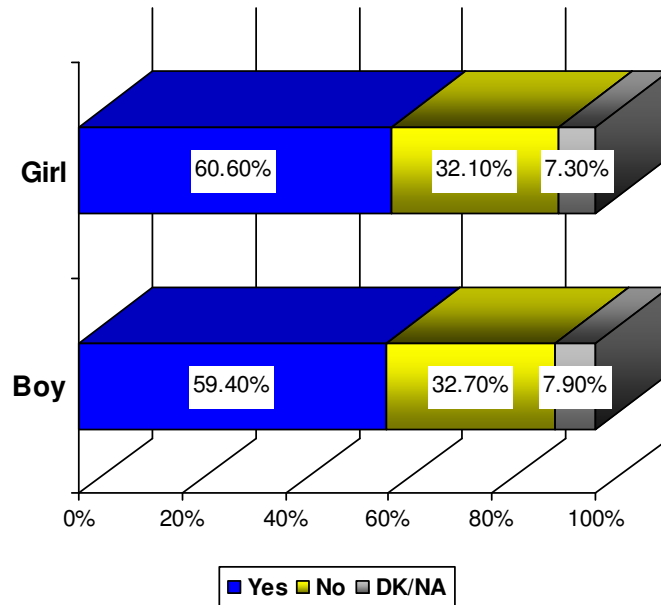


- Somehow surprisingly, 60% of children recognised as distinct the spots defined through objectives that are specific to social and educative advertising campaigns.
- As we correlate these answers with the children's age, we notice that this awareness/recognition of educative advertising grows with age: from 44% at 6 years of age to a maximum of 71% at 9 years of age. Children aged 10 stated that they are aware of educative advertising to a smaller extent than 9 year-olds: 66%.

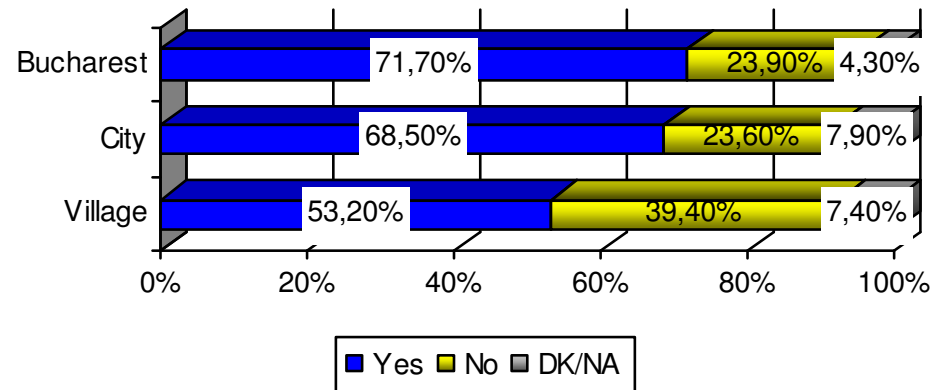
Recognising social-educative advertising



Recognition of educative advertising
by respondents' gender



Recognition of educative advertising by residence
environment



- Recognition of educative advertising *does depend* on the residence environment (around 70% of the children in the urban environment plus Bucharest stated that they recognise this type of advertising, compared to 53% of the children in rural environments), but *not* on the child's gender (almost equal percents of boys and girls stated that they recognise educative advertising).

3.1.4. Awareness on the idea of “brand”



- The issue of brand is a very significant one in the field of advertising. With product standardisation producing ranges of similar products under different brands, the challenge for advertisers was to come up with a type of advertising capable of creating in the consumer an advertising universe that would generate consumers prevalingly attached to the brand, apparently ignoring the product issue.
- The data grouped under this section aims at providing answers to questions such as, to what extent are children aware of the difference between a product and a brand, between advertising for a product and advertising for a brand (provided that brand advertising aims at creating a long-term emotional relationship between the consumer and the brand), and to what extent, in the ‘brand culture’ in which we live, children tend to be more receptive to certain brands of products than they are to others.



Awareness on brands of food products

- This item was tested on three types of food products:
 - sweets (as products with commercials mainly targeting children),
 - beer (as a product falling under certain specific advertising regulations aimed at protecting children)
 - dairy products (as food products recommended for children).
- It was ascertained that:
 - Although most of the answers are found under the brands of sweets (first and second mention: 710 answers out of a total of 734, respectively 625 out of 734); however, we cannot talk about a clear differentiation of brands from products, as approximately half of the mentions are of specific products (ex.: the product: “*Primola* strawberry chocolate”, as compared to “*Primola*” – the brand).
 - Dairy products rank second by the number of answers; however, the same mention as above applies here (products mixed with brands).
 - Although beer ranks last by the number of answers, here we get the greatest number of ‘accurate’ answers, and in general the brands of beer are specified. The explanation for this apparent contradiction (on one hand, you get a lot of wrong answers, and on the other, fewer, but correct answers) could be that, as they do not consume beer, children do not distinguish between different products of the same brand (light, dark, with alcohol, no alcohol etc.). While sweets are much more specific in their perception and they take the shape of the respective products. It is also the place to mention that the great majority of children has mentioned a specific product from a certain brand, which is an indication of the children’s degree of familiarity with the brands (they don’t say simply: “chocolate”, they say “*the chocolate X, from Y*”).

	Name of a brand of sweets (first mention)	Name of a brand of sweets (second mention)	Name of a brand of beer (first mention)	Name of a brand of beer (second mention)	Name of a brand of dairy products (first mention)	Name of a brand of dairy products (second mention)
Answers	710	625	575	431	649	462
Non-answers	24	109	159	303	85	272

3. 2. Advertising consumption and analysis of consumption behaviours

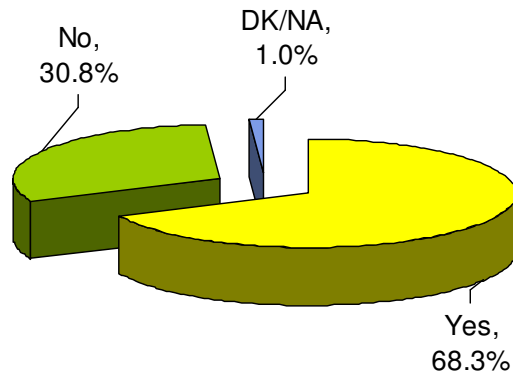


- Project objectives:
 - 3.2.1. Evaluation of advertising consumption.
 - 3.2.2. Analysis of advertising consumption behaviours.
 - 3.3.3. Verbalisation af element of meaning in the advertising consumption behaviour.
- Prospective-testing questions:
 - B3. Do you usually watch commercials on TV?
 - B7. Please, tell me, can you remember how many commercials approximately did you see yesterday?
 - B5. Usually, what do you do when there are commercials on TV?
 - C5. Do you ever talk with anyone about commercials?
 - C6. If yes, with whom do you talk most about commercials?

3.2.1. Evaluation of advertising consumption



Advertising consumption

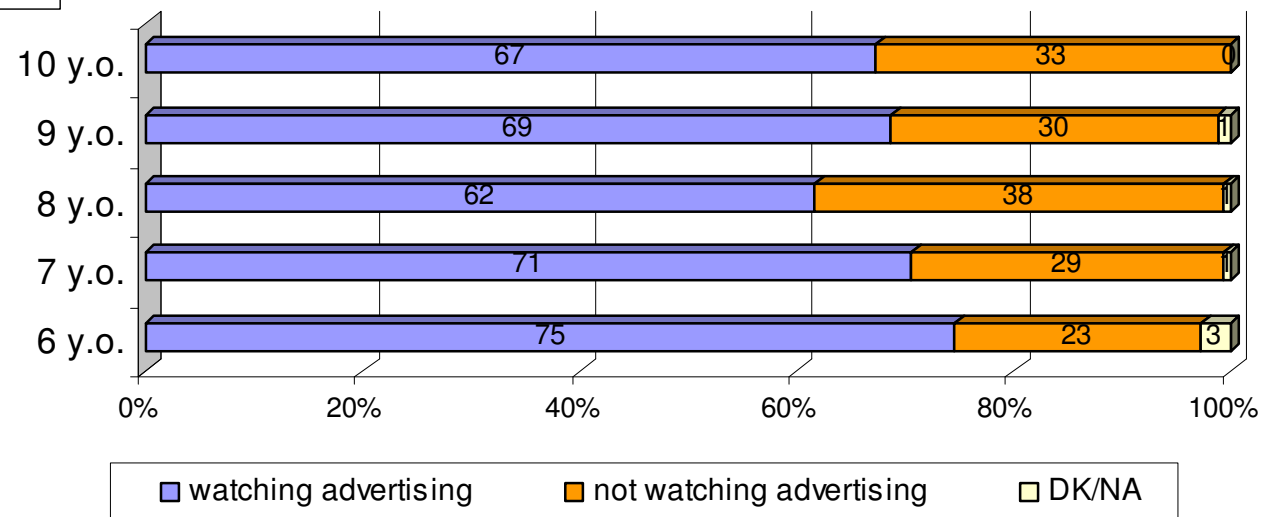


As the data reveal, children appear to be big consumers of advertising.

- More than two thirds of the children watch advertising on tv.
- 6-years old children are the greatest advertising consumers (75% say that they watch advertising on tv), while the smallest percent is registered in the 8-years-old category (only 62% state that they watch advertising).
- Advertising consumption shows a decreasing trend with the age growing (from 75% at 6 years of age to 67% at 10 years, except for the non-consumption peak at 8 years).

Yes No DK/NA

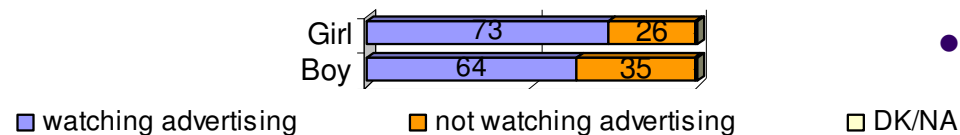
Advertising consumption at various ages (percents)



Correlation of advertising consumption with the gender variable and the residence environment



Advertising consumption correlated with gender variable (percents)



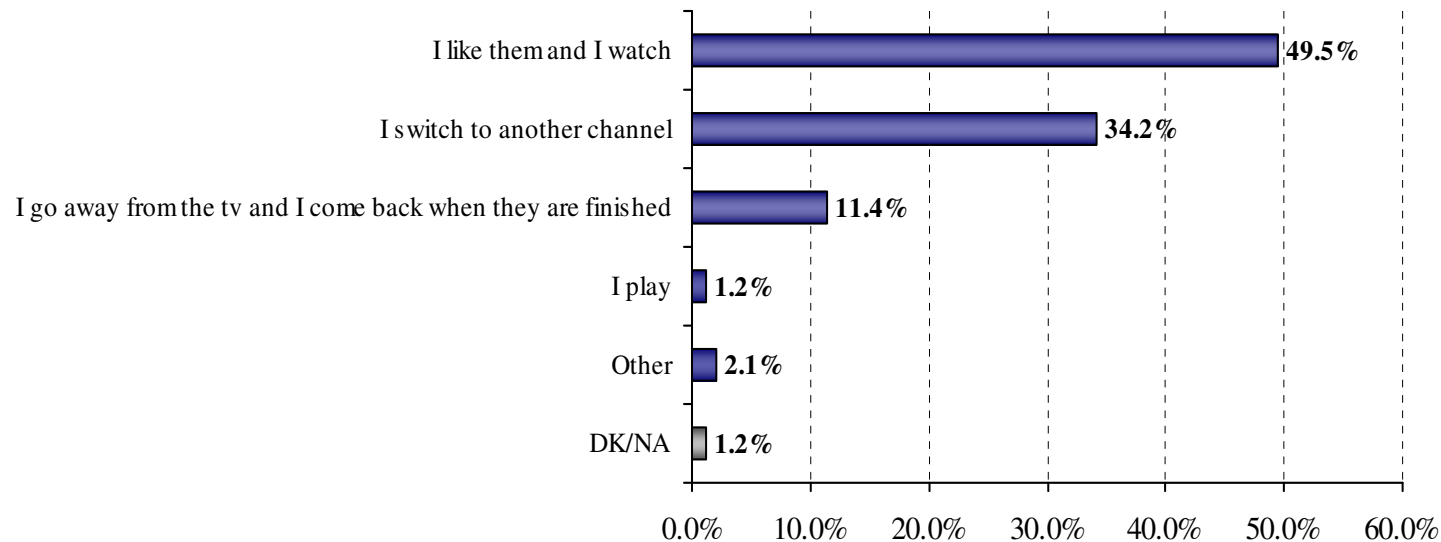
- Advertising proves to be a tv product, the consumption of which varies with the respondents' gender. Thus, 73% of the girls say they watch commercials on tv, compared to 64% of the boys.
- Few differences were ascertained in advertising consumption by different residence environments. The smallest percent of consumers are children who go to school in Bucharest (65%), followed by those from the rural environment (67%) and those from other cities (68%).

Advertising consumption on the previous day

- The viewing average is 6 commercials seen in one day (this is an appreciation of the children, so we would rather consider it as an approximate value of the indicator)

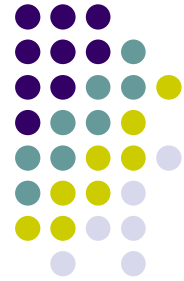
Maximum	Minimum	Average
71	0	6

3.2.2. Consumption behaviour analysis: what do you do when there are commercials on tv?

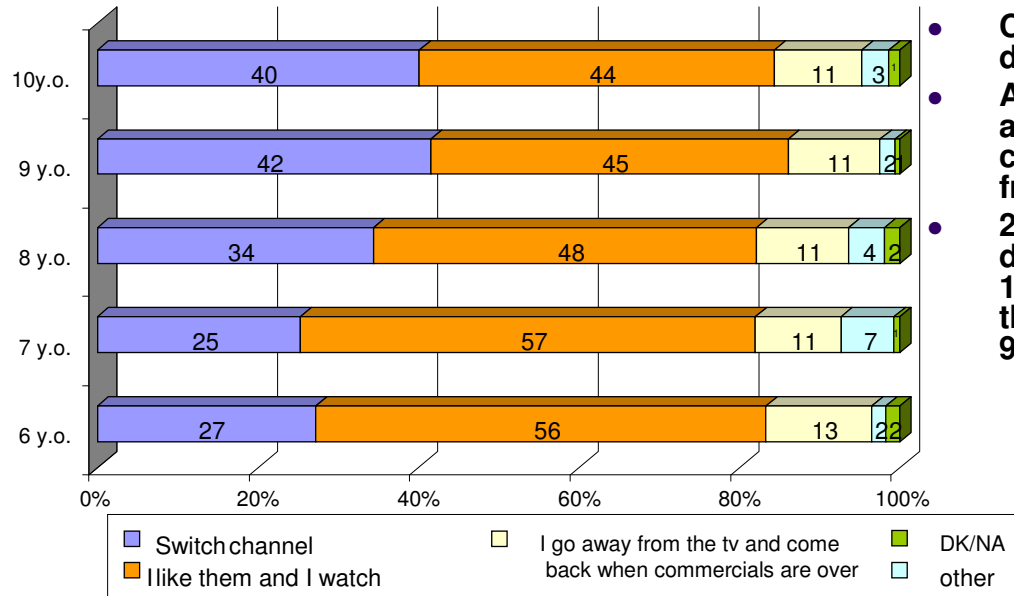


- When asked more specifically “what exactly they do when there are commercials on tv”, we discovered that the percent of those who actually watch advertising is smaller (49.5%), while 34.2% switch to another tv channel; 11.4% of the respondents display high mobility and leave away from the tv during the “screens”/advertising inserts, then come back when they are finished.
- Interesting to notice the rather high percent (over one third) of those who display zapping behaviour; thus, we may deduct that this tv watching behaviour occurs at the youngest ages, which confirms (not in an absolute manner, though) the fact that avoiding advertising is one main cause (or prerequisite) for zapping.

Consumption behaviour analysis: what do you do when there are commercials on tv?



Children's behaviour while watching commercials correlated with age



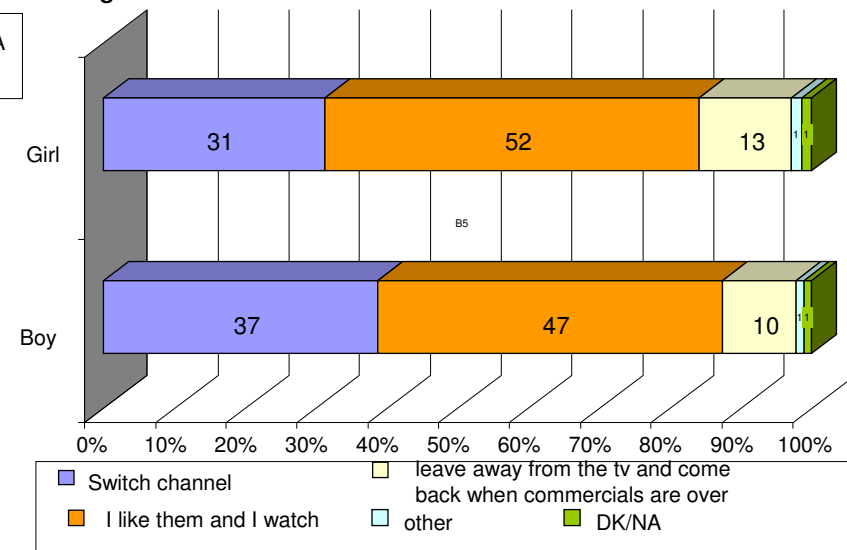
- To a greater extent than the boys, the girls switch the tv channel they are watching when advertising starts (37% of the girls, compared to 31% of the boys).
- More than half (52%) of the girls remain in front of the tv during the advertising 'screens' as well, compared to 47% of the boys displaying this behaviour.
- The 'extreme' behaviour of leaving away from the tv during advertising breaks seems more frequent among girls (13%) than among boys (10%), but the percent difference between them is insignificant, so we cannot generalise.

Children's behaviour while watching commercials depends on the age.

A sub-group of children may be considered per ages (the 6 and 7 years old group), whose commercial watching behaviour is very different from the 9 and 10 year olds.

25%-27% of the 6 and 7 year olds switch the channel during commercials (compared to 40-42% in the 9-10 year olds sub-group), or they continue to watch the channels (56-57%), (compared to 44-45% in the 9-10 year olds sub-group).

Children's behaviour while watching commercials correlated with the respondents' gender



Consumption behaviour analysis: What do you do when there are commercials on tv?



- The falling trend of tv advertising consumption with age growing is visible on the previous chart (those who state that “they like it and they watch” drops from 56% at 6 years of age to 44% at 10 years). The increasing trend of the zapping behaviour is visible as well (from 27% to 40%).
- As for the consumption behaviour correlated with the gender variable, one may notice that boys are more inclined to switch the channel, while girls are more willing to watch commercials or do various other activities during advertising breaks (however, they display greater physical mobility than boys).
- Regarding the correlation between this item and the residence environment, it is interesting to note the greater mobility during advertising breaks of respondents from the city, especially from Bucharest, compared to those from the rural environment. This may be a sign of some different tv consumption patterns (such differences, however, are about to disappear) in the urban and rural environments. The difference is that, while tv consumption had become ‘second line’ consumption (to use Sonia Livingstone’s words) in the urban environment, in the rural environment it was still ‘first line’ consumption to a great extent (that is, sitting in front of the tv as a captive viewer and dedicating your own attention to it, to some extent indifferent to advertising interruptions).

3.2.3. Verbalisation as an element of meaning the advertising consumption behaviour: assimilation of commercials in socialising circumstances

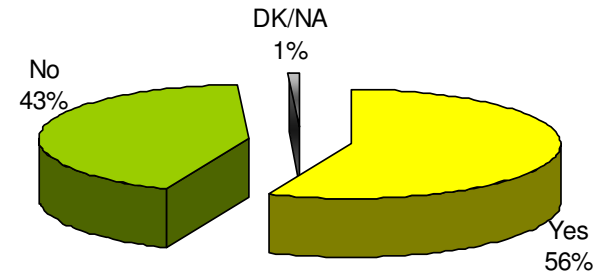


- In analysing the influence of images on children (namely, analysis of violent images effects' on children), Serge Tisseron notes that there are two types of attitudes generated by exposure of children to images (in general, not only violent images), and that these types of attitudes are directly related to two universes of socialisation. Thus, on one hand, there is an attitude of detaching oneself from the images, following critical analysis – that is, treating the images in cognitive terms (with one of the favourite ways in this case being verbalisation, structuring as discourse of the meaning that the images have for the child; usually, there is an adult – parent or teacher – present during this operation), and on the other hand, an attitude of attaching oneself to the images, usually generated by the contact with the group of friends and the 'processing' of the images within this framework.
- Following this model of Tisseron, we attempted to see what the socialising circumstance is, in which advertising images are being processed, in order to get an idea of the attitude (attachment or detachment, cognitive or emotional register) that the images are generating among children.

Processing of advertising images at discourse level

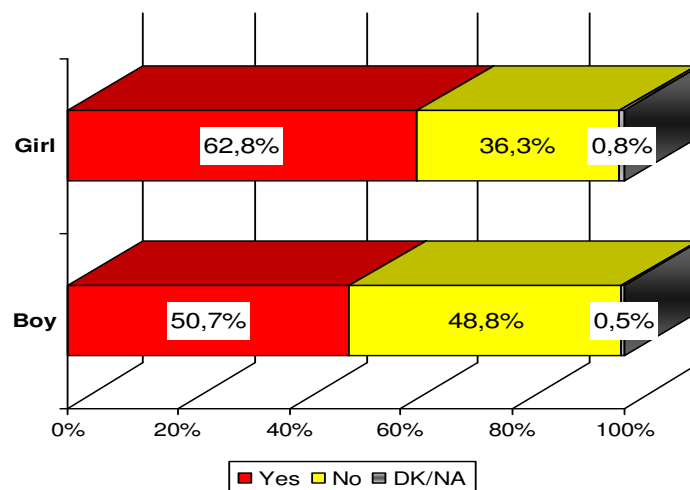


- The first remark that we should make is that advertising messages are being processed at discourse level, as their assimilation is not a passive process in general, with the child just 'absorbing' a smaller or a bigger number of commercials.
- On the contrary, over a half of the respondents (56%) discuss about commercials, and by that, they process the information received from advertising images at a cognitive level.
- The phenomenon certifies the role of interpersonal ('horizontal') communication in receiving mass communication messages.



Yes No DK/NA

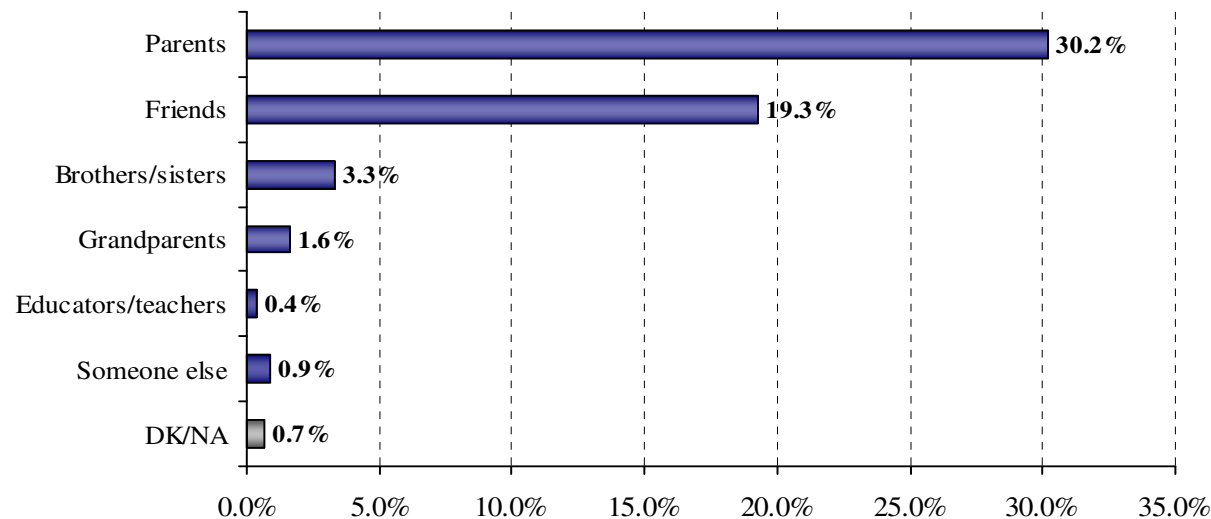
Processing of advertising images at discourse level correlated with the gender variable



Yes No DK/NA

- Analysis of this item in relation to the exact age of the respondents did not reveal any significant variations; largely, the percent of those who discuss about commercials is the same at all ages, between 6 and 10.
- However, with regard to the variation of this consumption behaviour with the respondents' gender, we thought it was significant that the girls display this type of behaviour to a larger extent than the boys (11% difference).

The children's partner in discussing about commercials

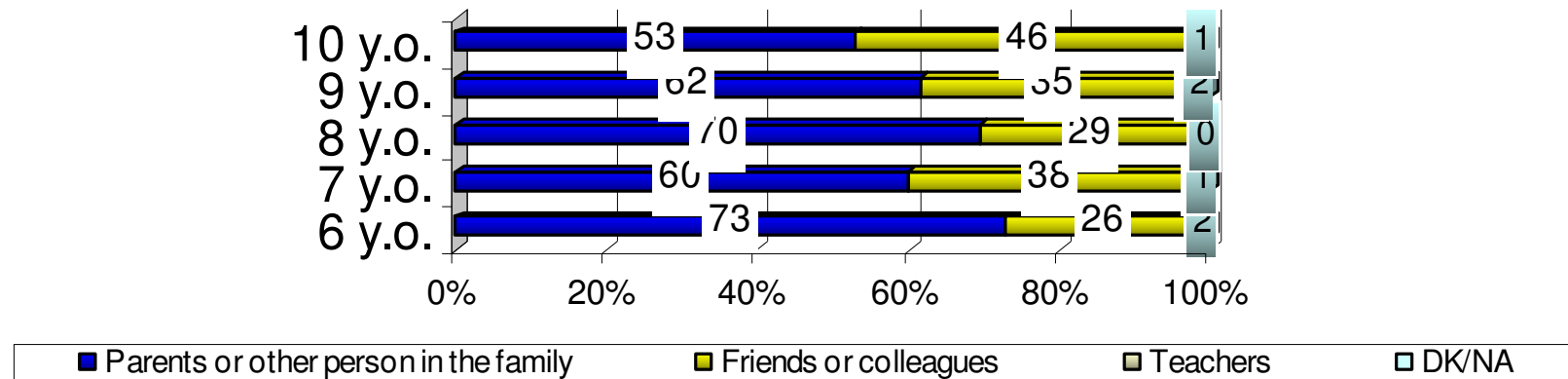


- The socialising situation in which commercials are discussed most frequently at this age is the family, with the privileged partner being the parent/s (30.2%). The second circumstance within which advertising images are being processed is the group of friends, as almost one fifth of the children say that their friends are their discussion partners when they talk about this topic.
- According to the explicative model that we followed, we can say that the majority of children aims at understanding the commercials and thus achieving cognitive detachment from them (57.5% of those who stated that they discuss about commercials look for adult partners in their discussions), while something more than one third of them – those who discuss commercials within the group of friends – are susceptible of a rather emotional attitude towards commercials.
- One of the less desirable results of the research is the very low share of those who discuss commercials at school (0.4%). Considering that advertising is part of the culture that we share, the fact that the school as an institution or the teachers/educators as significant people in the children's socialisation are ignoring it only puts an even greater distance between the school and the media.

The children's partner in discussing about commercials



Children's partner in discussing about commercials (percents of the total of those who stated they discuss commercials with someone)

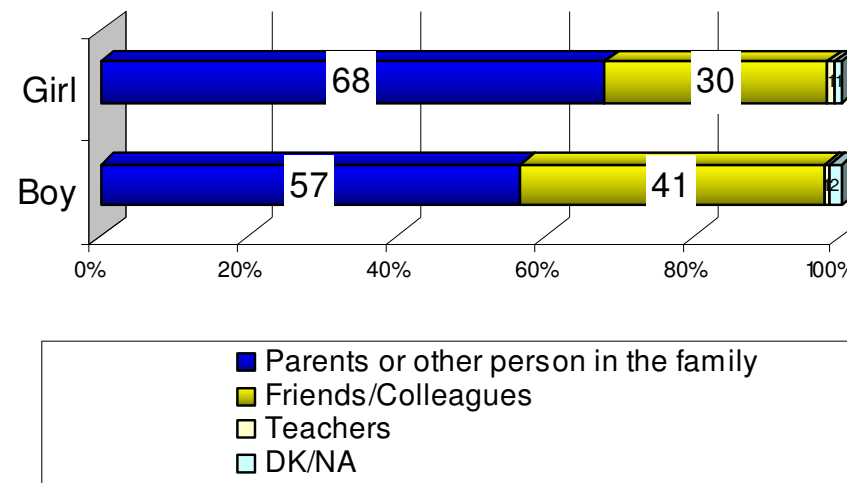


- As one may notice, the importance of the family decreases, while the group of friends becomes more and more important as the age grows (without, however, becoming more important than the family).
- The high percent of 7 years olds who state that they discuss commercials with 'friends or schoolmates' can be explained by the opening of this group of children towards new mates, considering that 7 is the age when kids start their school life.
- Again, we notice that there is no age in childhood where there is opening towards discussing these topics that are relevant to them within the school (with elementary school teachers).

The children's partner in discussing about commercials



Children's partner in discussing about commercials (percents of the total of those who stated they discuss commercials with someone)



- Girls prove to be more open towards choosing parents as partners to discuss commercials with (68%, as compared to 57%), while the boys – to a greater extent than the girls – tend to trust friends for such discussions (41% compared to 30%).

3.3. Perception of commercials. Children's opening to commercials as an indicator of the commercials' potential impact

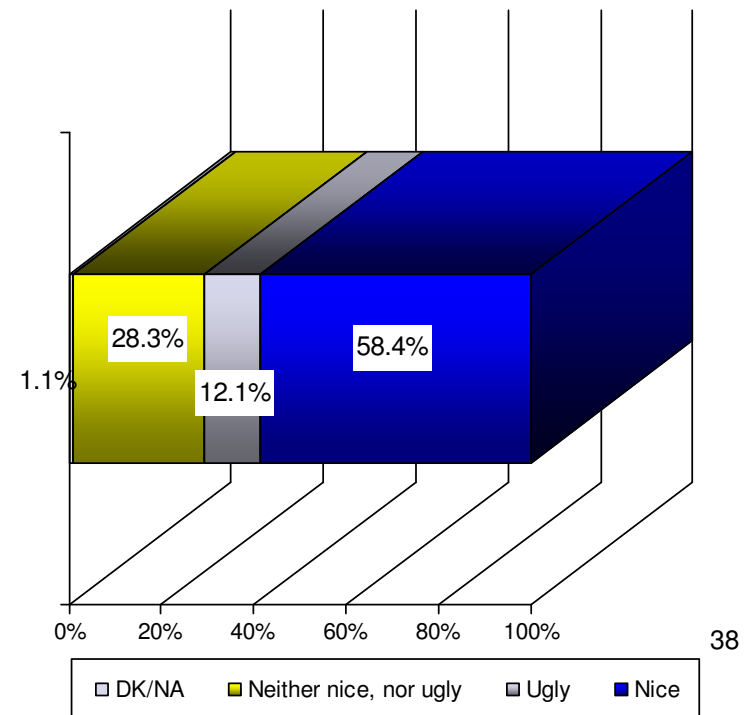


- Project objectives:
 - 3.3.1. Overall perception on commercials
 - 3.3.2. Describe a picture of the commercials you prefer (types of commercials preferred, categories of products, the commercials of which are preferred by children)
 - 3.3.3. Describe a picture of commercials they don't prefer
 - 3.3.4. Identify the motivation for appreciating, respectively rejecting some commercials
 - 3.3.5. Perception of the commercial as an educational factor (educative circumstance)
- Research questions:
 - B4. Would you say that commercials are nice or ugly?
 - B6. Which commercials do you like most?
 - C1. Describe a commercial that you liked most
 - C3. What about one that you liked least?
 - C2. Why did you like this commercial?
 - C4. Why did you dislike this commercial?
 - E11. When you are told what products you should eat and what products you should avoid (or not consume excessively), whom do you trust more?

3.3.1. Overall perception on commercials: “*Would you say that commercials are nice or ugly?*”



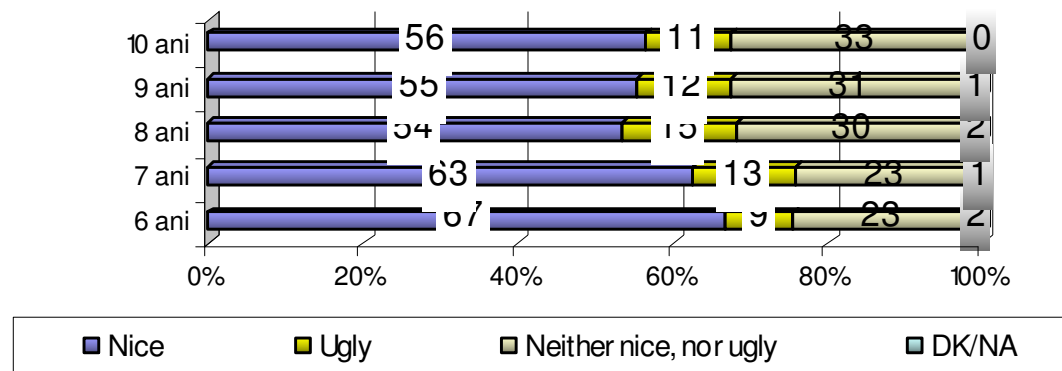
- Although on first sight this looks like an aesthetical kind of appreciation, with this question we are actually attempting to determine the degree of acceptability of the commercials and the children's opening towards them.
- The three variants of answer proposed (“they are nice”, “they are ugly” și “neither nice, nor ugly”) indicate the degrees of the child's opening to receiving the commercials and – at least hypothetically – to the influential action that the commercials intend (from totally open to commercials to totally closed, going through a neutral state).
- 58.4% of the children think that the commercials are nice, thus manifesting maximum opening to them, while 28.3% see them as ‘ugly’, thus taking a reluctant attitude towards advertising.
- By gender, girls prove to be more inclined towards an aesthetical appreciation of the commercials (with the specifications made earlier) - 60% compared to 57% - while the boys are more categorical in rejecting commercials (14% compared to 10%). The percent of neutral answers is the same for girls and for boys.



Overall perception on commercials



Aesthetical appreciation of commercials (percents) - correlation with age

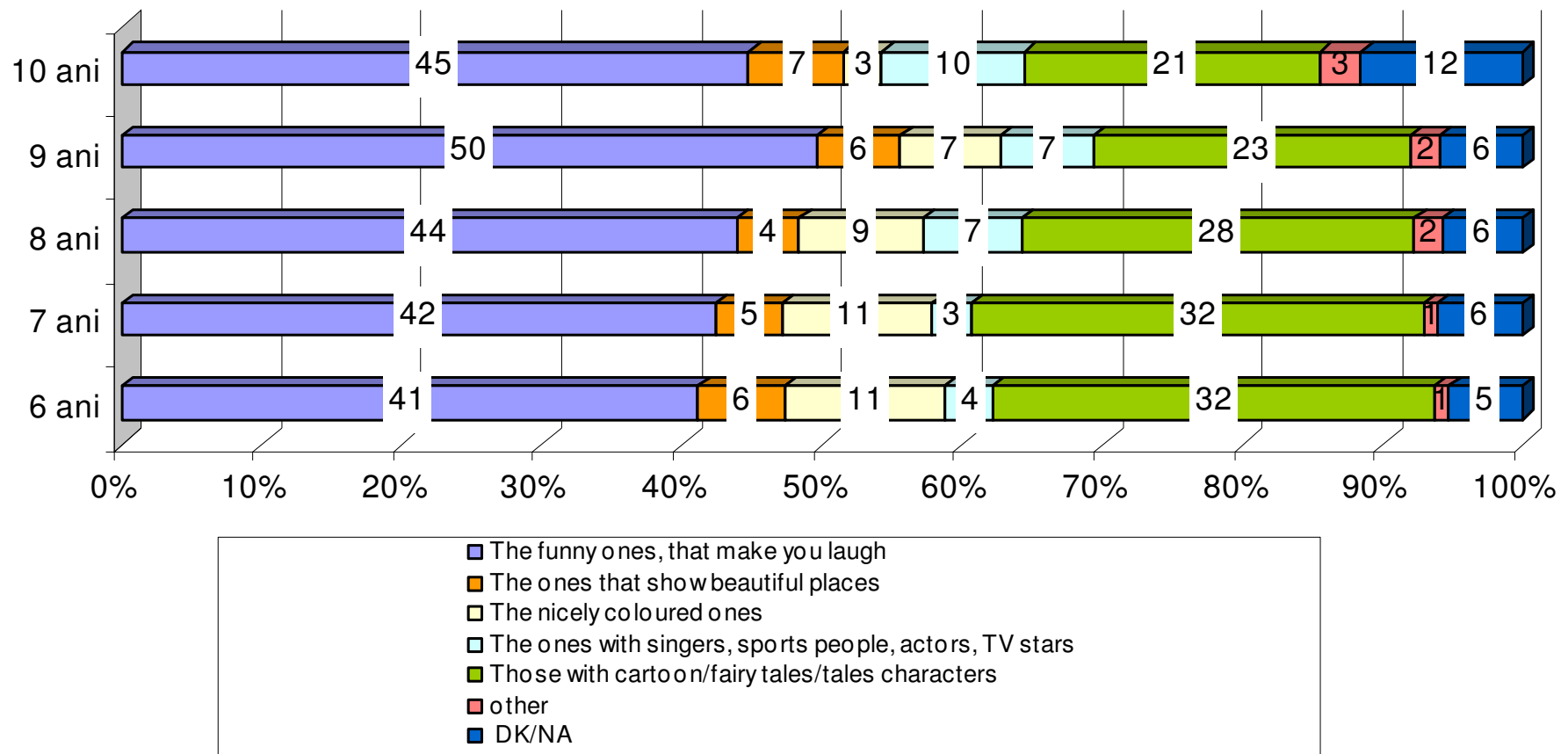


- Appreciation for commercials takes a decreasing trend with the age growing (from 67% to 56%); however, those who see commercials as 'nice' remain the majority in the 10-years old age group as well.
- However, those who review their opinions about commercials with age do not migrate to the other extreme, and we can find most of them among those displaying a moderate opinion (those who see the commercials as 'neither nice, nor ugly').

Types of commercials preferred in correlation with respondents' age



Motivations in appreciating commercials as liked (percents) - correlated with respondent's age

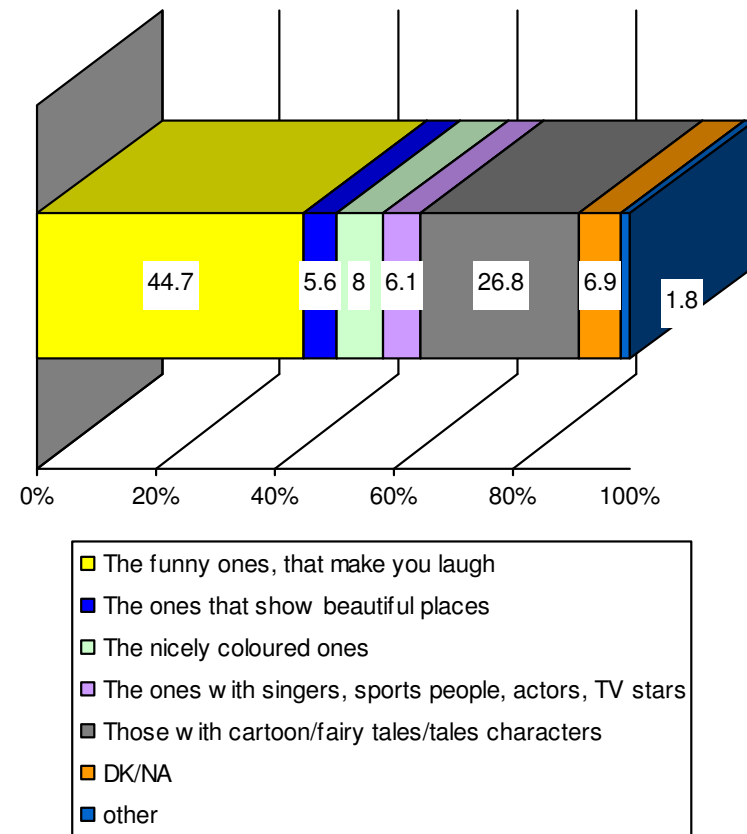


3.3.2. Types of commercials preferred



- As it becomes clear in the chart included, the children's favourites are the 'funny' commercials, followed by those that have cartoon characters and those that are 'nicely coloured' (at this age, we can witness attraction for the image and colour itself, independently of what these express).
- The 'star' phenomenon and attraction for commercials in which the characters are 'stars' ranks fourth in our top list, with 6.1% of the mentions.
- The variation of the preferences for commercials with age takes the following trends (see next page): attraction for 'funny' commercials increases (we believe it is correlated with the capacity to understand the jokes), as well as the attraction for commercials with 'star' characters (from 4% to 10%), while attraction for commercials with cartoon/fairy tales characters and 'nicely coloured' commercials takes a decreasing trend.

What commercials do you like most?



Commercials preferred: categories of products



	categories of products (%)
Products for children (toys, games, sweets)	29.2
Food products	20.2
Other	9.5
Refreshing/soft drinks	6.1
Hygiene and healthcare products	3.3
Mobile telephony services	2.7
Household maintenance products	2.2
Cars	2.0
Alcoholic drinks	1.4
Home appliances	0.7
Cosmetic products (perfumes, creams, lipstick etc.)	0.4
Financial, banking, insurance services	0.3
DK/NA	22.1

- Regarding the commercials preferred by children aged 6-10, those ones that target them directly or indirectly proved to rank first (that is, the commercials promoting products for children – toys, games, sweets).
- Commercials for food products rank second, followed by those for refreshing drinks and soft drinks. The percent of those who were unable to name a commercial they prefer is 22.1%.
- It also becomes visible that commercials for alcoholic drinks – which have a special protocol for being aired, exactly with a view to avoiding children's exposure to them – were mentioned as preferred by 1.4% (a rather small percent of answers).

Commercials preferred - by respondents' age and gender



	Boy	Girl
Food products	17.4%	23.1%
Refreshing drinks / soft drinks	7.7%	4.5%
Alcoholic drinks	2.6%	0
Cosmetic products (perfumes, creams, lipstick etc.)	0.3%	0.6%
Home appliances	1.1%	0.3%
Products for household maintenance	2.1%	2.3%
Cars	3.7%	0.3%
Financial, banking, insurance services	0.5%	0.0%
Products for children (toys, games, sweets)	24.0%	34.6%
Mobile telephony services	3.2%	2.3%
Hygiene and healthcare products	1.8%	4.8%
Other	11.1%	7.9%
DK/NA	24.5%	19.4%

- As one may have expected, certain changes occur with age growing, in relation to appreciating certain commercials rather than others. Thus, commercials for products for children take a decreasing trend from 34%-36% (in very young children, 6-7 years old) to 26.5% (in 9-10 years olds), while the preference for commercials for mobile telephony services or personal care and hygiene take an increasing trend with the children's age.
- On the other hand, the variations between the commercials pointed as preferred by gender are more obvious: more girls prefer commercials for food products, products for children and hygiene and healthcare, while boys tend to prefer commercials for refreshing drinks, alcoholic drinks, cars and mobile telephony services.

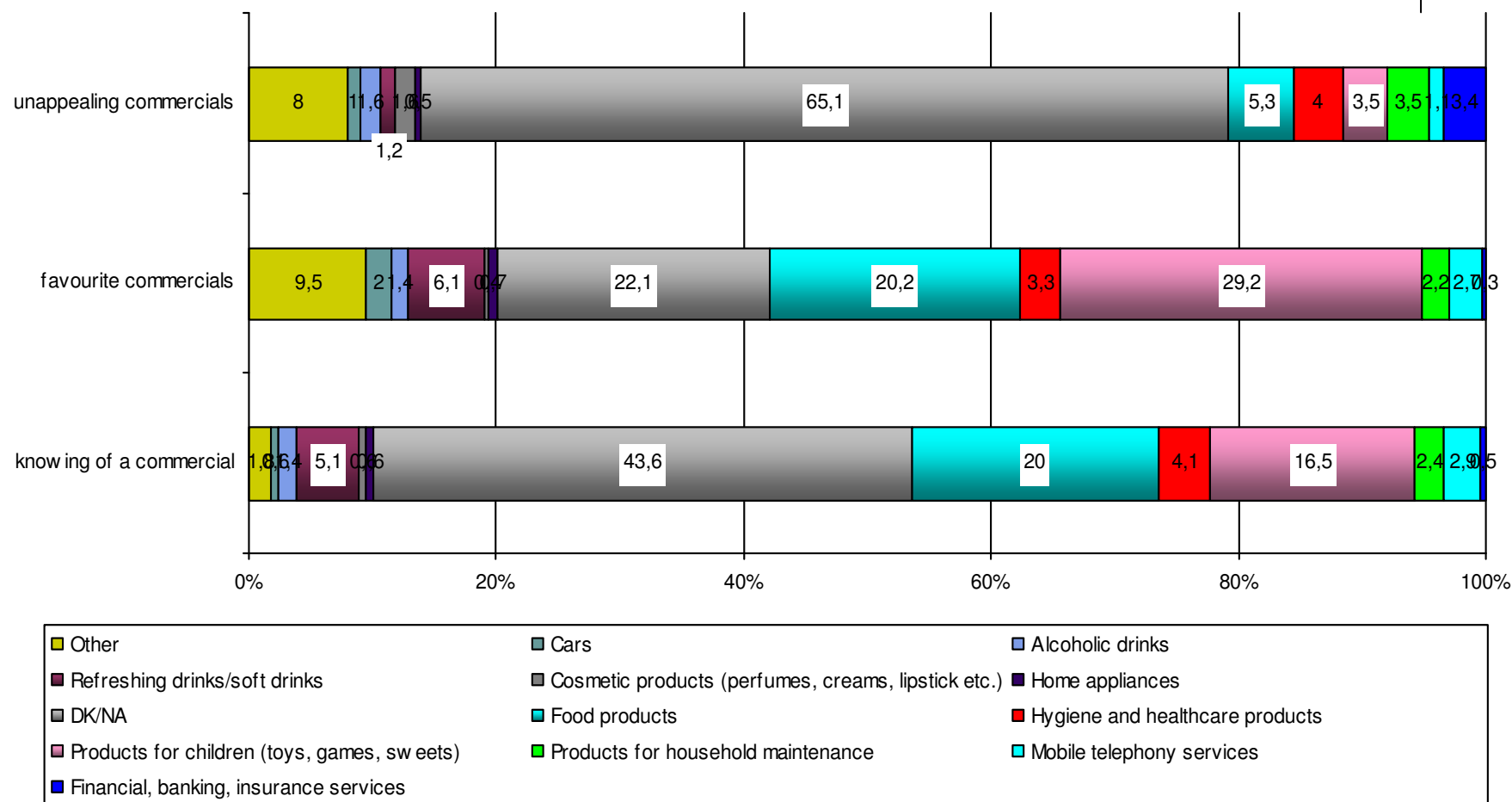
3.3.3. Commercials disliked: categories of products



Unappealing commercials – categories of products	Percents
DK/NA	65.1
Other	8.0
Food products	5.3
Hygiene and healthcare products	4.0
Household maintenance products	3.5
Products for children (toys, games, sweets)	3.5
Financial, banking, insurance services	3.4
Alcoholic drinks	1.6
Cosmetic products (perfumes, creams, lipstick etc.)	1.6
Refreshing drinks / soft drinks	1.2
Mobile telephony services	1.1
Cars	1.0
Home appliances	0.5

- As we may notice, it is difficult for children at this age to identify commercials that they don't like, thus we have a very high percent of non-answers (almost two thirds of them did not answer the question).
- Out of those who indicated a commercial as not appealing to them, 5.3% mentioned food products, followed by hygiene and healthcare products.
- The commercials for household maintenance products, products for children and financial services rank on the same place in the children's mentions of commercials they don't like.

Comparison between the categories of products that children mentioned commercials for



Comparison between the categories of products that children mentioned commercials for



- As it becomes clear from the previous chart, the commercials for products for children, mentioned as an example of commercial (the first example that the respondent-child could remember) by 16.5% of the respondents, are preferred by 29.2% and rejected by 3.5% of the children.
- Commercials for food products are known and appreciated by the same percent of the 6-10 years old children (20%), and disliked by 5.3% of them.
- The percent of non-answers varies significantly with the three answers. Thus, if 43.6% of the children were unable to identify any commercial in first instance, when they were asked to indicate a commercial they prefer, the percent of non-answers dropped at 22.1%. However, when asked to indicate a commercial that they perceive as unappealing, non-answers reach 65%. Such variations show that, at this age, children are much more determined when wording what they prefer, than when they have to say what they dislike, as their critical spirit is still developing (this is why the advertisers perceive them as easy-to-reach targets).
- One more thing to mention is that a greater percent of children reject the commercials for household maintenance products and especially commercials for financial/insurance services.

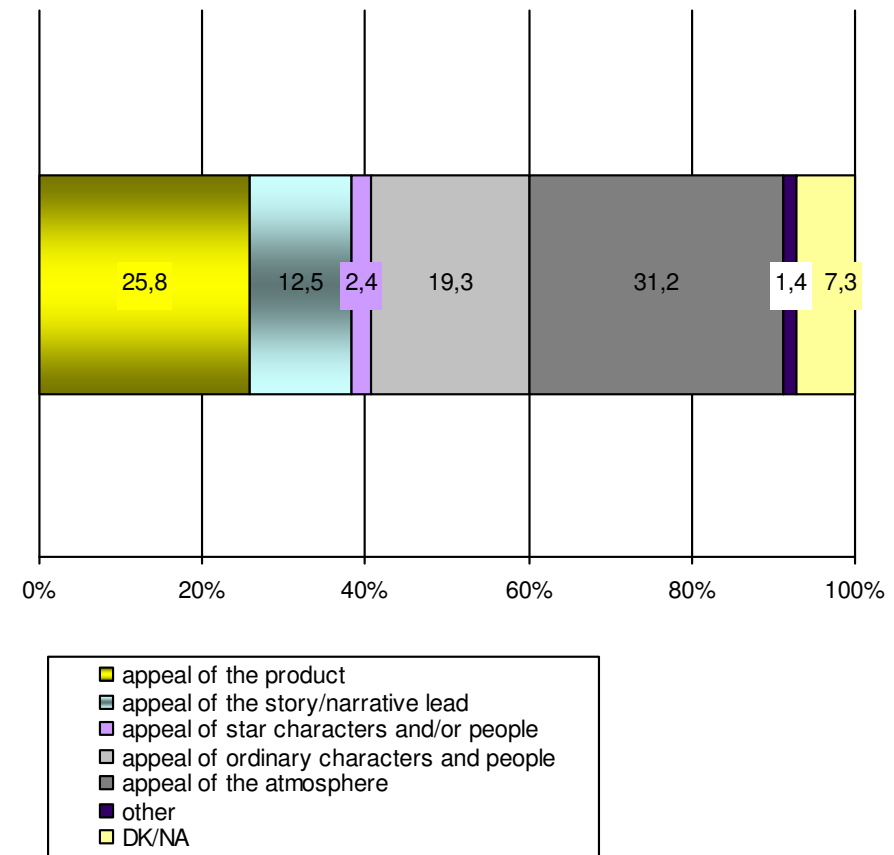
3.3.4. Reasons for appreciating the commercials

“Because I have a cow at home myself, but it makes milk, not chocolate” (motivation for preferring the commercial for Milka chocolate)



Motivation for attraction towards a certain commercial

- When asked why they liked that commercial (mentioned above as preferred), the motivations offered varied a lot (it was an open-ended question).
- In terms of types of motivation, the child's attraction towards the atmosphere (music, landscapes, lifestyle presented, the 'air' radiated by the commercial) ranks first with 31.2 %, followed by attraction towards the product (25.8%). Attraction towards characters or the people in the commercials was analysed on two levels: appeal of *star* characters/people and appeal of *ordinary* characters/people. The second – attraction towards ordinary characters/people is much more frequently mentioned as a motivation for attraction towards a certain commercial (19.3%).
- The story (narrative lead) of the commercials is appreciated by 12.5% of the respondents.
- 7.3% of those who indicated a preferred commercial were not able to provide a motivation for their preference



Variations in motivations for liking commercials

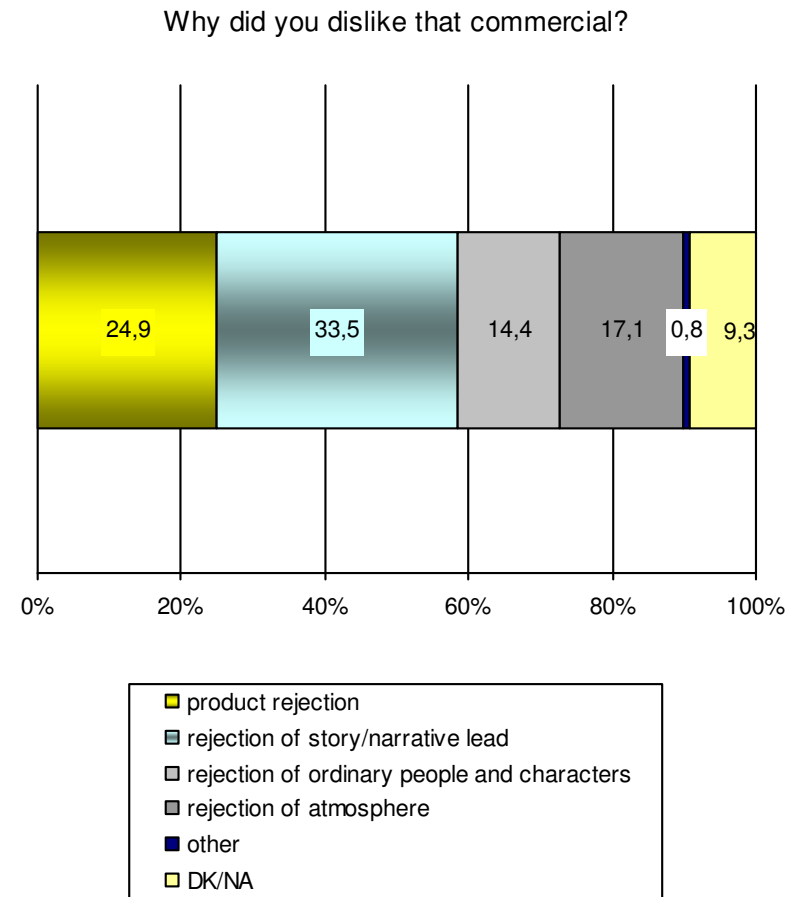


- A number of clear trends of motivations can be distinguished by age of the respondents. Thus, at young ages, the motivation 'appreciation of product' drops (from 33.7% to 23.7%), as well as the appreciation for ordinary characters/people appearing in commercials.
- On the contrary, with age, the appeal of the **story** is greater (growing from 7% to 14%), and the star-character appears as a motivation for liking a commercial (at 10 years of age, this reason accounts for 7.9% of the mentions).
- Depending on the gender variable, one may notice that boys like commercials for their **narrative lead** to a greater extent compared to the girls (16% compared to 9% of the girls), while girls seem to be touched more by the **atmosphere** that the commercial radiates (35% of the mentions, compared to 27.4% in the boys' case).

Reasons for rejecting commercials



- While only 12.5% of the children appreciate the narrative lead in a commercial, when it comes to rejecting a commercial, the dislike for the **narrative story** ranks first among the children's motivations: 33.5% of them found that the commercial is boring, not credible, does not tell a nice story etc.
- The second-ranking motivation in rejecting a commercial is rejection of the product (24.9%, almost the same as the percent of those who would motivate liking a commercial for liking the product promoted). Thus, the indication is that the product and the commercial co-exist and influence each other in the children's imagination.
- The third-ranking reason for rejection is related to the atmosphere radiated by the commercial, followed by rejection of ordinary people and characters (14.4%).
- One remarkable thing is that there is no mention of rejecting commercials because of the star characters/people appearing in them.
- The percent of those who are unable to provide an explanation why they reject a certain commercial is 9.3%.



Variations in motivations for rejecting commercials

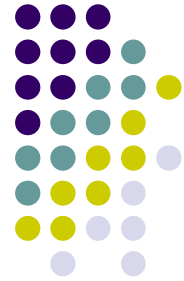


	6 y.o.	7 y.o.	8 y.o.	9 y.o.	10 y.o.
product rejection	30.8%	20.5%	29.3%	24.2%	22.4%
rejection of story/narrative lead	11.5%	38.6%	34.5%	37.1%	34.3%
rejection of ordinary people and characters	19.2%	20.5%	12.1%	14.5%	10.4%
rejection of atmosphere	26.9%	11.4%	15.5%	14.5%	20.9%
other	0.0%	0.0%	1.7%	0.0%	1.5%
DK/NA	11.5%	9.1%	6.9%	9.7%	10.4%

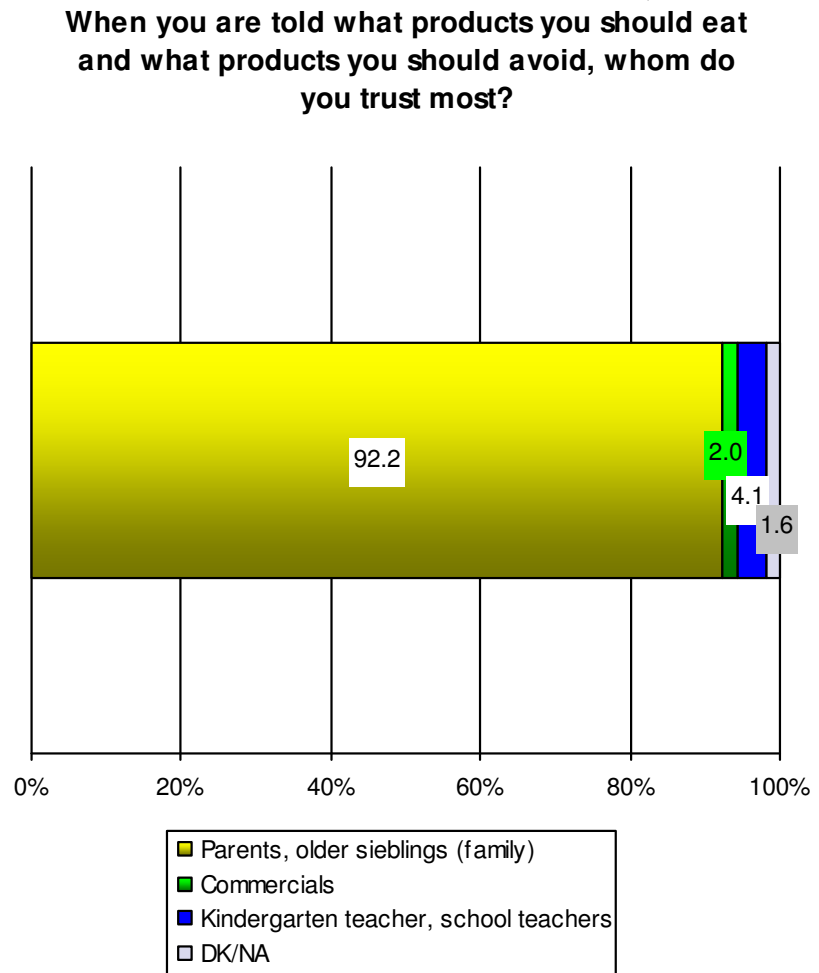
	Boy	Girl
product rejection	23.5%	26.4%
rejection of story/narrative lead	34.8%	32.0%
rejection of ordinary people and characters	15.9%	12.8%
rejection of atmosphere	17.4%	16.8%
other	1.5%	
DK/NA	6.8%	12.0%

- It is clear that the percent of those who associate the commercial with the product and reject the commercial because they don't like the product promoted drops with age (from 30.8% to 22.4%), which indicates a growing capacity of judging the commercial by itself, not by the product.
- The most spectacular trend we see is the increase in appreciating commercials for their narrative lead, while the dislike of the characters in the commercials takes a decreasing trend.
- The variations by gender are relatively small; one thing to note, though, is that almost twice more girls than boys come up with no answer for the question 'why you dislike that commercial'.

3.3.5. Perception of commercials as educational factor (educative instance)



- The research intended to reveal to what extent children perceive advertising as an educational factor. This objective was also related to understanding how open children are towards educative advertising, and implicitly the impact of such advertising on them.
- The results, however, were not very optimistic: commercials are virtually excluded as educative instances with regard to training a selective purchasing behaviour (only 2% of mentions).
- Another worrying aspect is that the school doesn't get too much trust in this respect either (4.1% of mentions), and the family is almost alone in educating the youngsters as future consumers (thus bearing a huge responsibility which many times families don't understand).
- There are no major variations of this item by age or gender of the respondents.



3.4. Effects of watching TV advertising



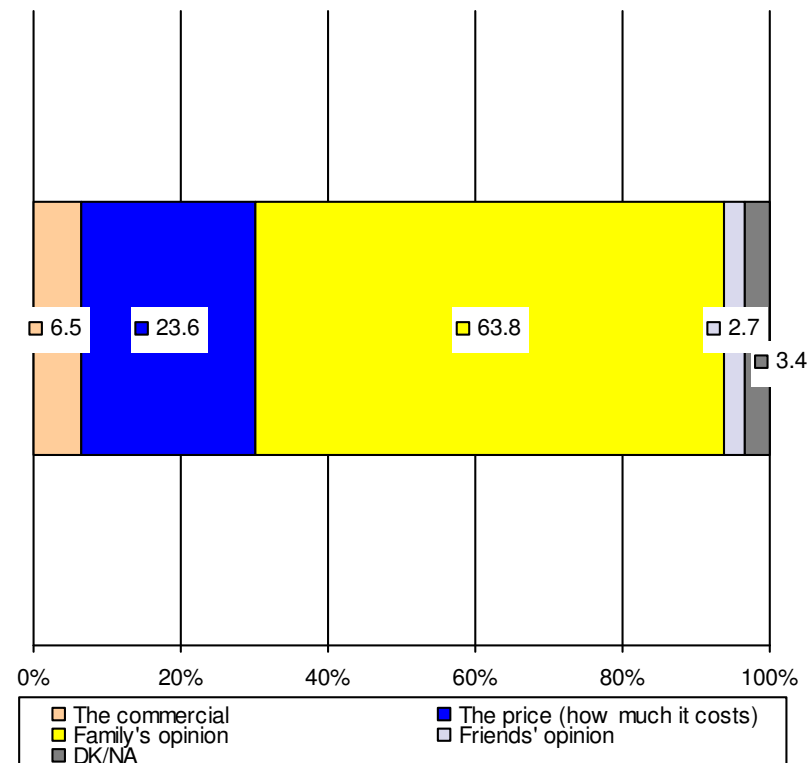
- Project objectives:
 - 3.4.1. Place of the commercial (at a declarative level) in purchasing a product.
 - 3.4.2. Effects of exposure to TV advertising.
 - 3.4.3. Parents' purchasing behaviours: children as mediators in advertising influence on parents.
- Research questions:
 - D1. In your opinion, when you buy something, what matters most is...
 - D2. Did it ever happen to you to ask your parents to buy something for you, after you'd seen the commercial on TV?
 - D3. When you ask your parents to get you something that you see in commercials...

3.4.1. Place of the commercial in purchasing a product



- As we may notice, at least at a declarative level, the commercial counts relatively little in the decision to purchase a product (6.5% of the respondents state that the commercial would matter).
- Again, the family's opinion seems to matter first (as it does when they are given advice regarding food consumption), followed by an objective factor (the product's price, 6.5%).
- At this age, the friends' opinion counts only for 2.7%.

when purchasing a product, what matters most is...



Variations of the factors influencing product purchase

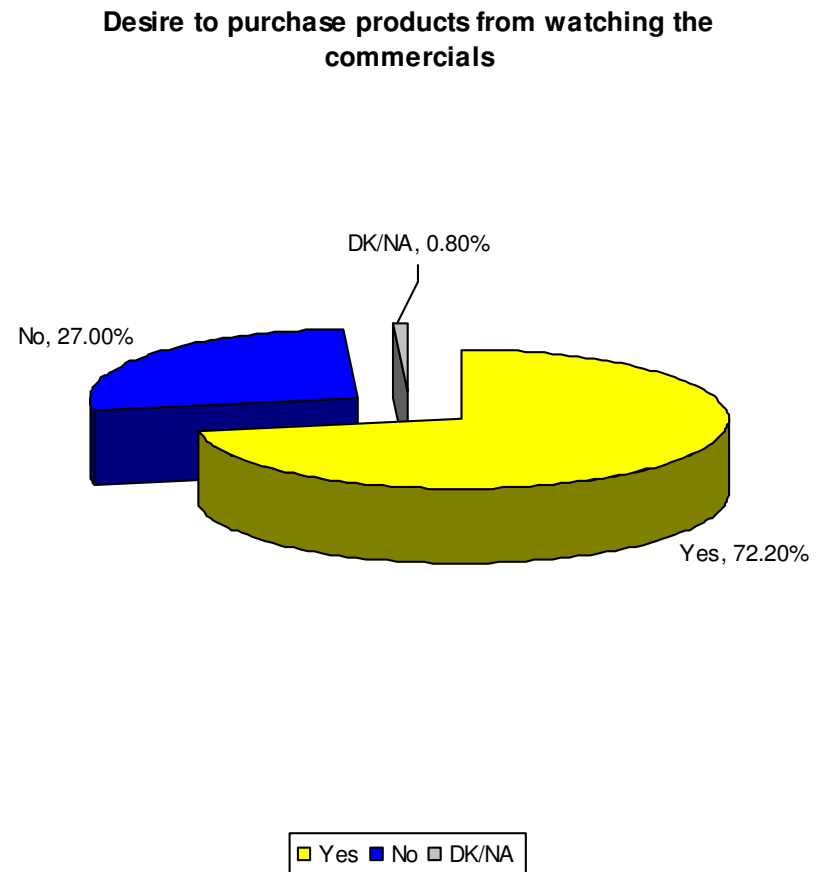


- By gender, the product purchase decision varies: girls are more inclined to take into account the family's opinion, while boys are more pragmatic and a greater share of them state that the price is an important factor. However, the commercial counts for boys and for girls to almost the same degree (6.9% for boys and 6.2% for girls).
- With age, children seem to become more pragmatic (they tend to be influenced by the price in their decision to purchase a product) and less influenced by the commercial (from 6 to 10 years of age, the percent of those influenced by commercials drops from 8.8% to 5.4%).
- The relevance of the parents' opinion (as a factor of influence in purchasing a product) takes a slightly declining trend as the children grow, while the friends' opinion is on a slightly growing trend (two-percents variation).

3.4.2. Effects of exposure to TV advertising



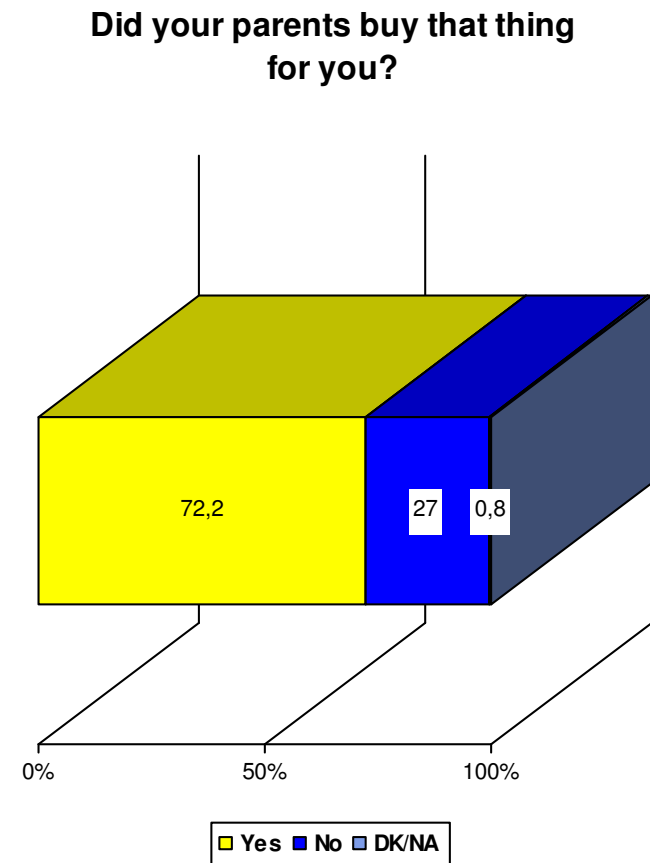
- In spite of the previous answers, seeming to indicate limited influence of commercials in purchasing a product, the influence of watching tv advertising is significant, as the chart aside shows.
- 72% of the 6-10 years old children state that they asked at least once their parents to buy a product after they had seen a commercial on tv, while only 27% say that they never did that.
- These percents vary quite a lot from one age to another (at 6 years of age, 82.5% say that they asked their parents to get them some thing they had seen in a tv commercial, while at 10 years of age only 70% state that).
- There are no major differences between answers by gender.



3.4.3. Parents' purchasing behaviour: children as mediators in advertising influence on parents



- Out of the total number of respondents who asked their parents to get them products they had seen in commercials, the product was purchased in 81.9% cases, while 17.2% of them did not receive it.
- This means that there is a huge impact of advertising on parents through the children, who act as a 'speaker box' for the commercials.
- The children's age and gender are important factors in how this 'speaker box' works: while with 6 years olds parents don't fall for the request in almost 23% of the cases, in the case of 10 years olds the percent is only 12%. At the same time, girls are more 'persuasive' than boys (with almost 4 percents difference).
- The data seem to confirm the assumption that advertising develops into a factor generating a phenomenon of 'children's domination over parents'.



3.5. Children's social-cultural profile

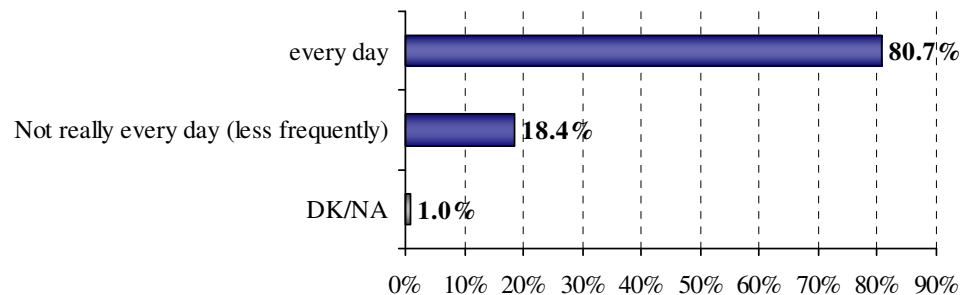


- Project objectives:
 - 3.5.1. Media consumption
 - 3.5.2. Food consumption (soft drinks, sweets, snacks, milk)
 - 3.5.3. Behaviours in spending spare time
 - 3.5.4. Context data; about family and household endowment
- Research questions:
 - A2. Do you usually watch tv every day or less frequently?
 - A3. On Saturdays and Sundays, when you don't go to kindergarten or school, do you watch tv more than you do on the other days?
 - A4. When do you watch tv most?
 - A5. What did you watch on tv yesterday?
 - A6. Usually, with whom do you watch tv?

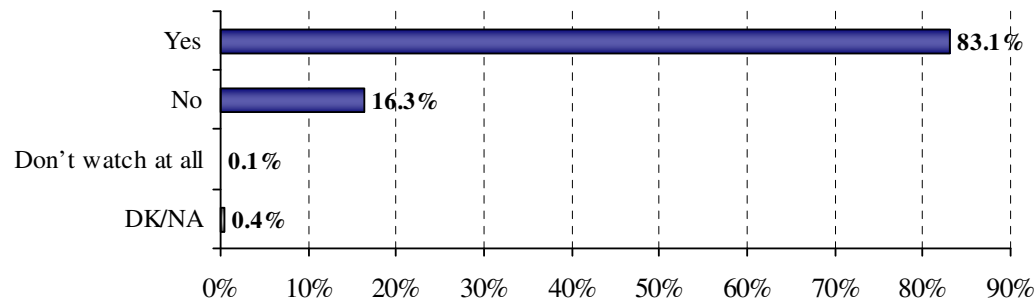
3.5.1. Television consumption - frequency



frequency of tv consumption



weekend vs week day television consumption

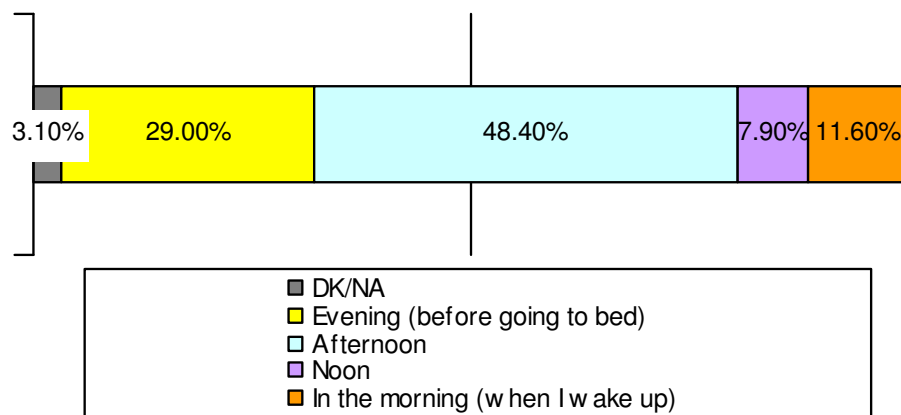


- As we can see from the charts aside, four fifths of the children interviewed are daily consumers of television.
- For 83% of respondents, weekend television consumption is higher than in the rest of the week, while only 0.1% of the respondents state that they don't watch tv at all over the weekend.
- Analysis of the frequency of watching and of the weekend consumption by gender and exact age of the respondent did not reveal any significant variations.



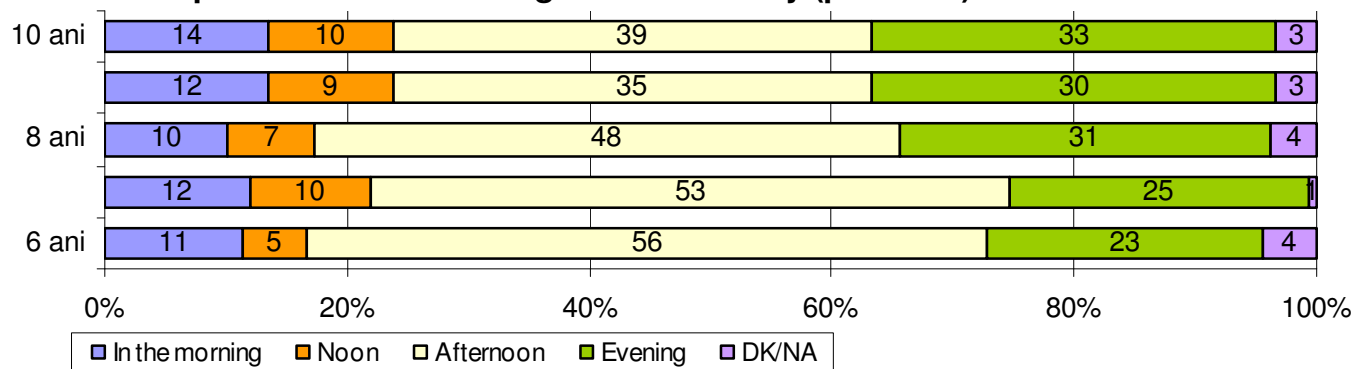
Television consumption - when?

period allocated for television

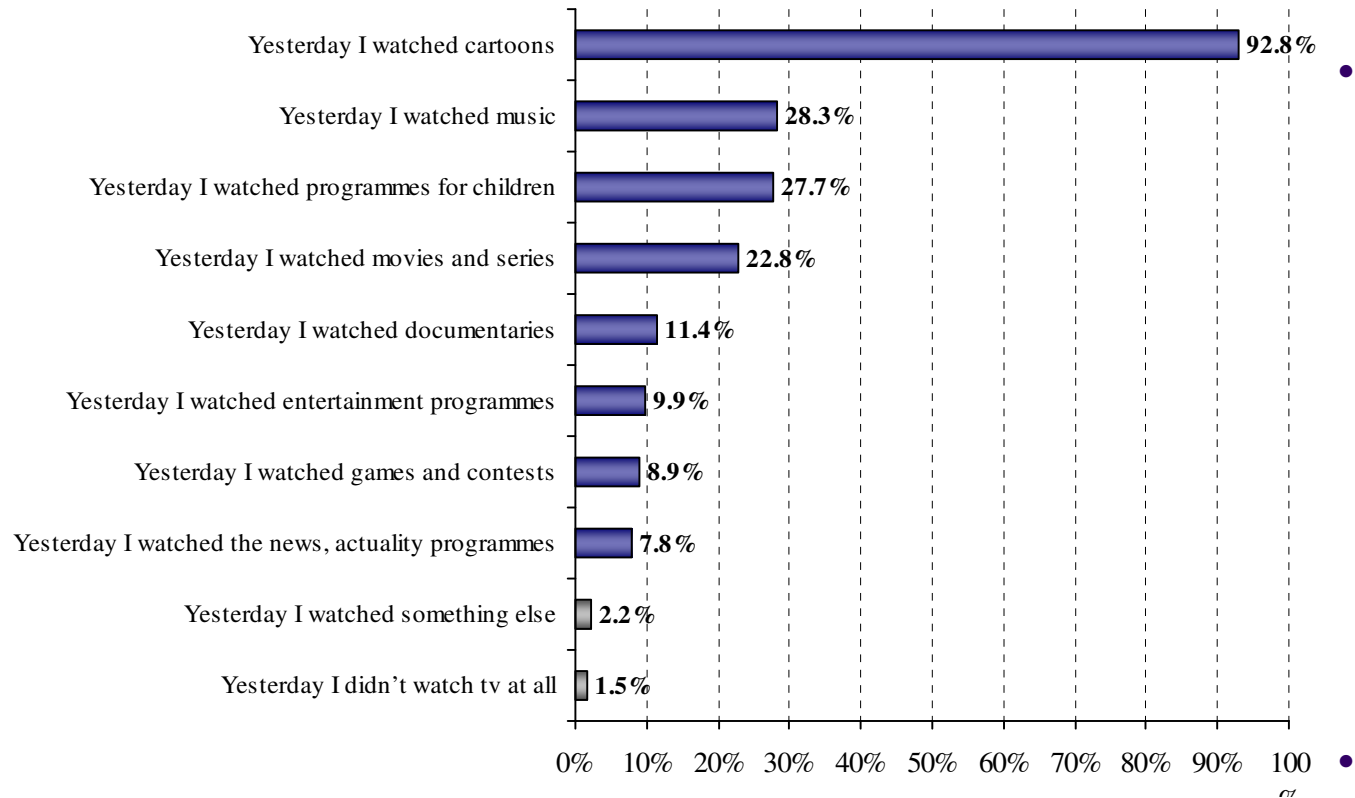
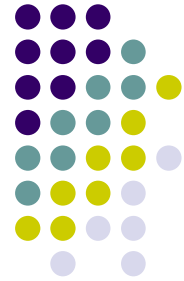


- The massive share of TV consumption is reserved for the second part of the day (the afternoon and evening is the period of watching tv for almost 70% of the children). Consumption in the morning is rather weak (11.6%). Therefore, the data confirm the results of the overall research, indicating that, together with their families, children belong to the category of the 'wide audience' of television, and they watch prevailing programmes meant for adults.
- Evening consumption grows with age from 23% to 33% (as other research has showed too, the prime-time period is a tv time for the entire family, not only for the adults), while afternoon consumption decreases with age (from 56% to 39%).

Most frequent time of watching tv within a day (percents)



Television consumption – what?



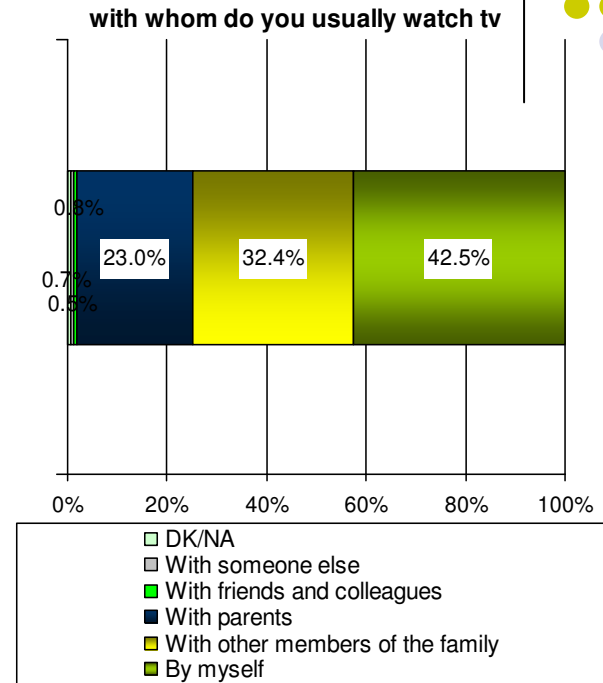
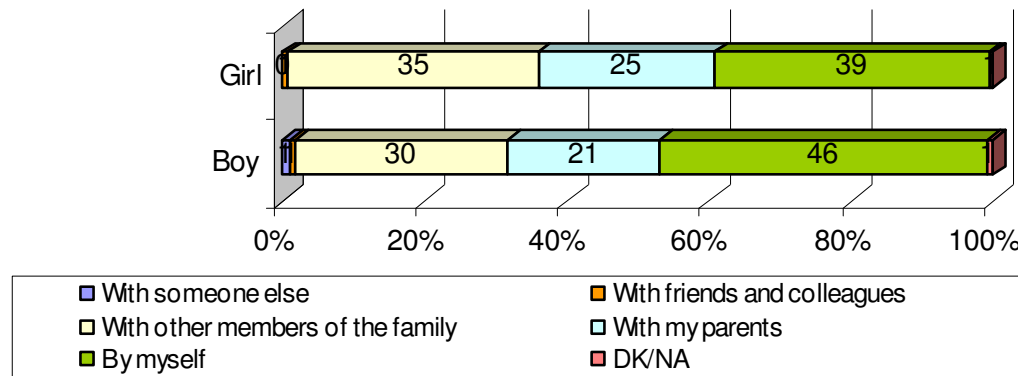
Research has revealed that the programmes, children in the 6-10 age group prefer to watch are cartoons, music and other programmes for children. Considering that they usually watch cartoons on the niche channels for children, and that advertising on these channels is adequate for this audience (in other words, mostly advertising products for children – sweets, games, toys), we may have an explanation of the high awareness that children display regarding these commercials.

The movies and series are programmes watched by 23% of the children, and documentaries by 11% of them.

Television consumption – with whom?



TV consumption habits - 'with whom do you watch tv?' (percents)

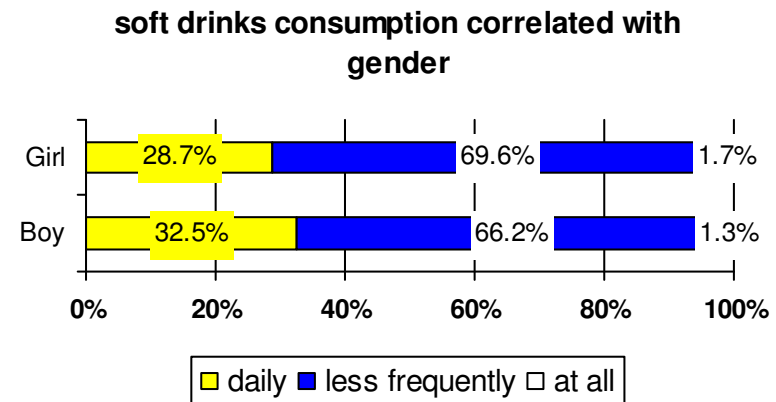
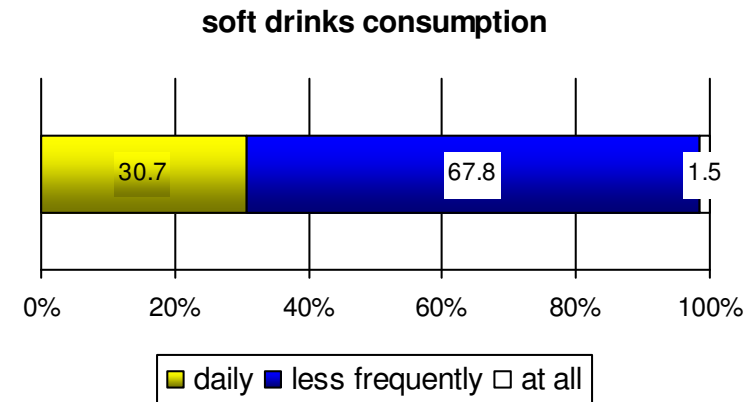


- Most children watch tv with their families (55.4%). Out of them, 23% watch with their parents, while 32.4% watch with other members of the family.
- In terms of tv consumption habits, great deal of the children watch tv by themselves (42.5%). This result justifies the need for the broadcasters to display some degree of carefulness in choosing the content of various programmes that children could have access to, considering that, most of the times, there is no adult nearby to process the tv information for them or even restrict it when it is not adequate for their age.
- Although the answer to the question, 'with whom do you watch tv?' varies from one age to another, we cannot identify any clear tendencies in the evolution of children's consumption habits.
- In exchange, in terms of the gender variable, it is visible that girls are more willing to share moments when watching tv, while boys are rather solitary.

3.5.2. Food consumption habits – soft drinks



- For 30% of the children, soft drinks consumption is daily; for almost 68% of them it's less frequent than daily.
- With four percents difference, a larger number of boys drink soft drinks on a current basis compared to girls.

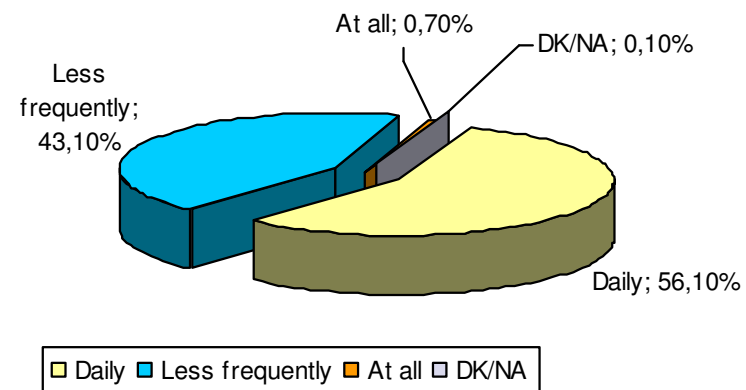


Food consumption habits - sweets

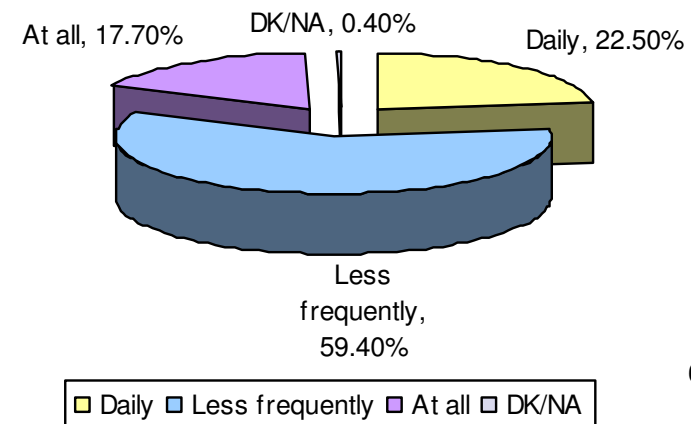


- The research reveals rather unhealthy food consumption habits: every day, 56% of the children eat sweets and 22.5% of the children eat snacks.
- One positive thing is that 17% of the respondents say they never eat snacks.
- The percent of those who eat snacks daily grows with age.

Sweets consumption



Snacks consumption



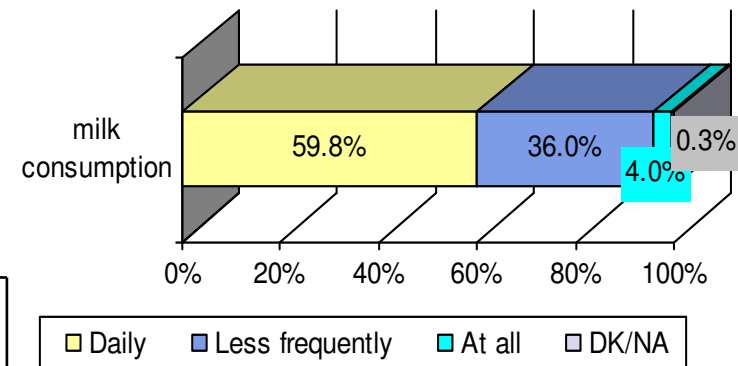
Food consumption habits - milk



- 60% of the children 6-10 years old drink milk every day, while 36% consume it less frequently than daily.
- Daily consumption decreases and occasional consumption and non-consumption increase with the respondent's age.

Milk consumption age	6 y.o.	7 y.o.	8 y.o.	9 y.o.	10 y.o.
Daily	66.7%	62.0%	58.6%	62.7%	50.3%
Less frequently	31.6%	33.3%	37.6%	33.1%	43.5%
At all	1.8%	4.7%	3.8%	4.2%	4.8%
DK/NA	0.0%	0.0%	0.0%	0.0%	1.4%

milk consumption at 6-10 years old children



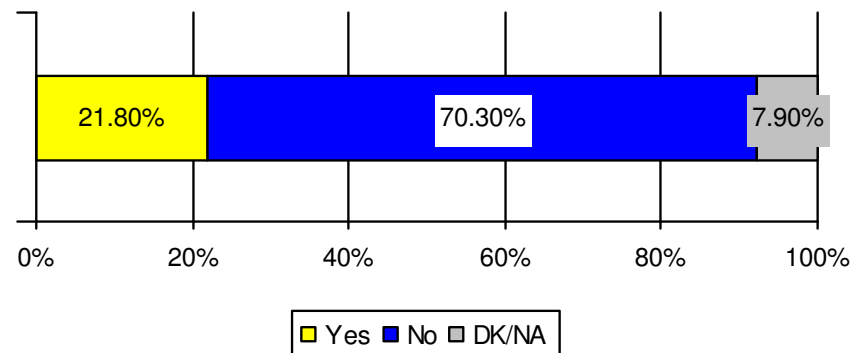
Concern for avoiding hyper-caloric products



- The concern for avoiding hyper-caloric products is not a priority for children at this age. However, we cannot say it is totally alien to them, as 21.8% state that they do pay attention to this aspect.
- On the other hand, however, while moving from 6 towards 10 years of age, the topic becomes more and more important, and the concern for this issue grows constantly (concomitantly with a decrease in the number of non-answers).
- In terms of the gender variable, this concern for weight is displayed by girls more than boys, which shows that gender characteristics start manifesting as early as this age.

	6 y.o.	7 y.o.	8 y.o.	9 y.o.	10 y.o.
Yes	11.4%	18.7%	22.3%	19.9%	34.7%
No	70.2%	68.7%	72.6%	75.9%	63.3%
DK/NA	18.4%	12.7%	5.1%	4.2%	2.0%

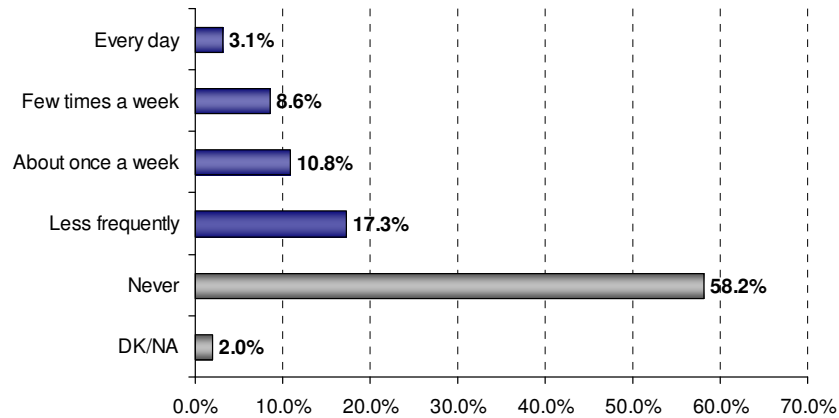
When you buy something to eat, do you pay attention to avoiding products that make one fat?



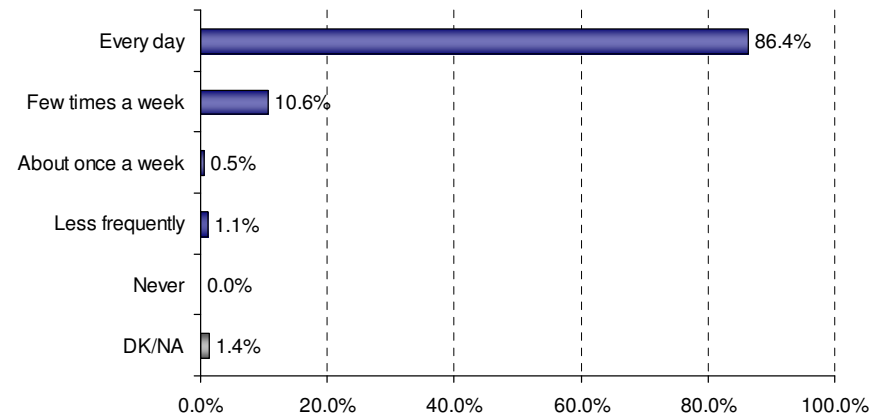
3.5.3. Behaviours in spending spare time



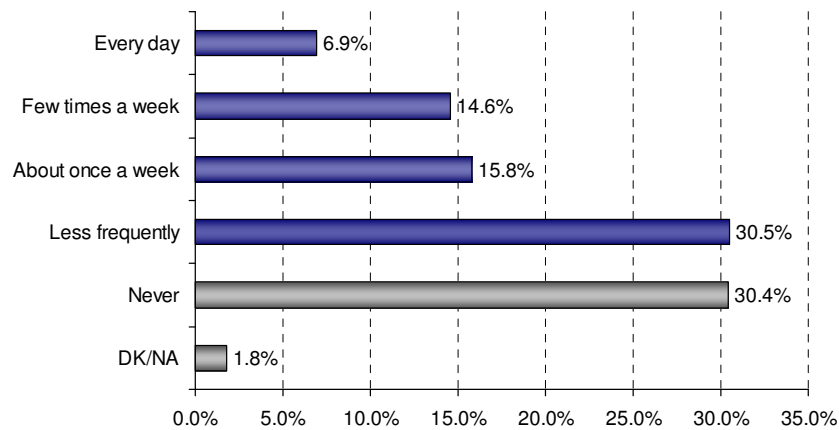
watch a video tape / DVD



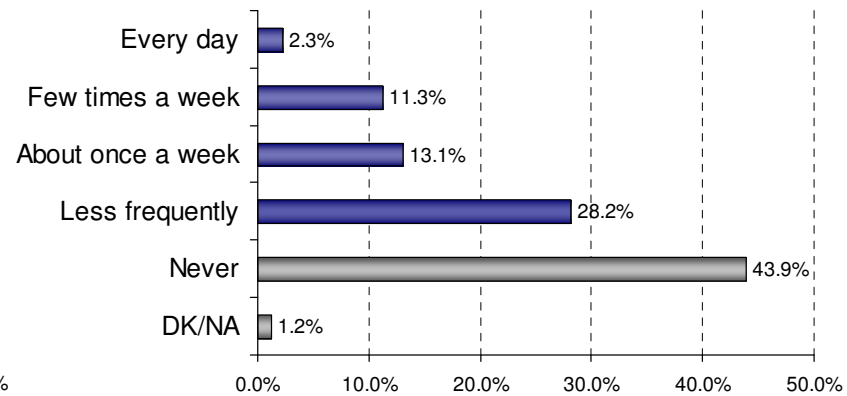
watch tv



read a book



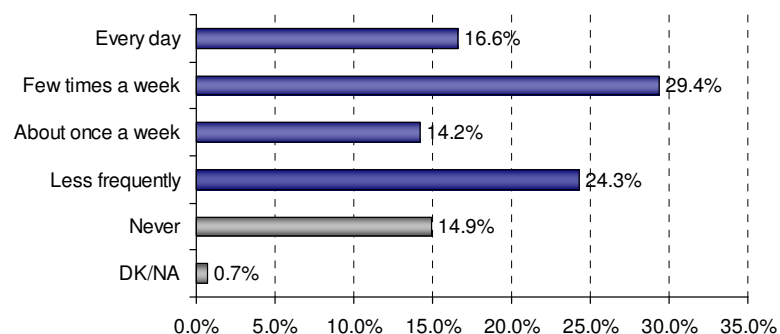
read a magazine



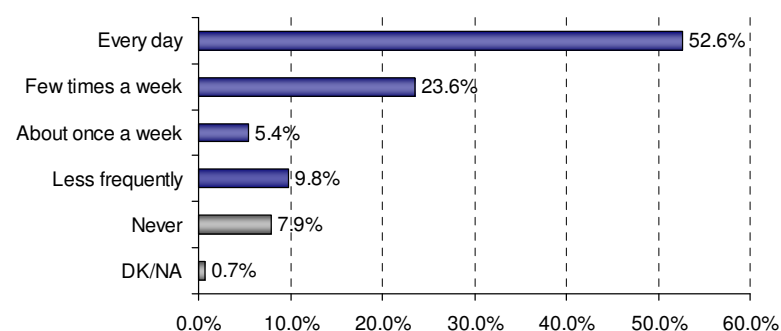
Behaviour in spending spare time



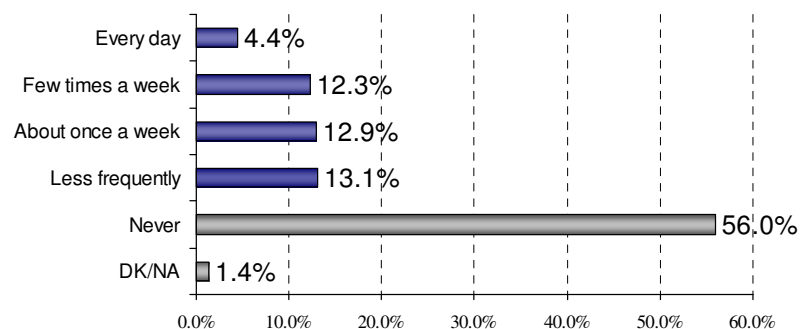
do chores in the house



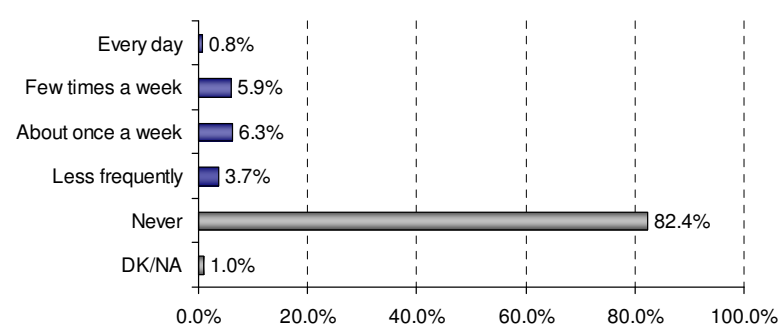
play alone at home



do artistic activities



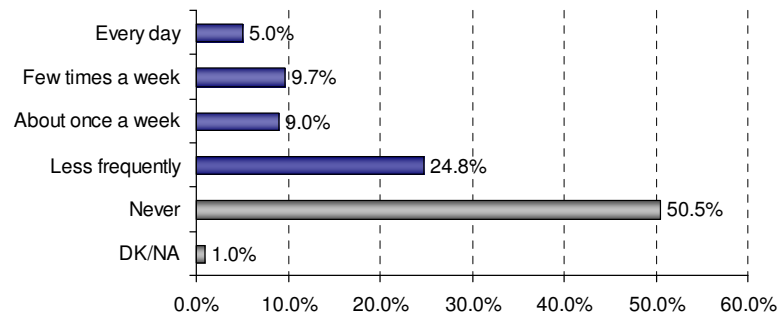
take private lessons



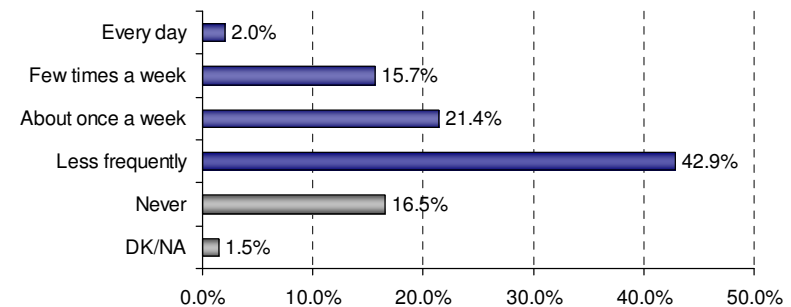
Behaviours in spending spare time



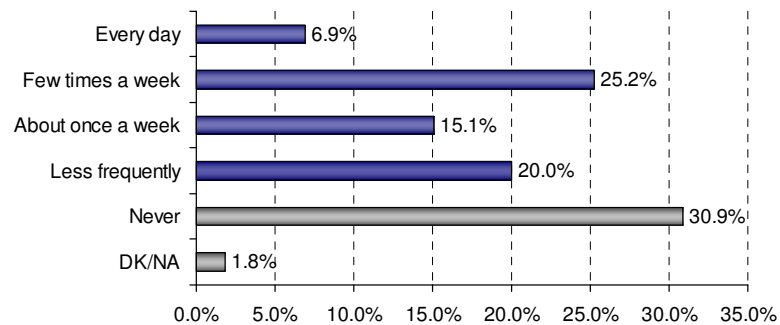
make a phone call



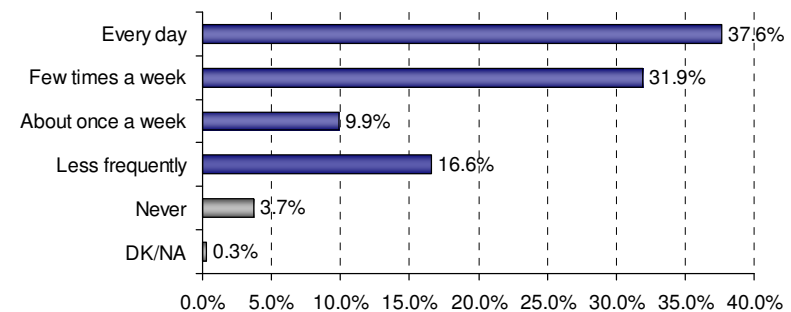
go out with your parents



practice sports



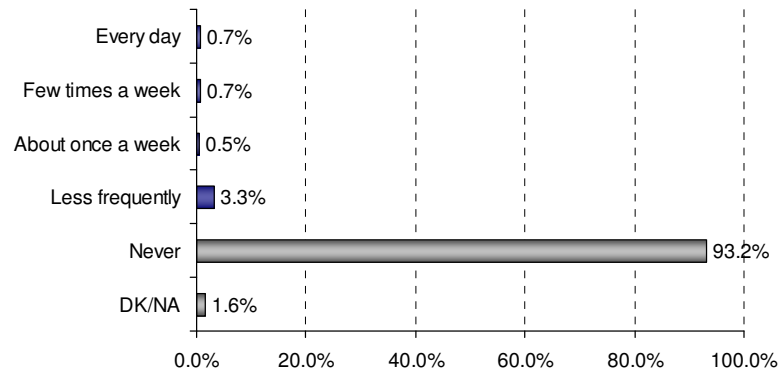
meet friends



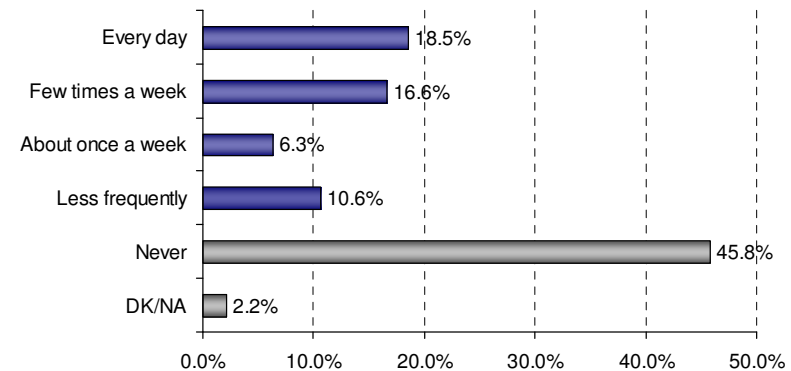
Behaviours in spending spare time



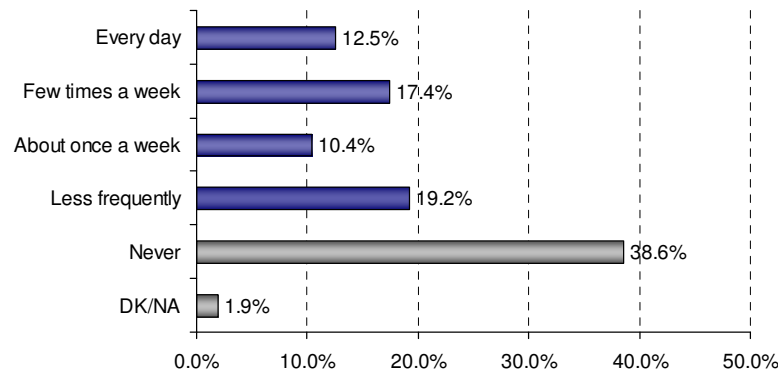
go to the Internet - Cafe



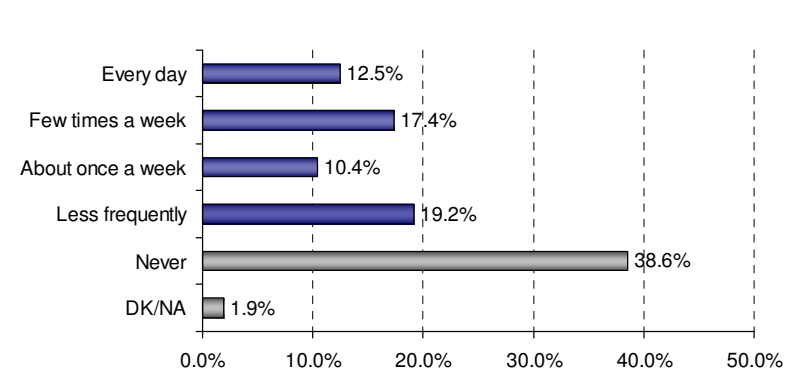
play games on the computer / play-station



listen to the radio



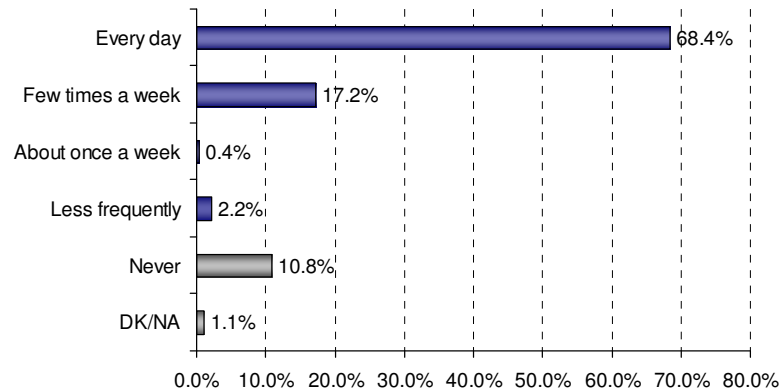
listen to music



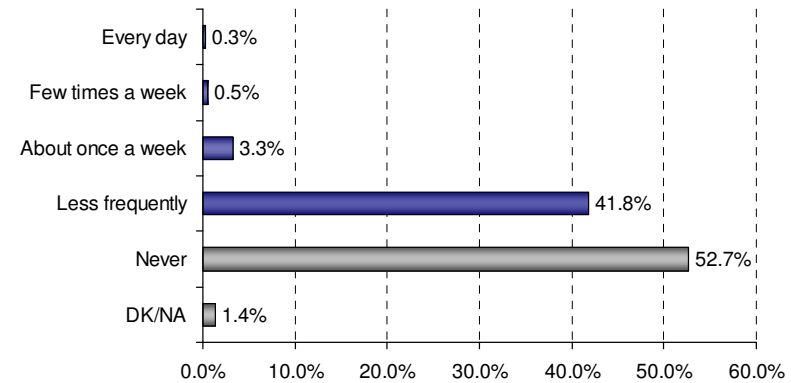
Behaviours in spending spare time



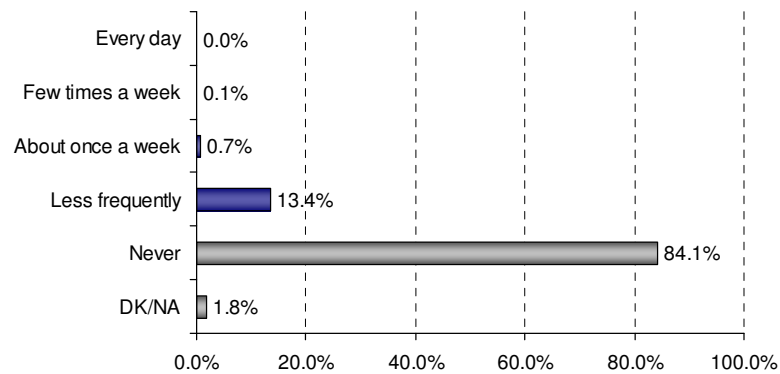
do homework (study for school/kindergarten)



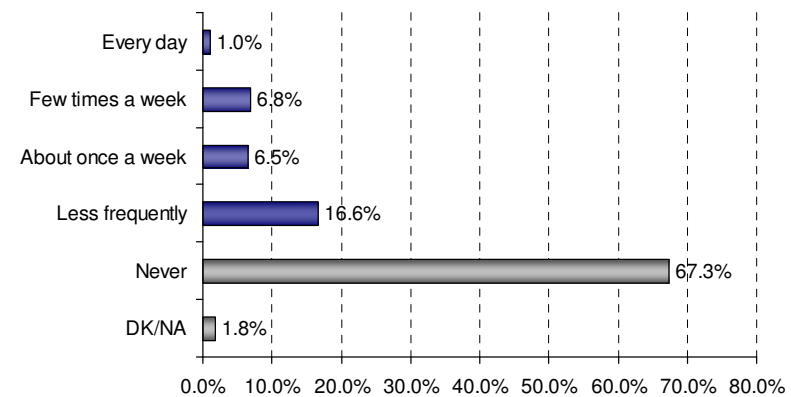
go to theatre/circus shows for children



go to the cinema



listen tales on tapes / CDs



3.5.4. Context data: household endowment with tv and computers



Television set

- Almost 100% of the households own one or more tv sets (only one child said that he didn't have a tv set that worked at home), so this indicator does not depend on any demographic variable.
- Between 39% and 45% of the children answered that they had more than one tv set at home.
- The probability of having 2 or more tv sets is greater in households where there are boys (46% of the households with boys, compared to 37% of the households with girls).
- The residence environment is an element that influences the values in owning more than one operating tv set: thus, in the urban environment (53% urban overall, 46% in Bucharest) there are more tv sets in a family than in the rural environment (29%).

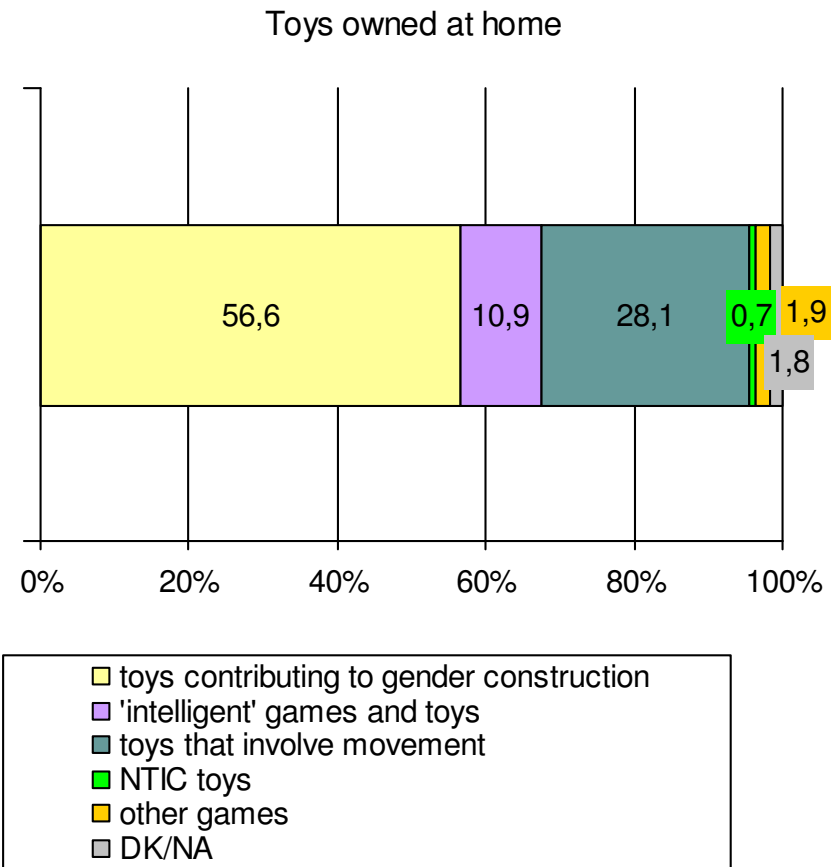
Computer

- 56% of the households own a computer.
- With the children's age growing, the probability of the household owning a computer increases: while 50% of the children aged 6 do not have a computer, the percent drops to 37% in the case of 9-year olds.
- The correlation between gender and owning a computer is significant: 60% of the boys own a computer, compared to 52% of the girls.
- Regarding endowment with computers in correlation with the environment of residence, it is visible that, while more than two thirds of the children aged 6-10 in cities have a computer at home, while in villages we see the reverse, with two thirds of them not owning a computer.
- Bucharest does even better than the average per cities - 85% of the households with children aged 6-10 own a computer.

Context data: toys owned

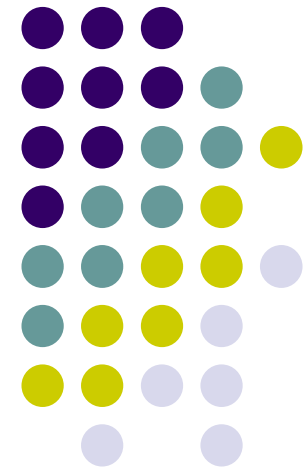


- The open-ended question had multiple answers: researchers recorded 1880 answers (in average, every child gave 2.56 examples of toys he/she owns).
- The chart shows the percents out of the total number of answers
- The categories in the chart aside were obtained by coding the answers
- The category of 'toys contributing to gender construction' included the toys that are specific for girls (ex. dolls) and those that are specific for boys (ex. cars). This was the category that ranked first in the children's preferences, with 56%.
- Toys that involve movement (bicycle, roller blades, skating blades etc.) rank second (28%) in the children's preferences.
- 'Intelligent' toys (ex. lego, puzzle) rank third in the children's preferences, with 10.9%.



Chapter 4.

Impact of advertising on children aged 11-15



4.1. Evaluation of advertising consumption and analysis of advertising consumption behaviours

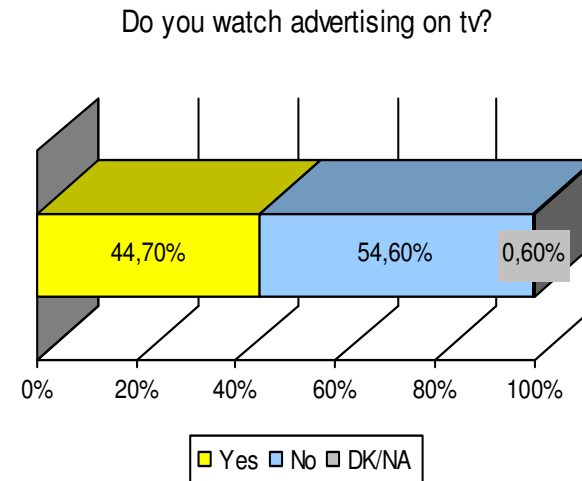


- Project objectives:
 - 4.1.1. Watching advertising
 - 4.1.2. Analysis of advertising watching behaviours
 - 4.1.3. Analysis of behaviours of watching advertising with the family

4.1. Watching advertising



- Overall, the children who state that they watch advertising on tv are more numerous than those who say they don't: 54.6%, compared to 44.7%.
- The watching average per child is 7 commercials in a day – the day prior to the interview (this is the appreciation of children, so we prefer to consider it rather as an approximate value). The value is approximately the same as the one stated by children in the 6-10 age group.
- However, in comparison to 6-10-year olds, the children tend to detach themselves from exposure to tv advertising.

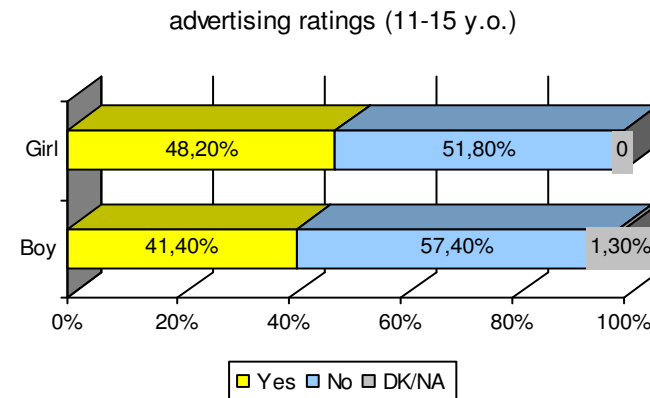


Maximum no. of commercials watched on tv on the previous day	Minimum no. of commercials watched on tv on the previous day	Average no. of commercials watched on tv io the previous day
100	0	7

Watching advertising – correlations with gender and age

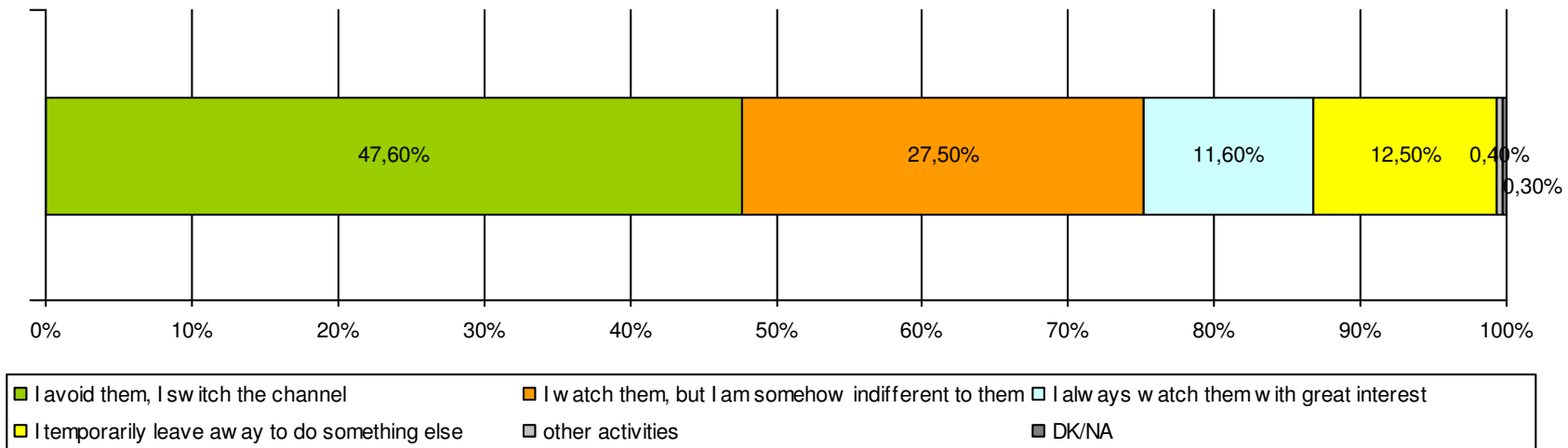


- A greater percent of girls than of boys state that they watch advertising on tv: 48% compared to 41%.
- Depending on age, 11 and 12-year olds seem to have a similar advertising watching behaviour, and approximately equal percents of them (46% - 47%) state that they watch advertising. At greatest “distance” from tv advertising are 13-year olds, with the lowest percent of children stating that they watch tv.
- 14 years old children have similar behaviour to 12-year olds, and 15-year olds tend to resemble the 13-year olds.



	11 y.o.	12 y.o.	13 y.o.	14 y.o.	15 y.o.
Yes	46.0%	47.8%	39.9%	46.7%	41.5%
No	53.4%	51.6%	58.9%	53.3%	57.4%
DK/NA	0.6%	0.5%	1.2%	0%	1.1%

4.1.2. Commercials watching behaviour analysis: what do you do when there are commercials on tv?



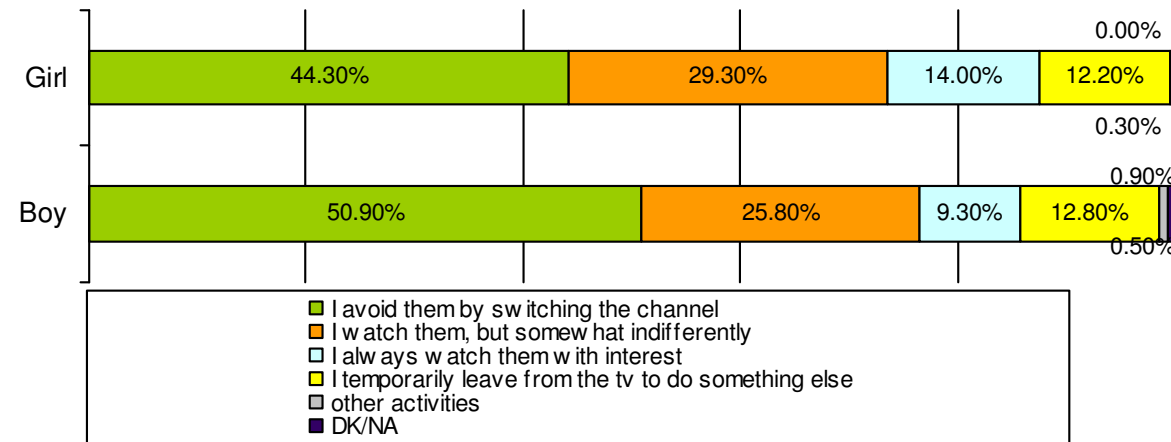
- The most frequent behaviour regarding commercials is avoiding: 47.6% of children stated that they actually don't watch the commercials, therefore adopting a behaviour similar to that of their parents'.
- Leaving away from the tv – behaviour declared by 12.5% of the children – belongs to the same category of 'avoiding advertising' behaviours. Overall, 60% of the children in the 11-15 age group avoid commercials totally, in one form or another.
- Out of the 39% of children who said that they watch commercials, 27.5% watch them in a somewhat detached manner and only 11.6% pay full attention to them.
- Therefore, we see emerging at this age a tv viewer who 'takes a distance' from watching commercials, as an indication for the emergence of specific behaviours of what we call 'active watching'.

Analysis of watching behaviour correlated with respondents' age and gender

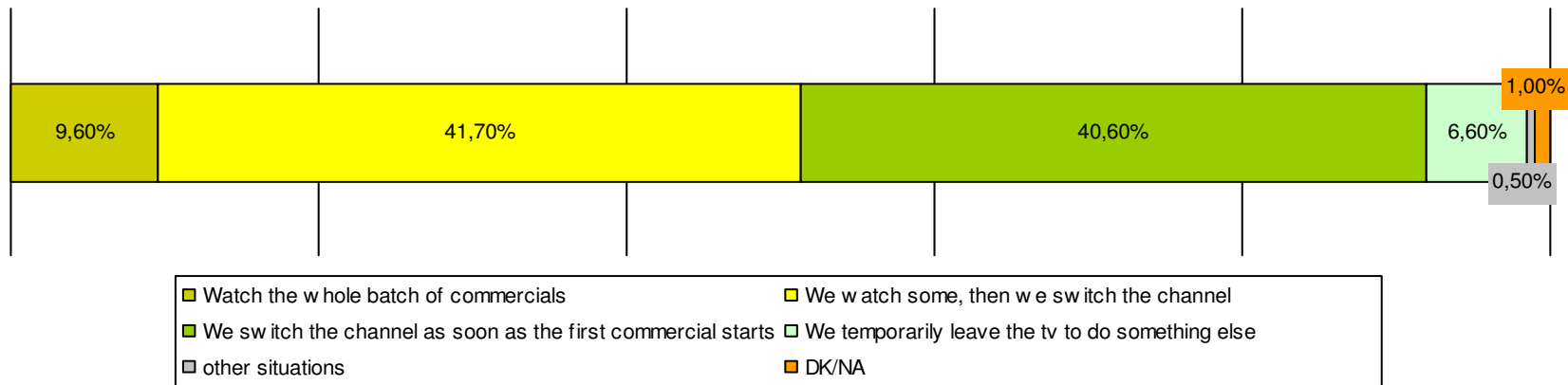


- Girls tend to pay more attention to the commercials: a smaller share of them switch the channel when commercials start, as compared to the boys (44.3% compared to 50.9%).
- A greater share of girls watch commercials (in both forms – indifferently or interested) compared to the boys: 43.3%, compared to 35.1%.
- The extreme attitude of reluctance towards commercials – leaving away from the tv – does not depend on the child's gender.

	11 y.o.	12 y.o.	13 y.o.	14 y.o.	15 y.o.
I avoid them by switching the channel	48.3%	47.3%	46.4%	53.3%	39.4%
I watch them, but somewhat indifferently	25.3%	27.2%	26.8%	29.1%	30.9%
I always watch them with interest	10.9%	15.2%	10.7%	9.1%	11.7%
I temporarily leave from the tv to do something else	12.6%	10.3%	16.1%	8.5%	17.0%
Other activities	2.4%	0.0%	0.0%	0.0%	0.0%
DK/NA	0.6%	0.0%	0.0%	0.0%	1.1%



4.1.3. Analysis of behaviours of watching advertising with the family



- In a family context, the advertising consumption behaviour is partially different from individual consumption behaviours. Thus, 41.7% state that, within the family, they still watch advertising partially and then switch, while 40.6% say that they switch the channel as soon as the commercial starts. Zapping during advertising breaks (all along the break or just for some part of it) accounts for 82.3%.
- The percent of those who watch the whole batch of commercials ranges below 10%, while the percent of those who display certain physical mobility and leave away from the tv during commercials is 6.6%.
- No variations have been seen for this item with the gender or the age variant (respondent children's gender and age).
- The data regarding the behaviours mentioned may serve as a starting point for the NAC and TV operators to monitor advertising inserts (interruptions) during programmes, as well as the duration of the advertising batches between programmes.

4.2. Assessment of children's skills regarding advertising



- Project objectives:

- 4.2.1. Memorisation of commercials per categories of products
- 4.2.2. The “reality” effect of TV images and children's belief in the ‘truth’ value of the commercials
- 4.2.3. Role of interpersonal communication in the reception / understanding of advertising messages.
- 4.2.4. Building of communicational skills: awareness on slogans
- 4.2.5. Awareness on social-educative advertising
- 4.2.6. Awareness on brands

4.2.1. Evaluation of children's skills regarding advertising

Memorisation of commercials per categories of products



	Boy	Girl
Food products	10.5%	12.4%
Refreshing drinks/soft drinks	8.5%	4.4%
Alcoholic drinks	1.3%	0
Cosmetic products (perfumes, creams, lipstick etc.)	0.0%	3.4%
Home appliances	2.3%	0.5%
Household maintenance products	3.5%	3.1%
Cars	3.3%	1.8%
Financial, banking, insurance products	1.0%	1.3%
Products for children (toys, games, sweets)	6.0%	7.3%
Mobile telephony services	5.0%	7.5%
Hygiene and healthcare products	4.0%	6.5%
Other	10.3%	8.0%
DK/NA	44.4%	43.8%

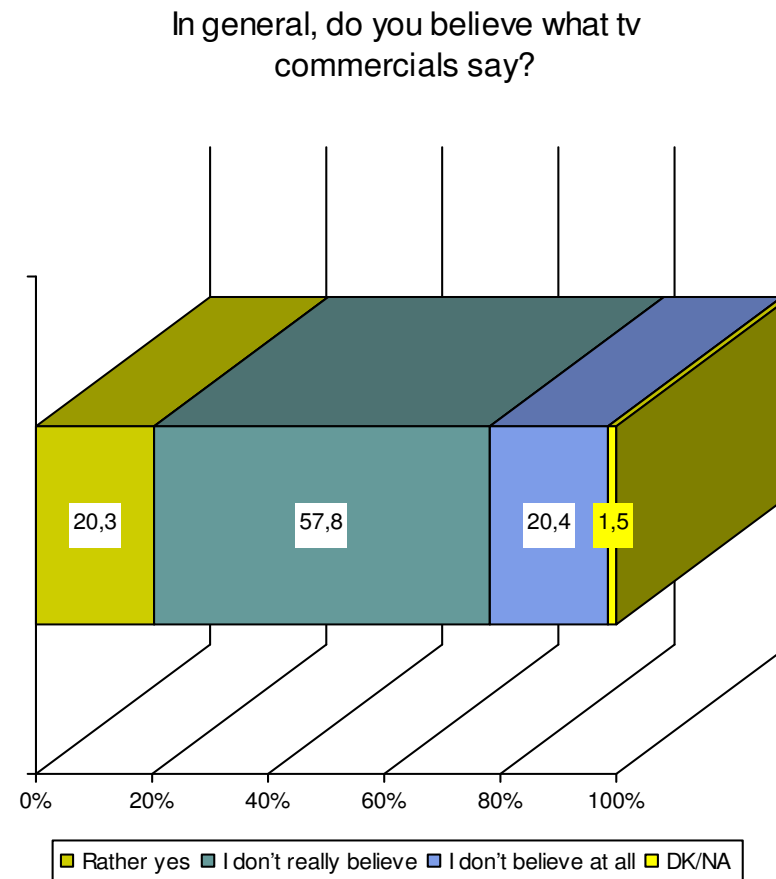
Categories of products for which commercials were mentioned	percents
Food products	11.5%
Refreshing drinks/soft drinks	6.5%
Alcoholic drinks	0.6%
Cosmetic products (perfumes, creams, lipstick etc.)	1.7%
Home appliances	1.4%
Household maintenance products	3.3%
Cars	2.5%
Financial, banking, insurance products	1.1%
Products for children (toys, games, sweets)	6.6%
Mobile telephony services	6.2%
Hygiene and healthcare products	5.2%
Other	9.2%
DK/NA	44.1%

- On one hand, this ranking could be the expression of a higher frequency and higher appeal of commercials for food products, and on the other hand, it could indicate the interest for basic-need products.
- Indirectly, the data point out the pragmatic function and manner of relating to commercials.

4.2.2. The “reality” effect of TV images and children’s belief in the ‘truth’ value of commercials



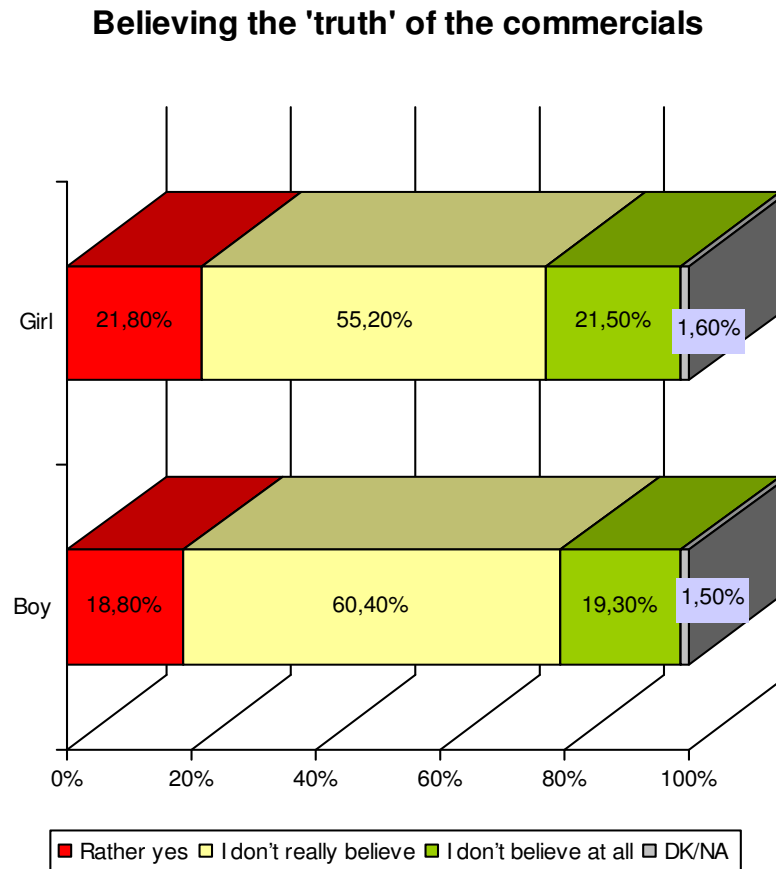
- One thing we may notice in this group of age is that more than half of the respondents (57.8%) are balanced regarding the trust they invest in commercials and they say they don't really believe them.
- The extremes – respectively those who believe and those who do not believe in commercials – account for almost equal percents (20.3% and 20.4%).
- Compared to children in the first age group (6-10), we witness a decrease in the trust in commercials (from 34.5% to 20.3%), concomitant with an increasing trend of the partial distrust (“I don’t really believe” – from 46.9% to 57.8%) and an increasing trend of total distrust (from 9.3% to 20.4%). We should also note the decreasing number of non-answers, from 8.4% to 1.5% (indicating that an opinion is acquired on the issue, and implicitly, greater skills as an active receiver).



The “reality” effect of TV images and children’s belief in the ‘truth’ value of commercials - correlations



- Unlike the 6-10 years old sample, girls at this age tend to be more inclined towards extreme answers: 21.8% say that they rather believe in the commercial and 21.5% that they do not believe at all. However, there are more boys than girls who declare that they don't really believe in commercials.
- In the 6-10 years old sample, the situation was exactly the reverse, with the girls being more balanced in their answers.

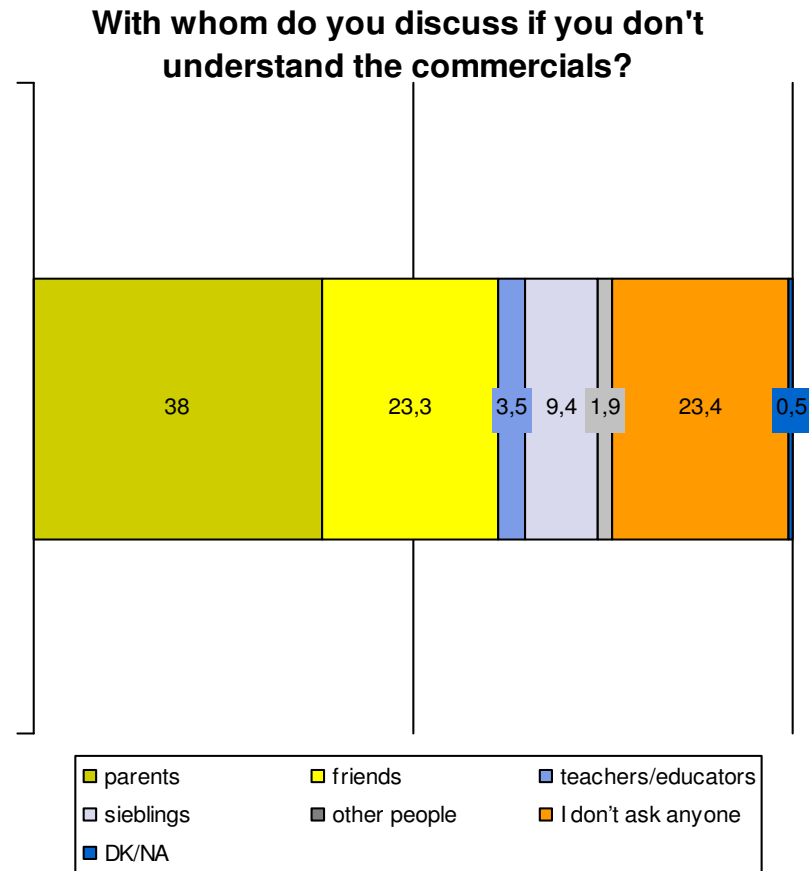


4.2.3. The role of interpersonal communication in receiving / understanding advertising messages.

Discussion partners



- The socialising circumstance for discussing commercials in this age group is the **family**, with the privileged partner being the parent/parents (38%). The percent is even higher than in the 6-10 age group.
- The second circumstance for processing advertising messages is the group of friends, with 23.3% of the children stating that friends are the discussion partner on this topic. Again, the friends as partners in discussing commercials are more frequent among 11-15 years old than among children at younger ages.

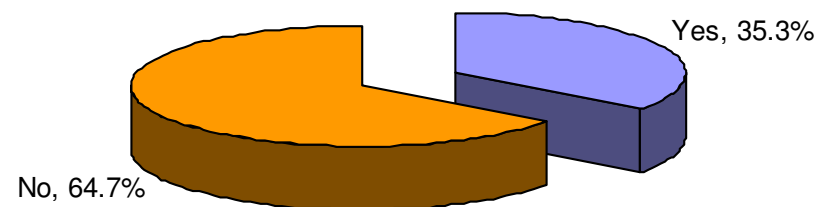


4.2.4. Building of communicational skills: awareness on slogans



Awareness on a slogan

- One third (35.3%) of the children state that they know what a slogan is.
- In relation with the child's age, the probability that the child knows what a slogan is increases with the age: the increase is very significant, from 20% at 11 years old to 45.7% for the oldest, 15-years old children.
- From the slogans mentioned, the most frequently mentioned was the slogan of... a beer brand ("prietenii știu de ce!"/"friends know why!"), followed by "tobacco seriously damages health.". The range of slogans mentioned is very wide – actually, almost every child mentioned a different slogan.



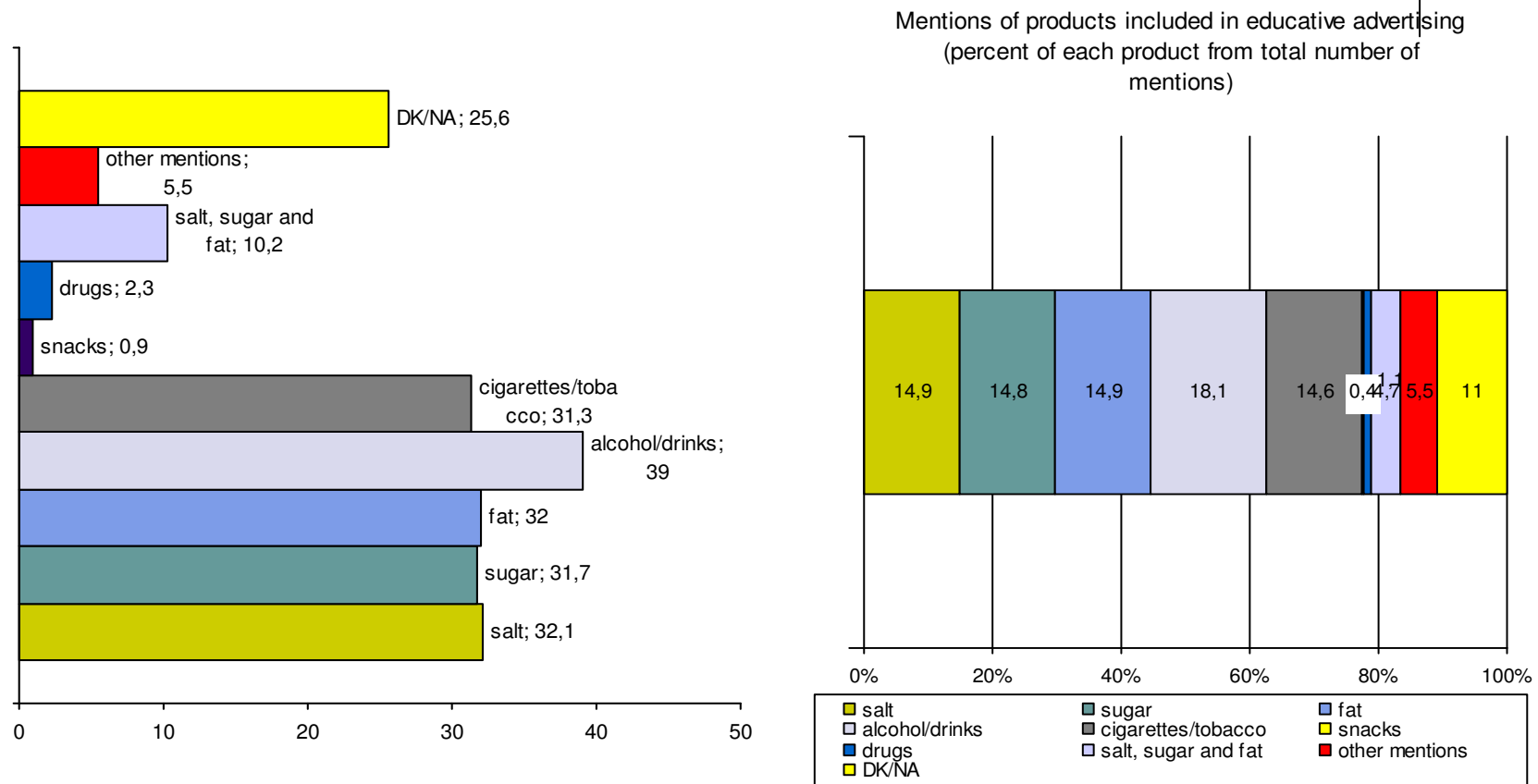
Do you know what a slogan is?	11 y.o.	12 y.o.	13 y.o.	14 y.o.	15 y.o.
Yes	20.1%	33.7%	39.3%	43.0%	45.7%
No	79.9%	66.3%	60.7%	57.0%	54.3%

4.2.5. Awareness on social-educative advertising



- Another item on which we tested the children's skills regarding advertising was awareness on educative advertising, and implicitly the effectiveness of such advertising at the first level (of attention and knowing). As the *Sesame Street* phenomenon has proved it, children are the ones to remember in the easiest way (not necessarily lasting as well) the messages structured as advertising spots or clips. In this case, one good way of educating children as future consumers – education aimed as a counteraction to the effects of excessive influence of advertising – is to educate them using a type of 'advertising' which is not 'involved' and does not offer 'products', but principles and values of a healthy living.
- The question in the questionnaire allowed for multiple answers: thus, the children were asked to list – if they remember – the products which are not recommended and which appear in the ads that run repetitively and talk about avoiding consumption of certain products or excessive consumption of other products.
- 1687 answers were recorded; the most frequently mentioned were sugar, salt and fat. It is remarkable that these three products are mentioned in two forms: on one hand, individually (the question was open, the children were given the possibility to mention three products that are not recommended), and in this case the three account for almost equal percents – 14.9%, 14.8% and 14.9%, indicating that the children associate these three items in their minds, which association can only be generated by the respective ad; on the other hand, there are 4.7% of the respondents mentioning 'salt, sugar and fat' as one product, actually as one restriction only. It is even clearer that these are the effects of educative advertising for prohibitive consideration of such food products.
- The data confirm the effectiveness of the impact of certain social-educative advertising campaigns conducted on tv – thus confirming the beneficial effect of NAC's initiatives in this sense.

Awareness on social-educative advertising



- Here we mention that the data above are relevant indicators for what we could call the cognitive impact (attention, interest, memorisation) of the educative campaigns using tv advertising.

Awareness on social-educative advertising



- On the contrary, there are a range of other mentions (the chart only shows the one referring to drugs, accounting for 1.1% of the mentions, but there are mentions such as 'pepper', 'condoms', 'tooth paste', 'margarine' or 'coloured soft drinks') that come from other sources than advertising (parental advice or education campaigns conducted in schools or maybe in magazines, or maybe even on tv, but not in 'educative spots'). In such cases, we can identify a cumulative effect of the interference of multiple sources of information in building a 'culture' of consumption. The most striking example can be 'cigarettes/tobacco': the warning was mentioned in 31.3% of the answers.
- We should also note that 25.6% respondents of the total sample (accounting for 11% of all the answers) couldn't give no answer for this question, respectively did not indicate any product that is not recommended by educative advertising. This proportion of non-answer, however, is much below the level of non-answers for the question regarding commercial advertising. At C7, they were asked to give a brief description of such a commercial (any commercial) that they remember. The level of non-answers registered was 44.1%. In comparison to this rating, the level of non-answers for educative advertising is low.

4.2.6. Awareness on brands



- With regard to knowing the brands as an identifying element of a product, as a general conclusion, we noticed that children tend to be aware of specific products rather than of the idea of 'brand'. Namely, the products depend very much on the sphere of interest of the children and less on how they are promoted on tv.
- Thus, we tested the item on three dimensions: awareness on brands of sweets, awareness on brands of beer and awareness on brands of cosmetic products.
- Brands of sweets:
 - The great majority (97.7%) of children provided an answer for this category of products. Out of these answers, almost half include the name of a brand, while half indicate a specific product from a brand.
- Beer brands:
 - 6.9% of the respondents were unable to provide any answer for this item, which may be an indication for an absence of watching such commercials or lack of interest for these products.
 - Non-answers vary with the age group (from 12.1% at 11 years of age, at 4.3% at 15 years of age) and gender (5% for boys and 8.8% for girls).
- Cosmetic products brands:
 - Unknown to 21.7% of respondents;
 - Awareness or non-awareness depends on the age (from 32.2% at 11 years of age, the percent of non-answers drops to 10.6% at 15 years of age) and gender (boys have 30.1% non-answers, while girls only have 13%).

4.3. Perception on commercials



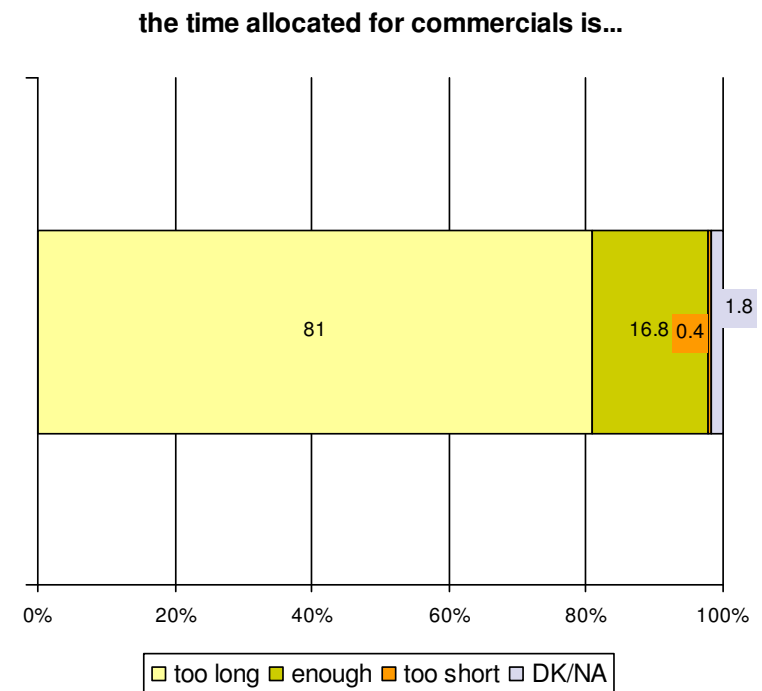
- We operationalised the perception on commercials according to a number of attributes:
 - 4.3.1. Evaluation of the perception on the time allocated for commercials within TV programmes;
 - 4.3.2. Perception on elements that make a commercial appealing, respectively unappealing for children; the item was suggested by the A-ad (attitude towards ad) model for analysing commercials, where the focus is on affective reactions: appealing, emotional, creative, involved responses (joy, irritation, insult). Under this item of the research, we also looked to identify the favourite, respectively the least liked commercial and the reasons that children provide for such appreciations.
 - 4.3.3. Evaluation of the children's emotional mood when they watch television advertising (emotions felt while watching).
 - 4.3.4. Evaluation of the place that children assign to advertising, alongside other educational (and even socialising) instances (such as the family and the school).

4.3.1. Perception on the time allocated for commercials on television



	11 y.o.	12 y.o.	13 y.o.	14 y.o.	15 y.o.
Too long	76.4%	80.4%	82.7%	84.2%	81.9%
Enough	19.5%	17.4%	15.5%	15.2%	16.0%
Too short	00%	0.5%	0%	0.6%	1.1%
DK/NA	4.0%	1.6%	1.8%	0.0%	1.1%

- The data can be interpreted as an effect of 'saturation' towards the frequency of commercials on tv and also as an indication of unease resulting from the programmes being interrupted by advertising inserts.
- At the same time, one significant reaction to the abundance of advertising on tv is the fact that over 80% of the children appreciate the amount of time for advertising in tv programmes as 'too long'.

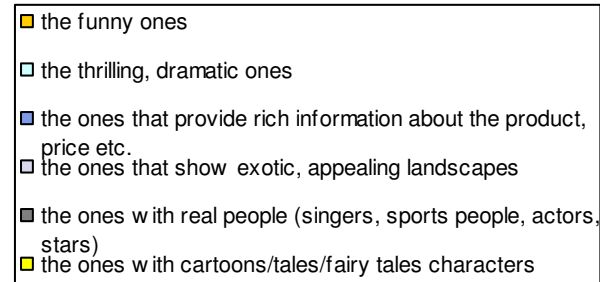
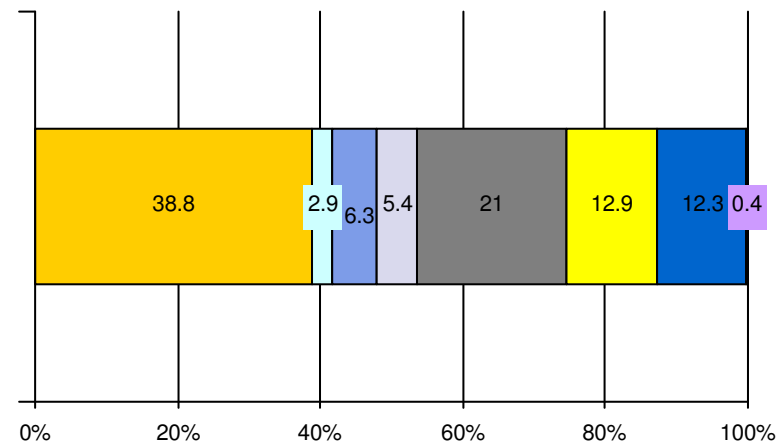


4.3.2. Perception on commercials: types of commercials preferred



- Multiple answer: 1364 answers
- 21.4% non-answers.
- Average of 1.85 answers/child
- Ranking first among the children's preferences are funny commercials (38.8%), followed by those associated with stars (singers, sports people, actors) – 21% and those with cartoon characters (12,9%).

what type of commercials do you prefer?



Perception on commercials: sources and elements of unease



- This question too gave the children the possibility to give multiple answers, thus a total of 1436 answers were gathered.
- In average, there were 1.95 answers per child.
- From the total sample, 2.9% were non-answers (DK/NA: don't know/no answer), which accounted for 1.6 of the total answers; also, 7.8% of respondents stated that there are no annoying elements.
- The girls were more responsive to inappropriate scenes and language, while boys were annoyed by the 'repetitive broadcasting of the commercial'.
- By groups of age, we also notice that 'repetitive broadcasting' becomes more and more annoying as the age grows.

Annoying elements about advertising	Percents of the total answers
Repetitive broadcasting of the ad	29.5
Too strong noise, sound	15.1
The fact that they are difficult to understand	11.7
Bad images	11.6
Inappropriate, even irreverent scenes	10.2
Persons or characters appearing	6.8
The language used	6.3
There are no aspects that I find annoying	4.2
The voice	2.9
DK/NA	1.6

Perception on commercials: commercial preferred – categories of products



- When asked by the interviewer to describe their favourite commercial (open question), 12.7% mentioned a commercial for refreshing/soft drinks, 11.5% - a commercial for food products and 10.3% - a commercial for products for children.
- The percent of non-answers is 25.6%.
- The distribution and ranking of answers for this question is consistent with that of the answers for the question 'testing' awareness on products and brands advertised.

Categories of products, the commercial of which was mentioned as the favourite commercial	Percent
DK/NA	25.6
Refreshing drinks/soft drinks	12.7
Food products	11.5
Products for children (toys, games, sweets)	10.3
Other	9.6
Hygiene and healthcare products	8.2
Mobile telephony services	6.9
Household maintenance products	4.5
Cosmetic products (perfumes, creams, lipstick etc.)	3.7
Cars	2.8
Alcoholic drinks	1.5
Financial, banking, insurance services	1.5
Home appliances	1.3

Perception on commercials: commercial appreciated as unappealing – categories of products



Categories of products, the commercial of which was mentioned as unappealing	Percent
DK/NA	55.8
Other	6.5
Hygiene and healthcare products	6.2
Household maintenance products	6.1
Food products	5.1
Financial, banking, insurance products	5.1
Alcoholic drinks	3.8
Refreshing drinks / soft drinks	2.5
Cosmetic products (perfumes, creams, lipstick etc.)	2.2
Products for children (toys, games, sweets)	2.0
Mobile telephony services	1.9
Cars	1.8
Home appliances	0.9

- Children prove to be less responsive and interested in commercials for home maintenance products and hygiene and healthcare products – which are services that are not so much within the area of their daily interests.

Comparisons for the categories of products, the commercial of which is favourite (6-10 years old children and 11-15 years old children)

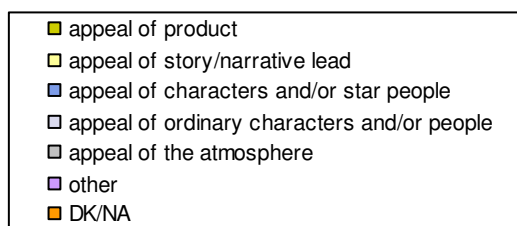
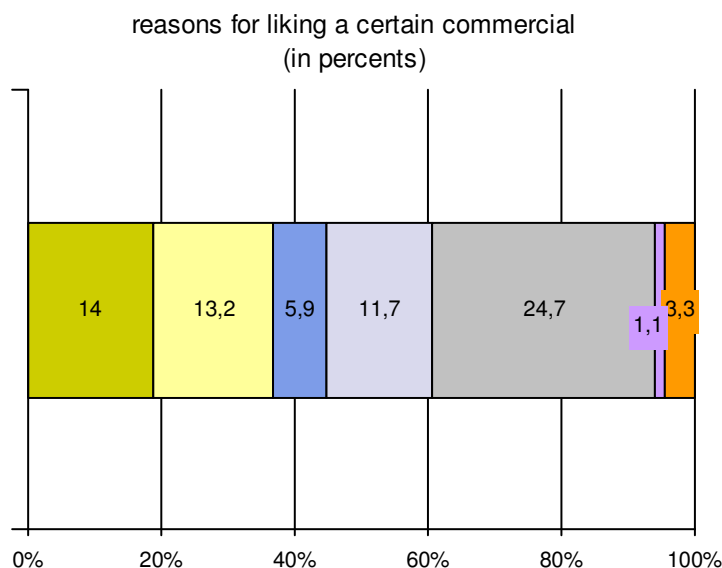


Categories of products for the favourite commercial	6-10 y.o.	11-15 y.o.
Other	9.5	9.6
Cars	2	2.8
Alcoholic drinks	1.4	1.5
Refreshing drinks/soft drinks	6.1	12.7
Cosmetic products (perfumes, creams, lipstick etc.)	0.4	3.7
Home appliances	0.7	1.3
DK/NA	22.1	25.6
Food products	20.2	11.5
Hygiene and healthcare products	3.3	8.2
Products for children (toys, games, sweets)	29.2	10.3
Household maintenance products	2.2	4.5
Mobile telephony services	2.7	6.9
Financial, banking, insurance services	0.3	1.5

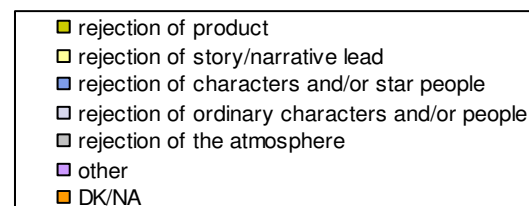
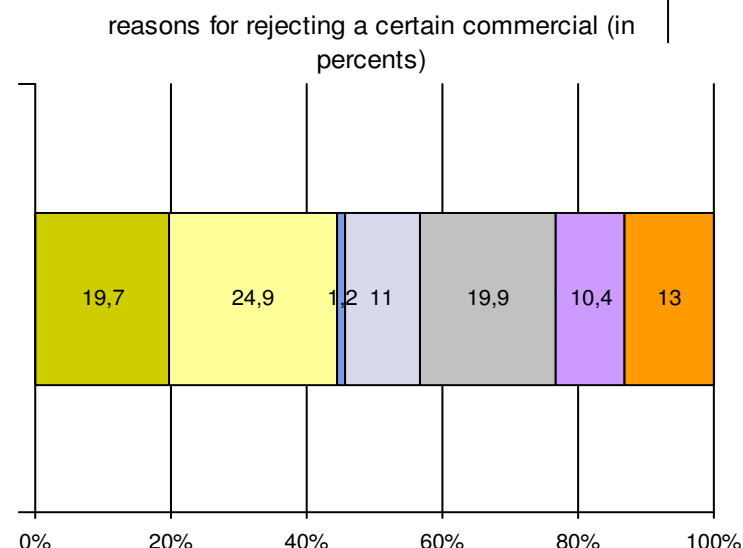
- The categories of products that rank lowest in the children's preferences, both in the 6-10 and 11-15 age groups, are cars, alcoholic drinks, home appliances, household maintenance products, financial, banking and insurance services. These categories of products and services do not include children in their target group, and children do not recognise them as specific to their age.
- Segmenting of the target group is visible in the case of food products and products for children (toys, games, sweets), recognised as being meant for their age, including by 6-10 years old children.
- A greater percent of children in the 11-15 age group chose favourite commercials in the category of refreshing drinks / soft drinks, compared to younger children.
- There is one category of products that does not aim at children directly, but the products of which are preferred by a significant share in the 11-15 age group: cosmetic products, hygiene and healthcare products, mobile telephony services. This choice can be explained by the (real or artificial) stimulation of the needs for these products since young ages.
- Age and gender appear as key – reiterative – variables in the distribution of answers regarding the perception, reception and appreciation of commercials.



Reasons for liking/disliking a certain commercial



- The motivations above are expressed only by those who gave at least one example of one commercial as favourite, that is 581 respondents. The percents of answers were calculated from this base.

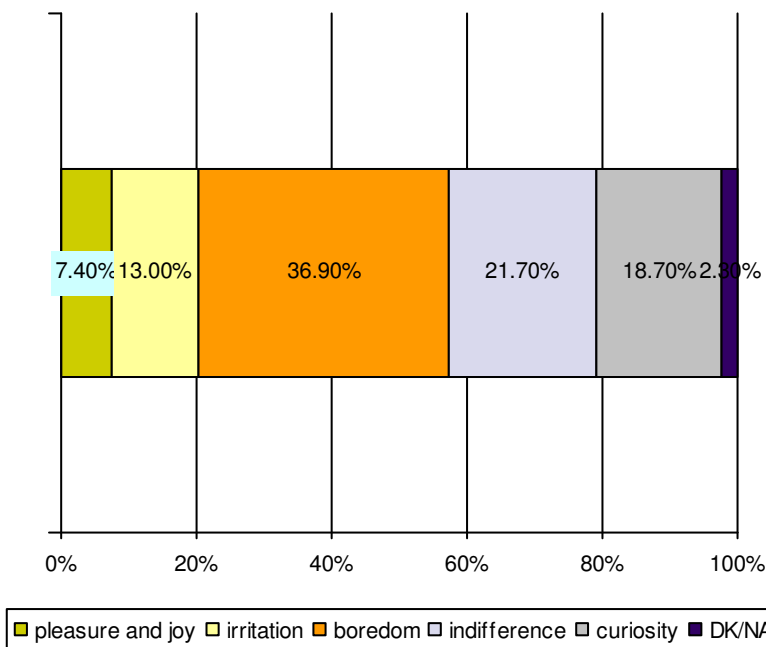


- 10 The motivations above are expressed only by those who mentioned at least one commercial as being 'the one they liked least', that is 346 respondents. The percents of answers were calculated from this base.

4.3.3. Perception on commercials: emotions generated by watching advertising



ce simți când privești reclamele de la televizor?

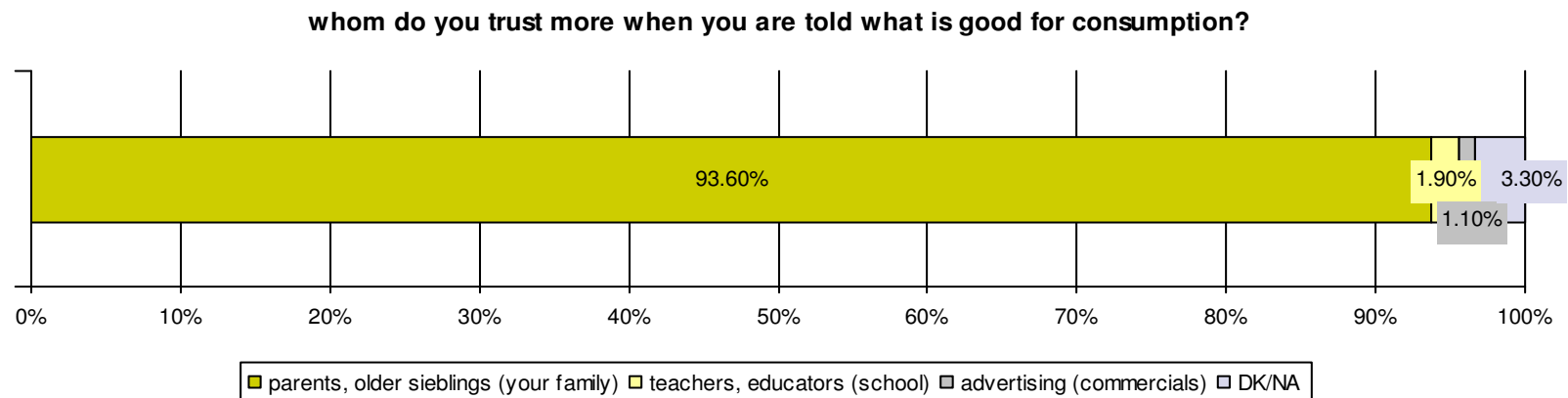


Boredom and indifference appear as prevailing moods in the children's self-perception in relation to watching commercial. It is very likely that the effect of 'saturation' (following excessive frequency and duration) manifests in the percent of this type of children's self-perception.

	Boy	Girl
Pleasure and joy	7.8%	7.0%
Irritation	12.8%	13.2%
Boredom	38.1%	35.8%
Indifference	22.1%	21.2%
Curiosity	17.3%	20.2%
DK/NA	2.0%	2.6%

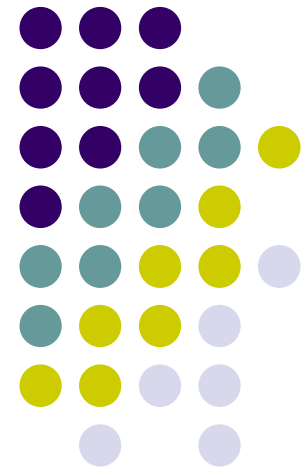
	11 y.o.	12 y.o.	13 y.o.	14 y.o.	15 y.o.
Pleasure and joy	10.3%	8.7%	8.3%	4.8%	2.1%
Irritation	9.8%	8.7%	16.7%	12.1%	22.3%
Boredom	37.4%	43.5%	32.7%	35.8%	33.0%
Indifference	19.0%	22.3%	21.4%	23.0%	23.4%
Curiosity	21.8%	14.7%	17.3%	21.2%	19.1%
DK/NA	1.7%	2.2%	3.6%	3.0%	0%

4.3.4. Perception of the commercial as an educative factor (educational instance)

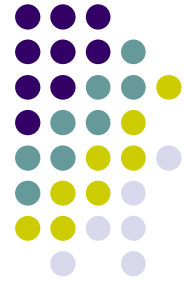


- From children's statements, the family ranks first in terms of trust when it comes to consumption behaviours, followed by far by the 'official' educating instance – the school. Advertising as such has a negligible share in the overall range of perceptions regarding the sources of educative information and messages.
- Trust does not vary with gender or age.

4.4. Opinions about commercials

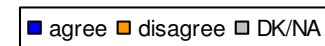
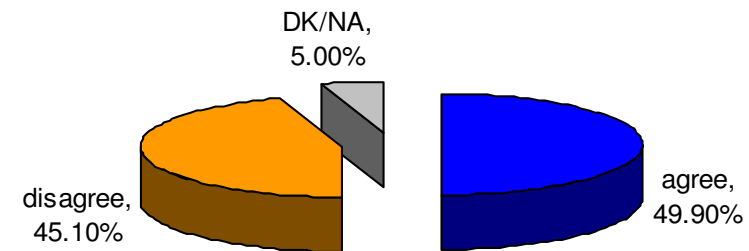


Opinions about commercials: *Commercials help us choose the products we need*



Commercials help us choose the products we need

- The commercial is massively valued for its informative value.
- Answers do not vary with the respondents' gender.
- Depending on the gender variable, there are differences in the answers, but we cannot identify any clear trends in the evolution of this valuing.

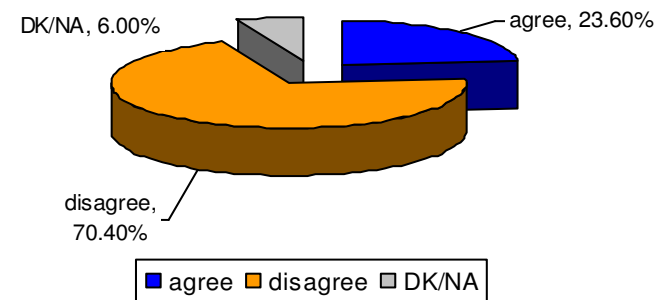


Opinions on commercials: *Commercials embellish television programs*



- Whereas the commercial is highly valued by children for its information content (pragmatic function), the commercial's esthetic value is rated rather negatively.
- More than two thirds of the children disagree with the idea that commercials embellish television programs.
- The statement on the esthetic value of commercials is supported by 21,6% of the boys and 25,5% of the girls: we can conclude that girls tend to appreciate commercials as esthetic elements to a greater extent than boys.
- A mention should be made – having a more general signification: for the children (and also many adults) there is a dissonance between the televisual programs and genres offered by this media and the publicity offer. The perturbatory source lies not in the esthetics of commercials itself, but in the fact that commercials appear as dissonant elements and offers, in relation to their expectations towards the content and esthetics of TV programs.

commercials embellish television programs



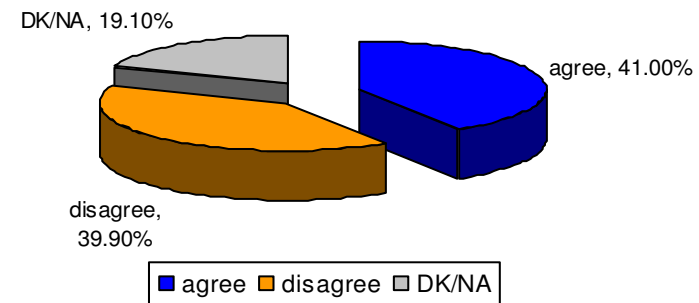
	11 years old	12 years old	13 years old	14 years old	15 years old
agree	26.4%	22.8%	20.8%	27.3%	18.1%
disagree	63.2%	70.7%	73.2%	72.1%	75.5%
DK/NA	10.3%	6.5%	6.0%	0.6%	6.4%

Opinions on commercials: *Nowadays, advertising is essential for the economy and for people's life*



Nowadays, advertising is indispensable for the economy

- The commercial is valued mostly for its value and its functions for the modern economy (at a macro-economic level).
- Girls provided non-answers by 3% more than boys, boys agreed by 2% more than girls (their answers are more pragmatic).
- The higher appreciation of the economic functionality of TV commercials is related less to the means of TV communication and more to the role of the commercial in itself (quite detached from the support and means of broadcasting).



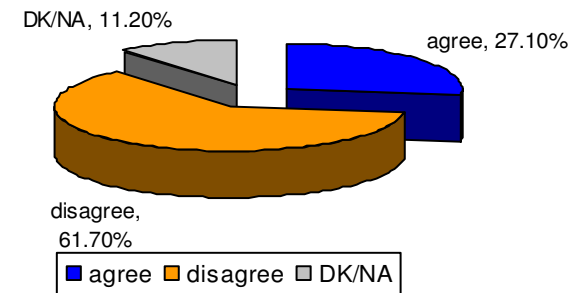
	11 years old	12 years old	13 years old	14 years old	15 years old
agree	35.1%	38.0%	39.3%	52.1%	41.5%
disagree	36.2%	41.8%	41.7%	37.6%	43.6%
DK/NA	28.7%	20.1%	19.0%	10.3%	14.9%

Opinions on commercials: *Commercials teach us how to look at life and the world that surrounds us*



- As for the role of advertising as a social communication system, commercials being sources of value models and social norms, we should remember Cathelat's statement "...the advertiser appears as an actor, consciously or unconsciously, of a social pedagogy, as a trendsetter, a teacher of lifestyles, a director of sociocultural conscience."
- As a whole, children rather dismiss this statement (61.70%), denying the publicity's role as a vector for promoting "values, ideas, lifestyles and ways of thinking" (Cathelat).
- The large variations on the age item might reveal a stage of search and questioning, meaning that children are still in a stage when they do not hold the answer to this question, and also that commercials are, only to a small extent, a support for the identification / projection of children.
- Girls and boys provided different answers to the question: girls are more inclined to agree with this statement (a 2% difference)

commercials teach us how to look at life and the world that surrounds us



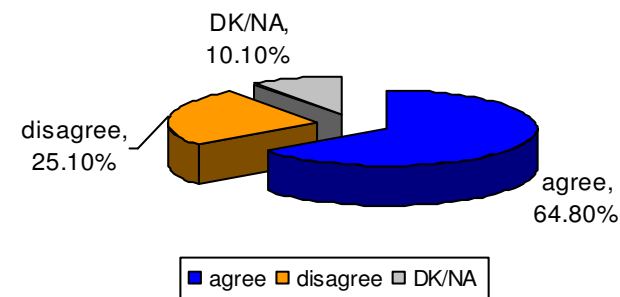
	11 years old	12 years old	13 years old	14 years old	15 years old
agree	27.6%	26.6%	23.8%	32.1%	24.5%
disagree	56.3%	62.5%	64.3%	61.2%	66.0%
DK/NA	16.1%	10.9%	11.9%	6.7%	9.6%

Opinions on commercials: *Commercials stimulate people to adopt fashion trends*



- As a whole, almost two thirds of children agree with this statement, which seems to point to a consistent perceptive association between publicity and fashion.
- In an apparent contradiction with the ratings obtained at the previous question, we might be tempted to see a stiff attitude embracing the traditionalist conception according to which advertising is only a vector for passing “trends” (and blamed for that reason), whereas a solid system of values can only be provided by the classic education authorities (school and family). Or, according to Cathelat, we must get used to the idea that advertising is a system which “may promote, with identical techniques and related arguments, the joys of sober abstinence and the pleasures of alcohol and tobacco...”, and the point is to see for what purpose it is used.
- According to the sex variable, we have a higher percentage of girls agreeing with this statement, which indicates that they are more interested in the “fashion” phenomenon.

commercials stimulate people to adopt fashion trends



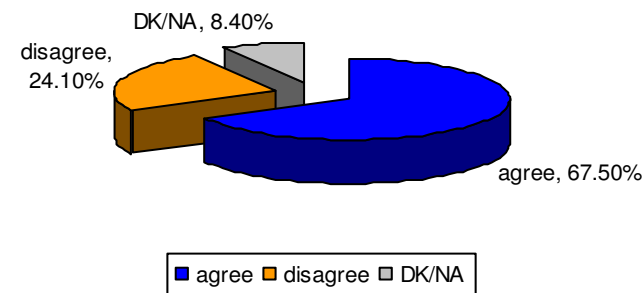
	Boy	Girl
agree	61.9%	67.9%
disagree	26.3%	23.8%
DK/NA	11.8%	8.3%

Opinions on commercials: *Commercials often make people buy products they don't really need*



- The commercial is seen as a consumerist incentive generating artificial material satisfactions.
- There are variations according to the respondents' age. Respondents of a very small age (11 years old) tend to agree with this statement in a proportion of 68.4%, while only 61.7% of those aged 15 agree with it. The question is: why do these variations appear? Could we discuss about the existence of a critical spirit which is more developed at children of smaller ages? This would be rather weird and it would come in contradiction with the entire specialized literature according to which the critical spirit develops in time (which makes it necessary to study it). Another answer could be that, as he grows, the child already is more "immune" to commercials and therefore distances himself from them, and so one can no longer consider that commercials push children towards a consumerist behavior (as they are more immune to their influence). The two possible explanations are only hypotheses, and this research doesn't elaborate on this issue.

Commercials make people buy products they don't need

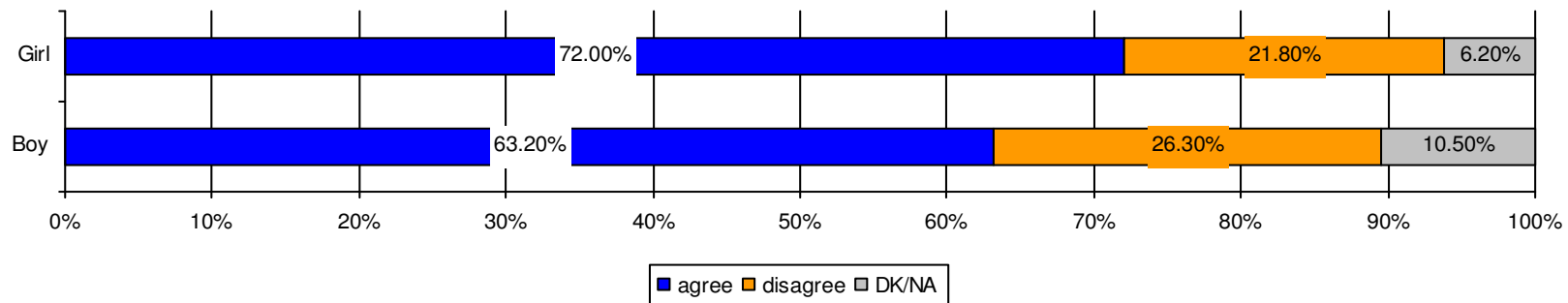


	11 years old	12 years old	13 years old	14 years old	15 years old
agree	68.4%	67.4%	71.4%	66.1%	61.7%
disagree	24.7%	22.8%	18.5%	29.7%	25.5%
DK/NA	6.9%	9.8%	10.1%	4.2%	12.8%

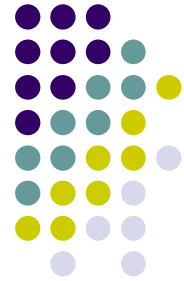
Opinions on commercials: *Commercials often make people buy products they don't really need*



commercials make people buy products they don't really need (correlation with the respondent's gender)

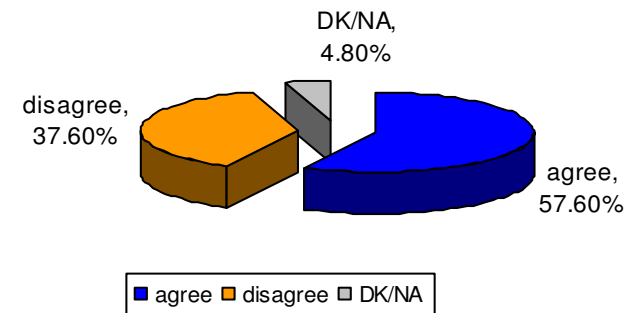


Opinions on commercials: *Commercials are often complicated and difficult to understand*



- According to the gender variable, variations are minor, and boys agree with the above statement by 2% more than the girls (meaning that, to a higher extent than girls, they find commercials difficult to understand).

commercials are complicated and difficult to understand



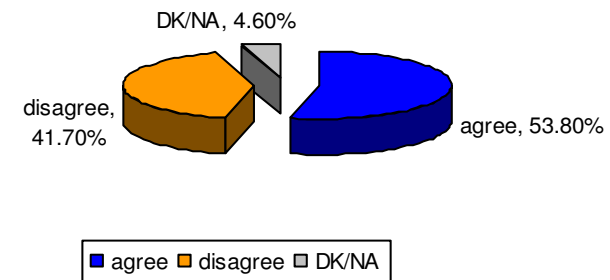
	11 years old	12 years old	13 years old	14 years old	15 years old
agree	66.1%	56.5%	61.9%	53.9%	42.6%
disagree	28.7%	37.0%	31.0%	46.1%	52.1%
DK/NA	5.2%	6.5%	7.1%	0.0%	5.3%

Opinions on commercials: *Commercials are too noisy*



commercials are too noisy

- Depending on age, variations are considerable, but we can not identify a clear tendency of evolution of opinions.
- On the gender variable, variations are below one percent.

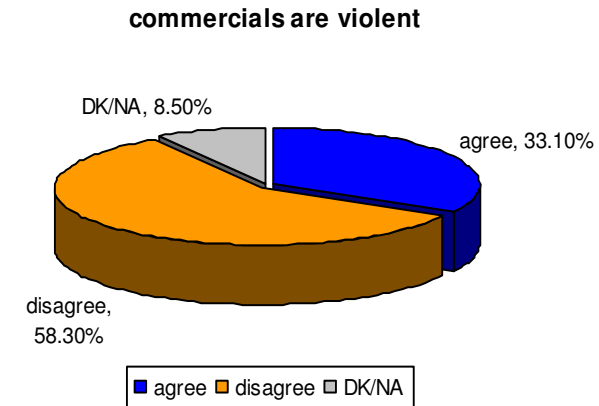


	11 years old	12 years old	13 years old	14 years old	15 years old
agree	58.6%	45.7%	54.8%	52.1%	61.7%
disagree	35.1%	49.5%	38.7%	46.7%	35.1%
DK/NA	6.3%	4.9%	6.5%	1.2%	3.2%

Opinions on commercials: *Commercials are violent*



- As a whole, children rather disagree, in a percentage of 58.3%, than agree (33.1%). The relatively high percentage of non-answers should be also noted (8.5%).
- Depending on the age variable, we find a decrease in the percentage of respondents who agree with the statement on the violence of commercials. The explanation of this evolution may be connected to the desensitisation effect, as a result of children being exposed to televisual violence.
- Surprisingly, in the context of discussions about girls being more sensitive to violence, we see equal percentages of girls and boys who agree with the statement (33.1%), the only difference being in respondents who disagree, where, surprisingly, again, girls reject in a higher percentage (by 2%) the statement about the commercials' violence (the two extra percentages account for the minus in the non-answers, where girls represent 7.5% and boys 9.5%).



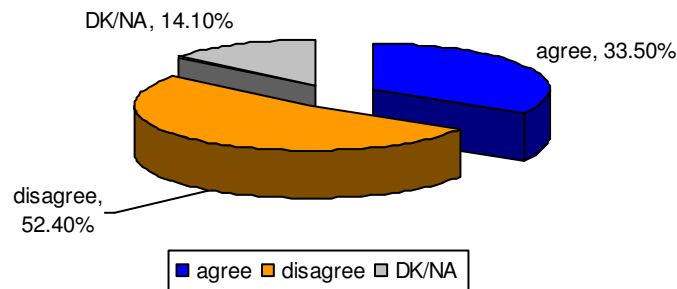
	11 years old	12 years old	13 years old	14 years old	15 years old
agree	35.1%	34.2%	34.5%	29.1%	31.9%
disagree	55.2%	57.6%	53.6%	67.3%	58.5%
DK/NA	9.8%	8.2%	11.9%	3.6%	9.6%

Opinions on commercials:

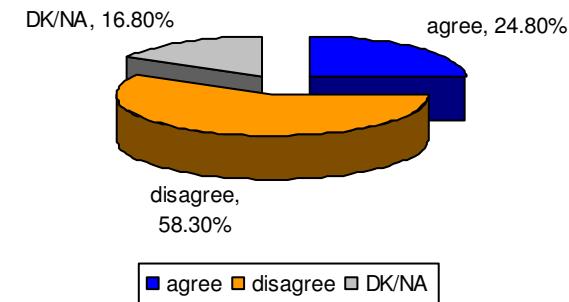
Commercials place too great an emphasis on images of a sexual nature / Commercials can stimulate some people to commit acts of delinquency (thefts) and be violent



commercials can stimulate some people to commit acts of delinquency



commercials place too great an emphasis on images of a sexual nature



	11 years old	12 years old	13 years old	14 years old	15 years old
agree	27.6%	21.2%	29.8%	23.6%	20.2%
disagree	49.4%	58.7%	53.0%	67.3%	68.1%
DK/NA	23.0%	20.1%	17.3%	9.1%	11.7%

	11 years old	12 years old	13 years old	14 years old	15 years old
agree	35.6%	32.1%	32.1%	37.0%	28.7%
disagree	43.1%	54.9%	52.4%	56.4%	57.4%
DK/NA	21.3%	13.0%	15.5%	6.7%	13.8%

There is a very small difference between the percentages of respondents who perceive the existence versus the inexistence of an association between commercials, delinquency and eroticism in the scenarios of commercials and the potential impact of commercials.

Opinions on commercials: *Commercials tell beautiful stories*



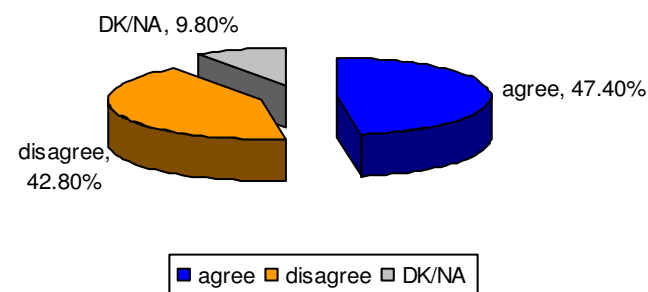
- In his book *L'enfant et la publicité*, Jean-Noel Kapferer argues that advertising and the ancient fairy tales are similar, by emphasizing three dimensions of analysis: the ritual set up by the story (reduced to repetition, in the case of advertising), the simplicity of the situations being presented and the magical element which solves the situation. According to this interpretation, children's attraction for advertising is another shape of their attraction for stories. Although there are other authors (Elisabeth Baton-Herve) who have indicated the weak points of Kapferer's analysis (pointing out that he missed out the fundamental dimension of the fairy tale in Bettelheim's conception, namely the necessity of the road full of obstacles that the hero must overcome to solve the problem; advertising bypasses this road), it is interesting to see to what extent children are sensitive to the "story". We saw above that the "story/narrative thread" was the source of attraction for a certain commercial in 13.8% of the cases (in children aged 11-15 and 12.5% in children aged 6,10).
- Since all TV shows, from the informative to the fictional and the entertainment, have a narrative dimension, more or less perceived, this explains the audience's receptivity to television as "a great storyteller" and, therefore, the identification in advertising of a narrative scenario.

Opinions on commercials: *Commercials tell beautiful stories*



- As a whole, 47.4% of children agree with the statement according to which “commercials tell beautiful stories”, while a smaller percentage of them, 42.8%, disagree.
- As they grow, the children’s attraction for the “stories” told by commercials fades (the narrative virtues of commercials). This is more visible in the increase of the percentage of respondents who disagree with the above statement (from 39.7% at 11 years old, to 48.9% at 15 years old), the percentage of those who agree varies little (by 2%).
- Also, differences in the opinions of boys and girls are relatively small, girls agreeing by an extra 2%.

commercials tell beautiful stories



	11 years old	12 years old	13 years old	14 years old	15 years old
agree	44.8%	49.5%	45.2%	52.7%	42.6%
disagree	39.7%	41.8%	44.6%	41.8%	48.9%
DK/NA	15.5%	8.7%	10.1%	5.5%	8.5%

4.5. The consequences of viewing commercials (effects)

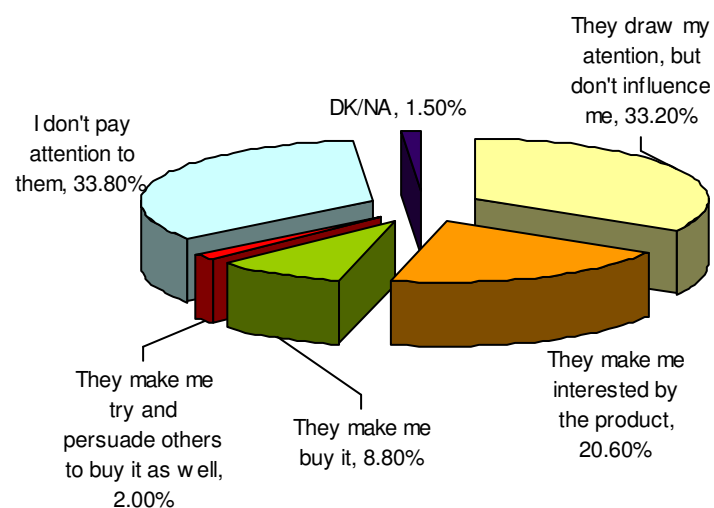


- Project objectives:
 - 4.5.1. Perceived influence
 - 4.5.2. The commercial's (stated) contribution to the decision to buy a product
 - 4.5.3. The influence of the child's purchasing behavior
 - 4.5.4. The influence exerted on the purchasing behavior – pressure on parents
 - 4.5.5. The parents' behavior
 - 4.5.6. Games and contests



4.5.1. Perceived influence

In which way do you think commercials influence you?



	Boy	Girl
They draw my attention, but don't influence me	34.8%	31.6%
They make me interested by the product	18.0%	23.3%
They make me buy it	8.8%	8.8%
They make me try and persuade others to buy it as well	2.8%	1.3%
I don't pay attention to them	34.8%	32.6%
DK/NA	0.8%	2.3%

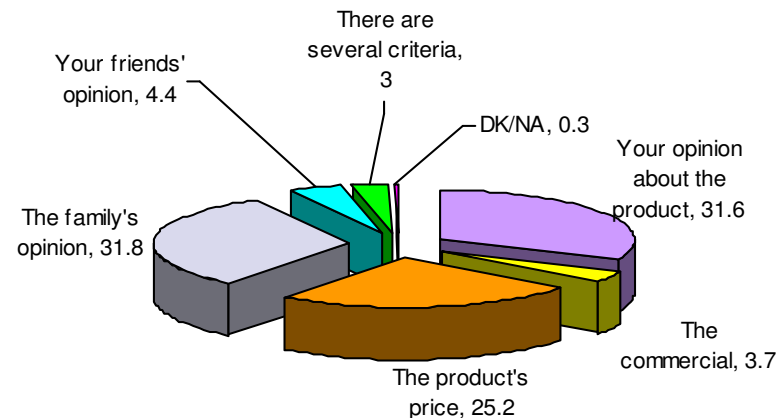
Answers to this nominal scale appear to indicate the predominance of the first level of recognition of the influence of advertising (seduction by advertising): awakening and drawing attention.

4.5.2. The commercial's (stated) contribution to the decision to buy a product



- Multiple answer (two options for answers): 1533 answers.
- On the first place, almost equal, we find “the family’s opinion” and “one’s own opinion” about the product.
- The commercial seems to have a low importance in the decision to buy a product (3.7% out of the total).
- One important criteria seems to be the product’s price (25.2%)
- 9 cases of DK/NA
- , accounting for 0.3% of the total answers.

in your opinion, when buying a product, what matters most is...

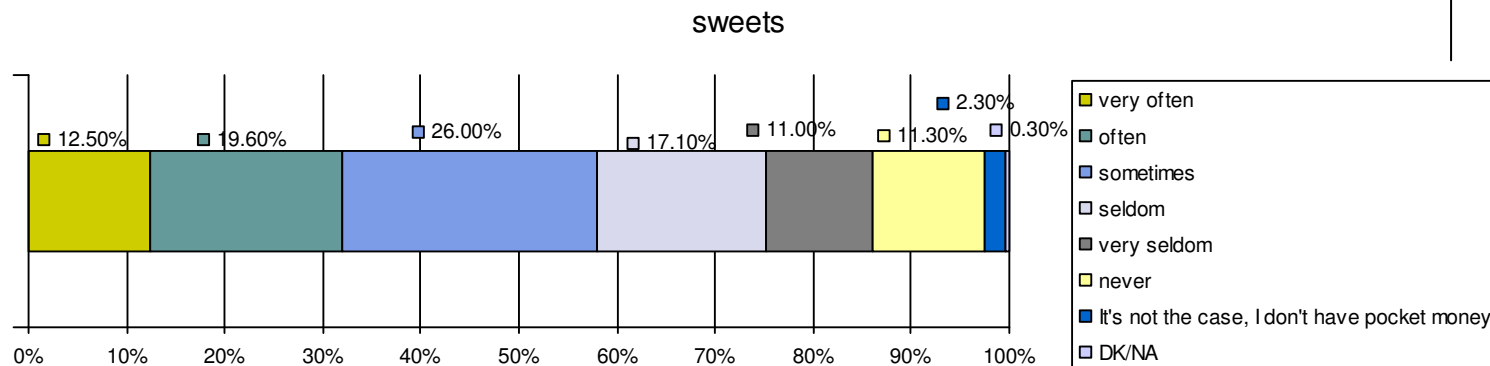


4.5.3. The publicity's influence on the purchasing behavior of the child regarding various products

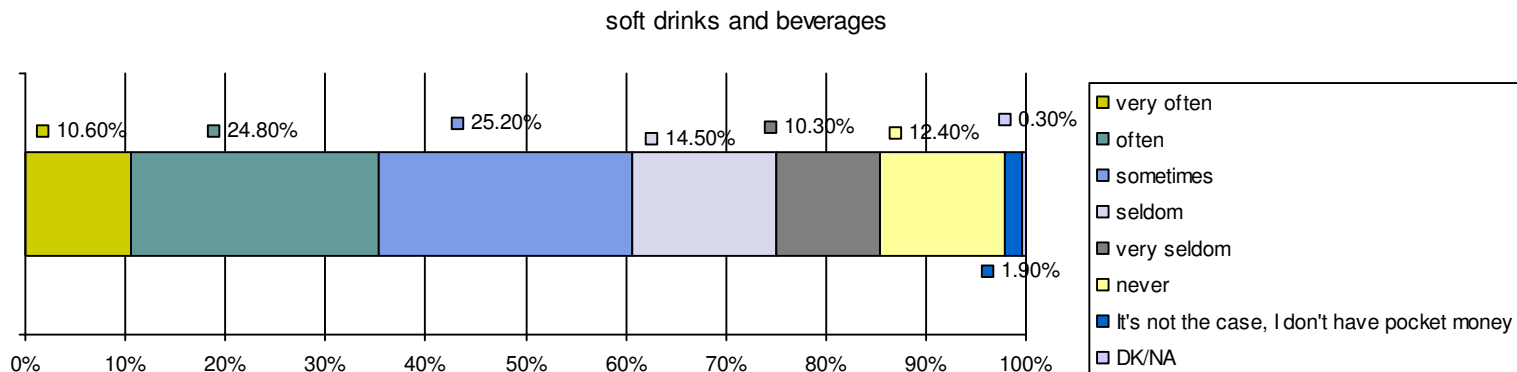


- This item was tested on various products selected according to several criteria.
- On the one hand, those products were selected which are not recommended for children (snacks) or which should be consumed moderately (soft drinks and beverages, sweets, pastry products). The attention paid to the consumption of such products by children is one of the main concerns of Western societies (and, over the last years, in our country as well) given that we are facing an alarming increase in the proportion of overweight and even obese children.
- On the other hand, those products were selected which can attract children and, at a given moment, even teenagers (toys, cosmetic products).
- Last but not least, products were inserted the promotion of which might have influenced children's purchasing behavior regarding a type of products in their world of pupils, namely school supplies.

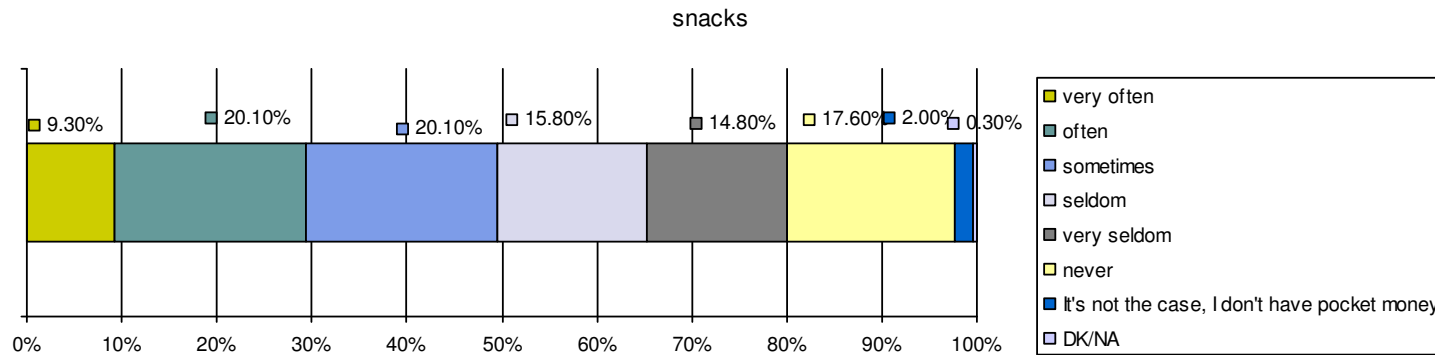
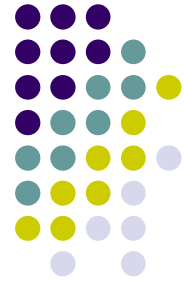
4.5.4. How often did it happen to you to buy this product *after* viewing commercials for sweets ?



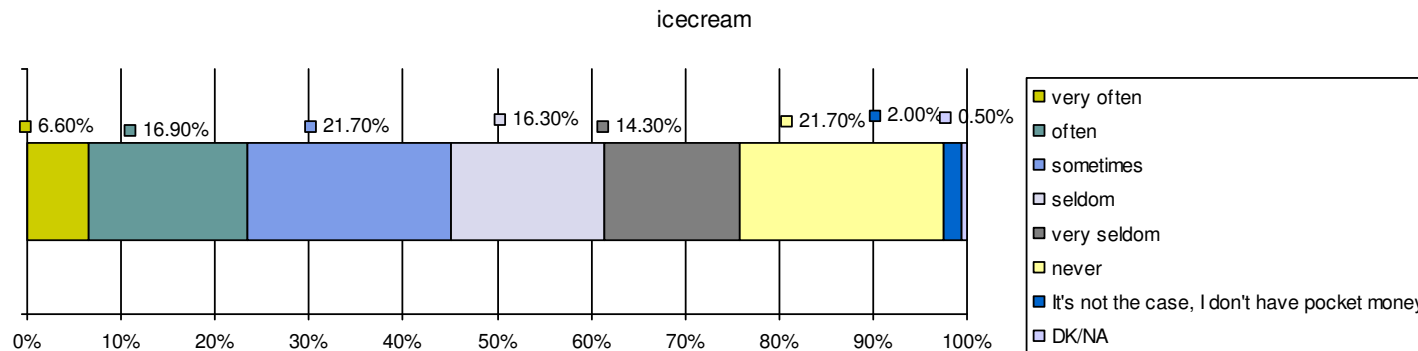
How often did it happen to you to buy these products *after* viewing commercials for soft drinks and beverages?



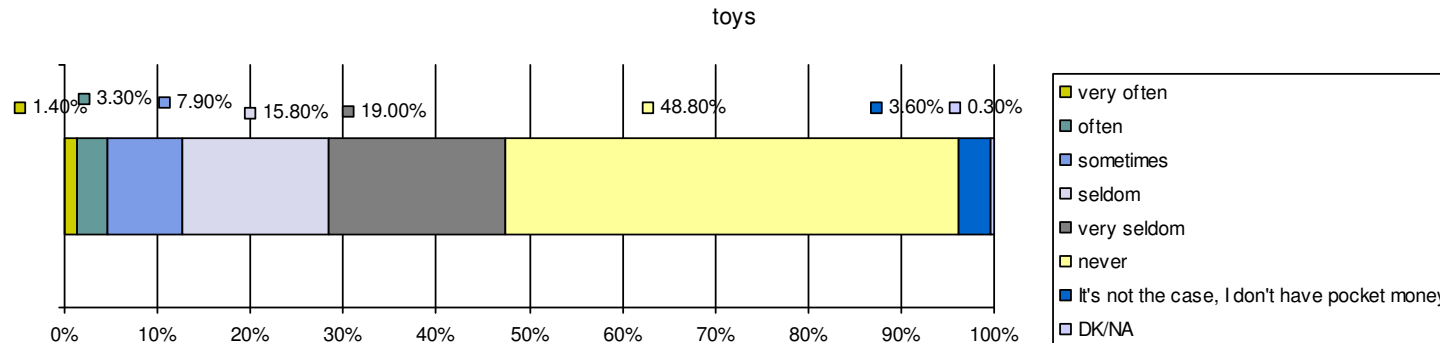
How often did it happen to you to buy this product *after* viewing commercials for snacks?



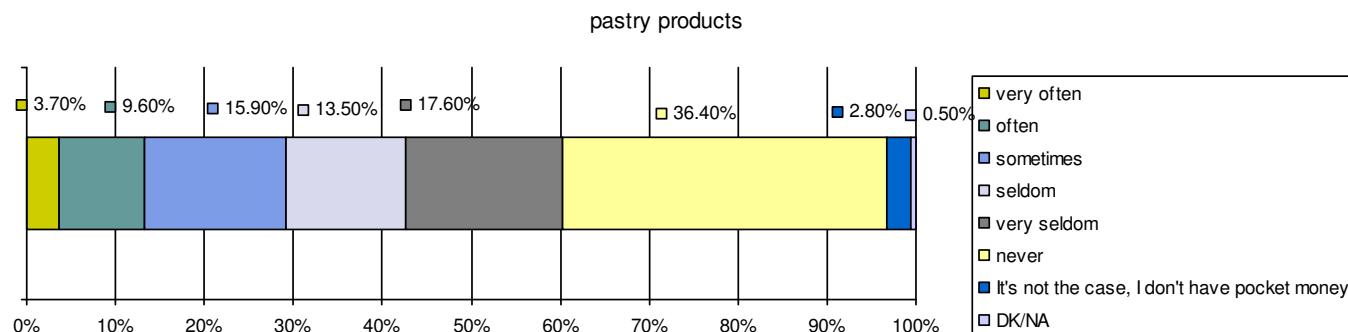
How often did it happen to you to buy this product *after* viewing commercials for ice cream?



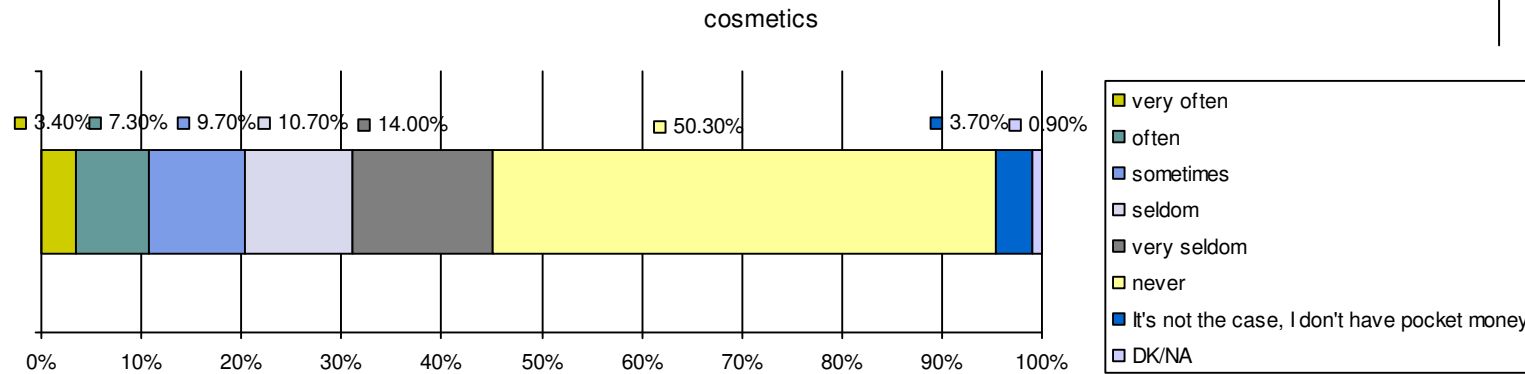
How often did it happen to you to buy this product after viewing commercials for toys?



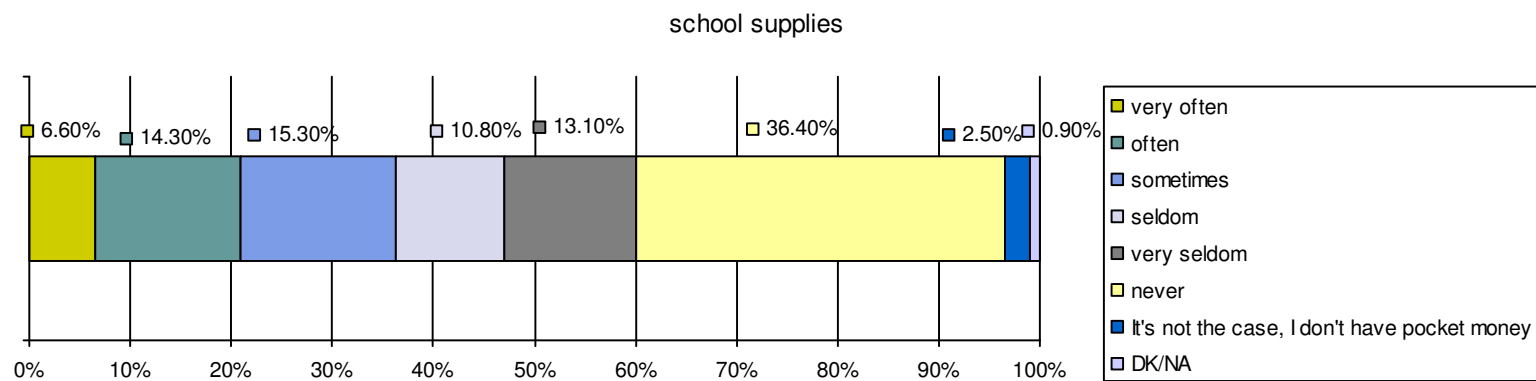
How often did it happen to you to buy these products after viewing commercials for pastry products?



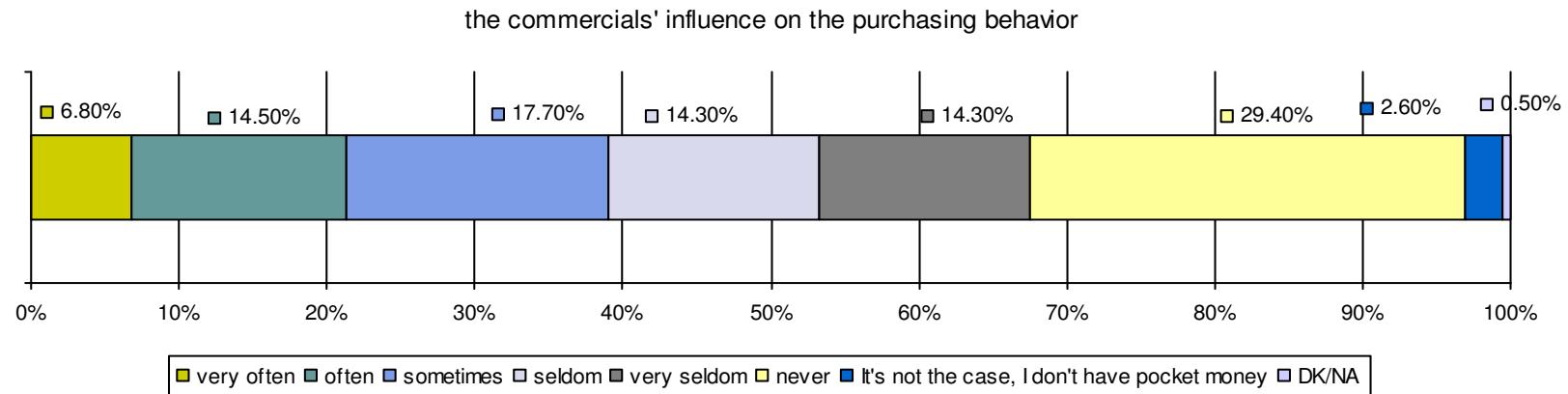
How often did it happen to you to buy these products after viewing commercials for cosmetics?



How often did it happen to you to buy these products after viewing commercials for school supplies?



The publicity's influence on the purchasing behavior shown by children

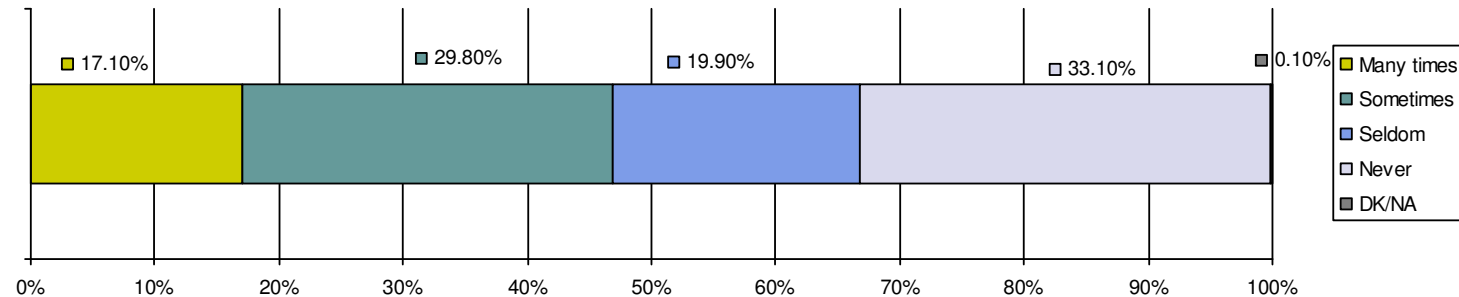


- As an average of all the data presented above, broken down by various products, we may conclude that, in general, there is a strong influence (“very often” with “often”) for 21.3%, an average influence for 17.7% and a low influence (“seldom” and “very seldom”) for 28.6%.
- Almost 30% of respondents declare that they have never bought a product after viewing TV commercials.

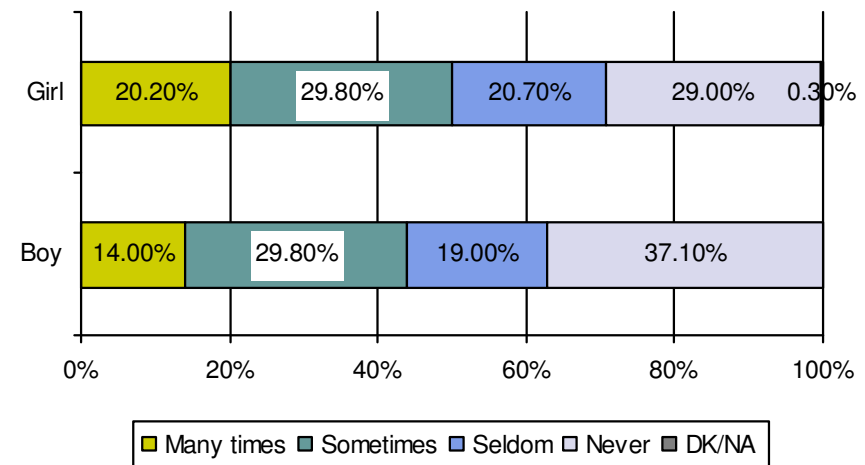
4.5.5. The influence exerted on the purchasing behavior – pressure on parents



the commercials' influence exerted as pressure on parents

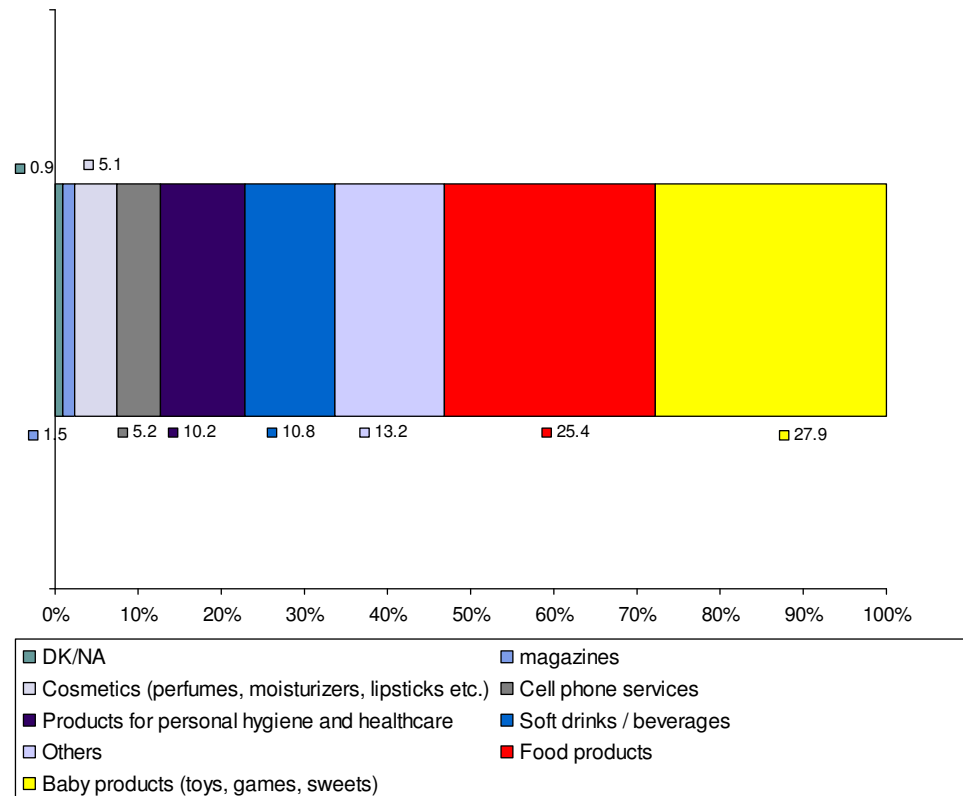


	11 years old	12 years old	13 years old	14 years old	15 years old
Many times	21.3%	20.1%	15.5%	12.1%	14.9%
Sometimes	26.4%	34.2%	25.0%	33.9%	28.7%
Seldom	23.0%	16.3%	20.2%	22.4%	16.0%
Never	28.7%	29.3%	39.3%	31.5%	40.4%
DK/NA	0.6%	0.0%	0.0%	0.0%	0.0%

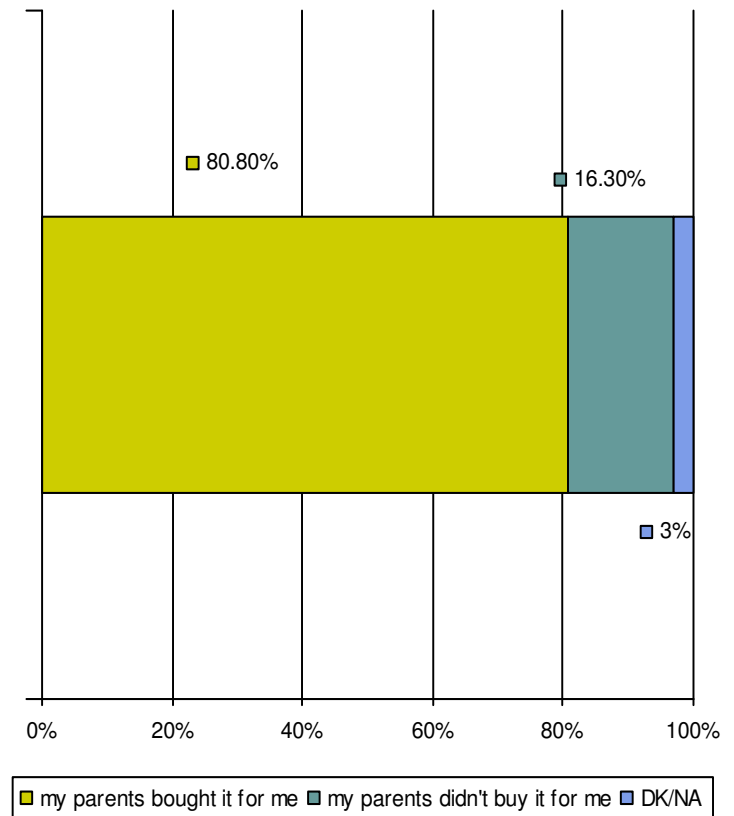


Even at these ages, the commercial plays the role of a mediator which creates “pressure” from children towards parents, for the mere reason that each child who watches commercials on TV¹²³ and television in general perceives at least one attractive offer.

Categories of products that children asked from their parents after viewing TV commercials



did your parents buy the product for you?



4.5.6. Commercials: the interest for contests.

Did it happen to you to buy the product only to participate in the contest?



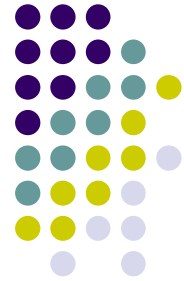
- General statistics: Yes 24.3%, No 72.9%.
- Boys are more tempted than the girls to buy products only to participate in contests.
- The more they grow, the more they are likely to express the behavior of buying products only to participate in a contest.

	11 years old	12 years old	13 years old	14 years old	15 years old
Yes	21.3%	25.0%	22.6%	27.3 %	26.6 %
No	76.4%	71.2%	74.4%	70.3 %	71.3 %
DK/NA	2.3%	3.8%	3.0%	2.4%	2.1%

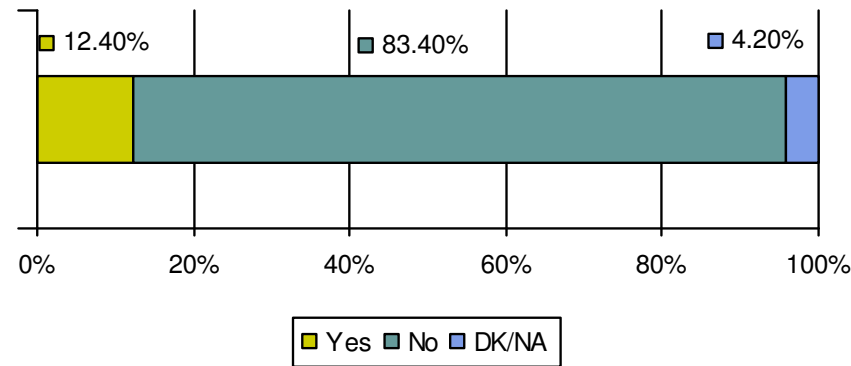
	Boy	Girl
Yes	28.6%	19.9%
No	68.4%	77.5%
DK/NA	3.0%	2.6%

Commercials: interest for contests.

Did it happen to you to participate in the contest and win?

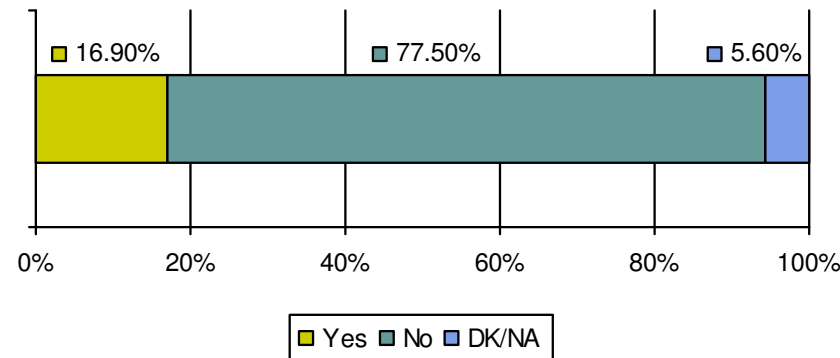


did it happen to you to participate in some contests
advertised on TV and win?



Did it happen to you to view regularly this type of commercials?

did it happen to you to view regularly this type of
commercials ?



4.6. Children's profile



Project objectives:

4.6.1. Media consumption:

- Television consumption – frequency
- Television consumption – when?
- Television consumption – what?
- Television consumption – with whom?
- The TV consumer profile: captive audience vs. occasional audience, the influence of promos

4.6.2. Food consumption:

- The frequency of consumption for certain products (soft drinks, sweets, snacks, milk)
- The attention paid to information on the package
- The attention to avoid hypercaloric products

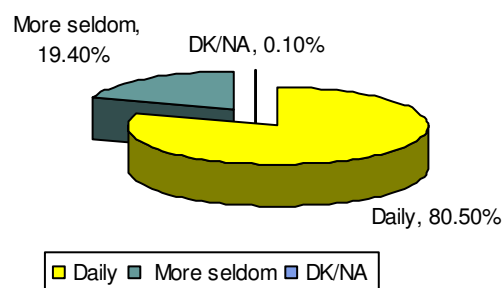
4.6.3. Spending leisure time

4.6.4. Contextual data

4.6.1. Television consumption – frequency



the frequency of TV consumption during weekdays

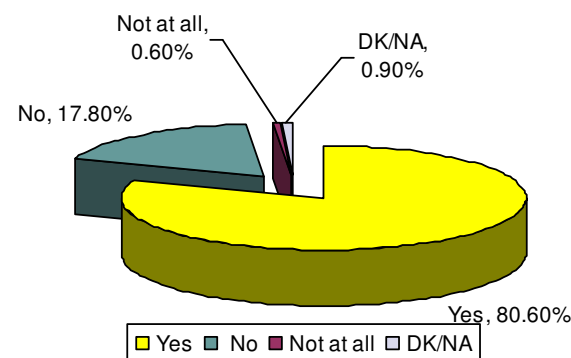


	11 years old	12 years old	13 years old	14 years old	15 years old
Daily	84.5 %	81.0%	81.0%	78.2%	75.5%
More seldom	15.5 %	19.0%	19.0%	21.8%	23.4%
DK/NA	0	0	0	0	1.1%

Over 80% of children watch television daily and this average is also confirmed by Romanian and foreign surveys.

Televisual consumption during the weekend

During the weekend, do you watch television more than during weekdays?

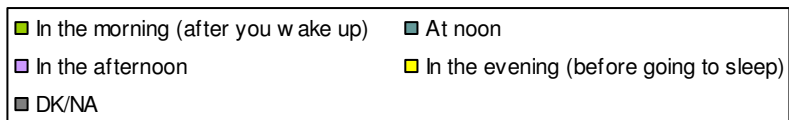
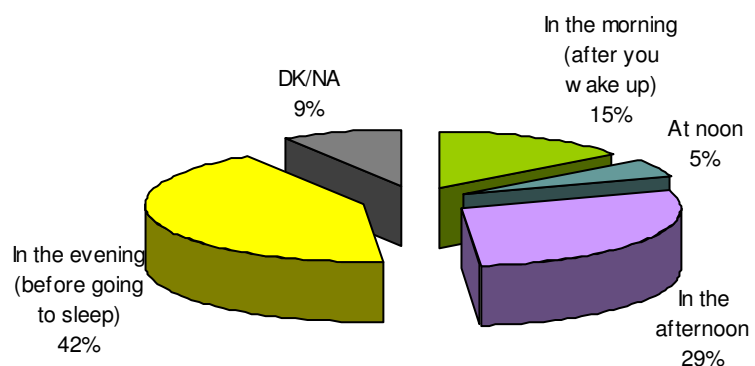


- Depending on gender, during the weekend girls watch TV shows in a percentage of 83.4%, and boys in a percentage of 78%.



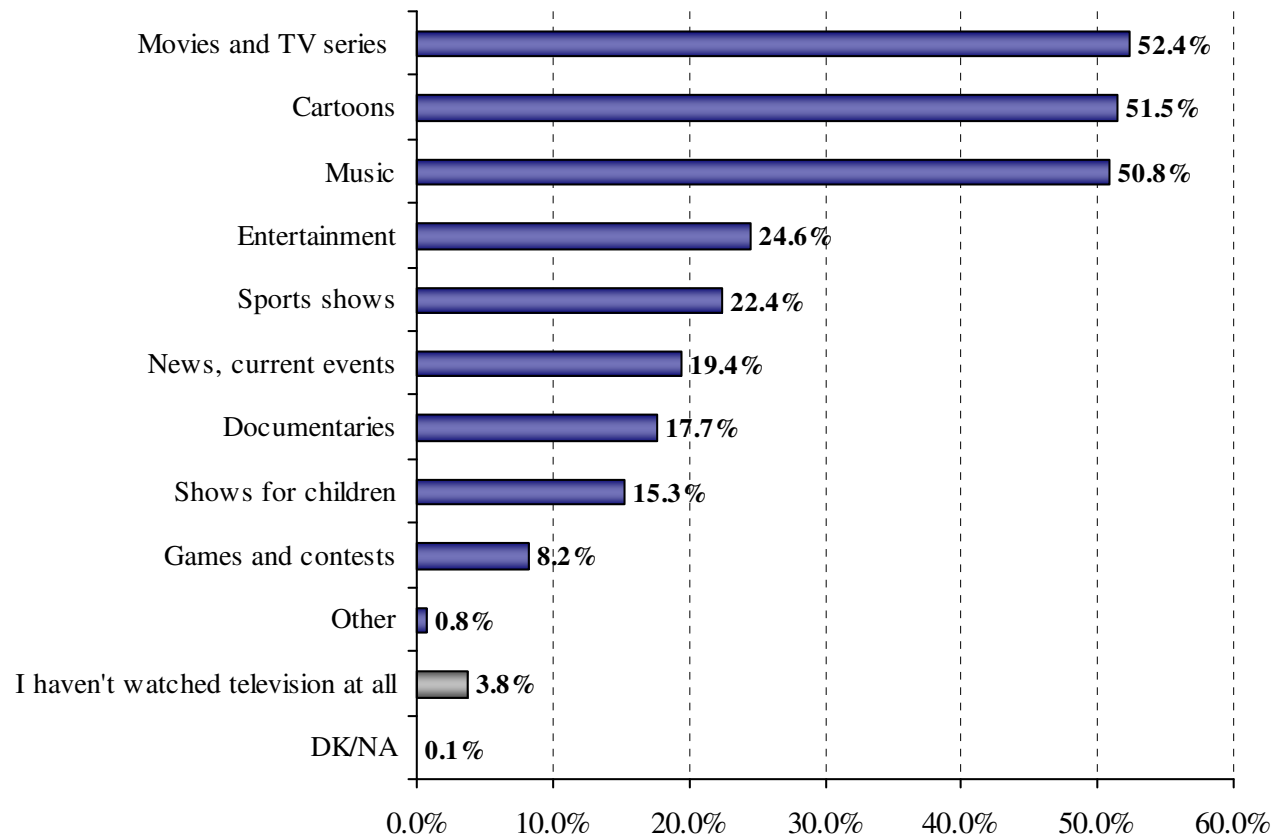
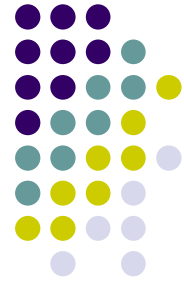
Television consumption – when?

usually, when do you watch TV ?



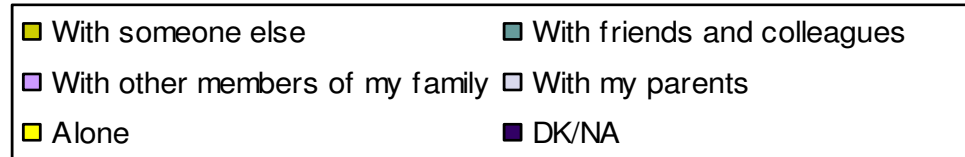
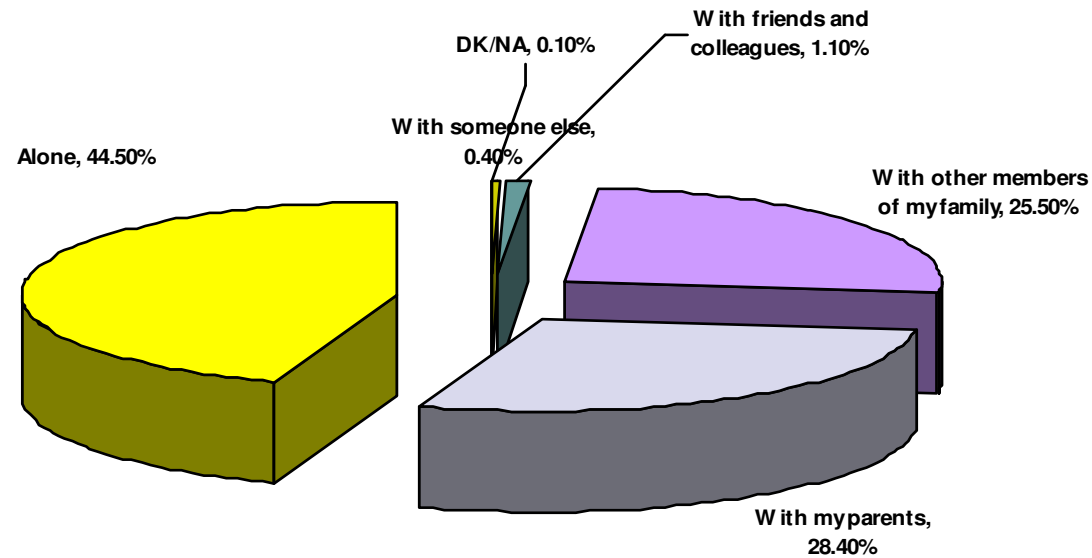
- Children's exposure to TV focuses, as we already know, on the prime time segment (the general audience broadcast and the prime time access).

Television consumption – what?

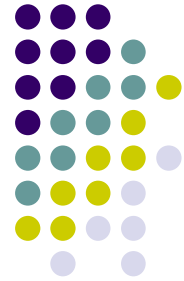


Fiction, cartoons and music are children's favorite programs at this age. News and current events rank considerably high, most likely as a result of being positioned during prime time, that is during the family's televisual consumption time.

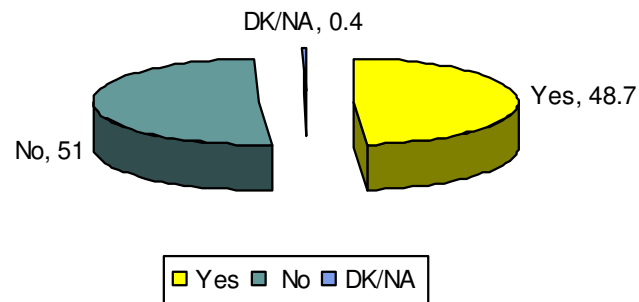
Television consumption – with whom?



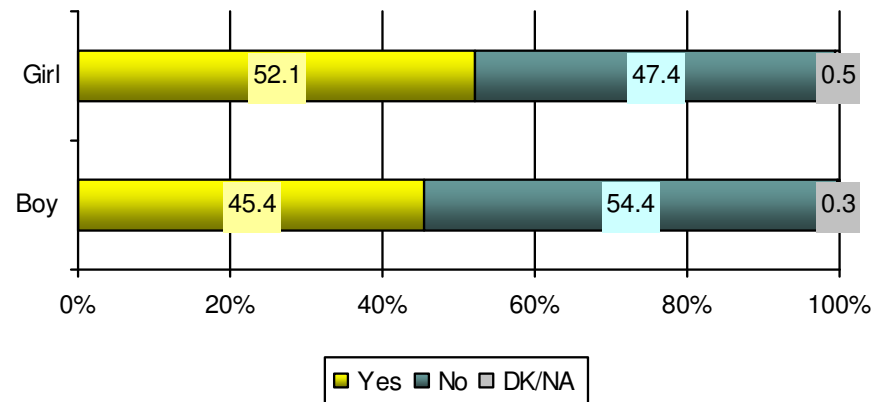
The TV consumer profile: captive audience vs. occasional audience



Is there a show that you try to never miss?

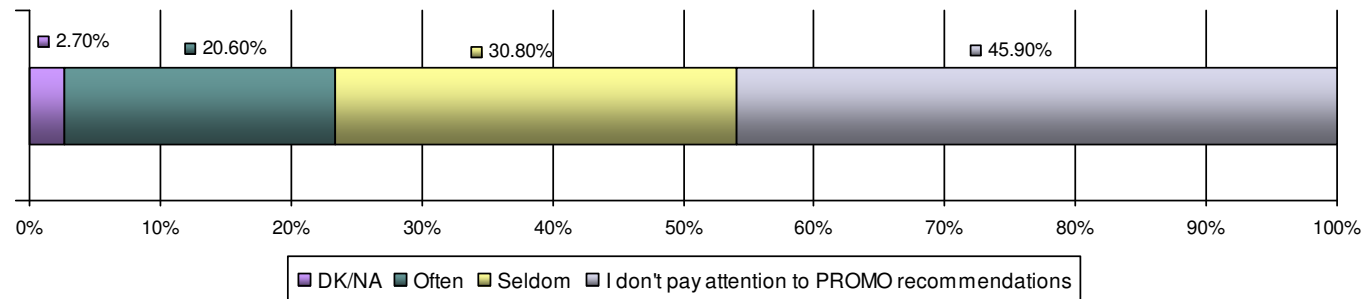


Is there a show that you try to never miss?

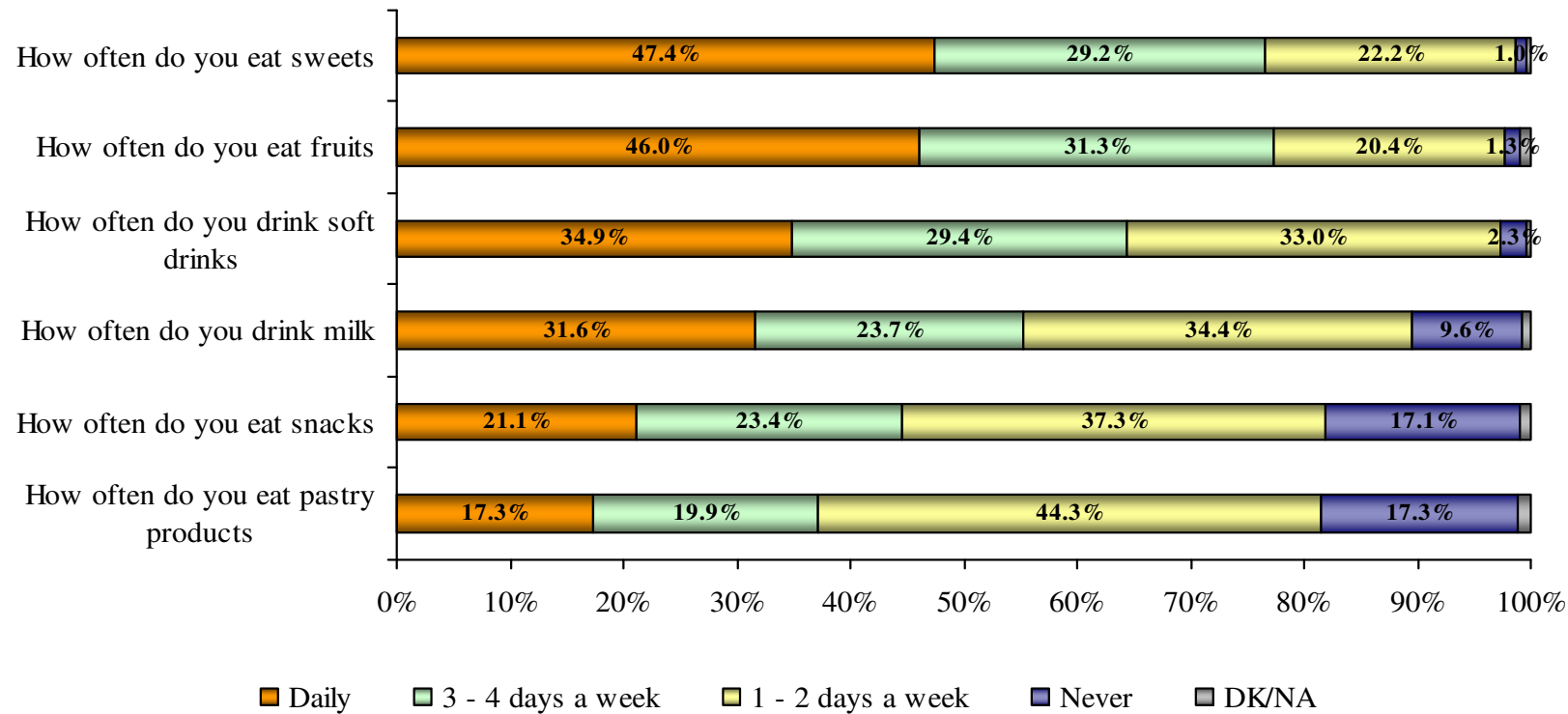


The TV consumer profile: the influence of promos

attention paid to promos



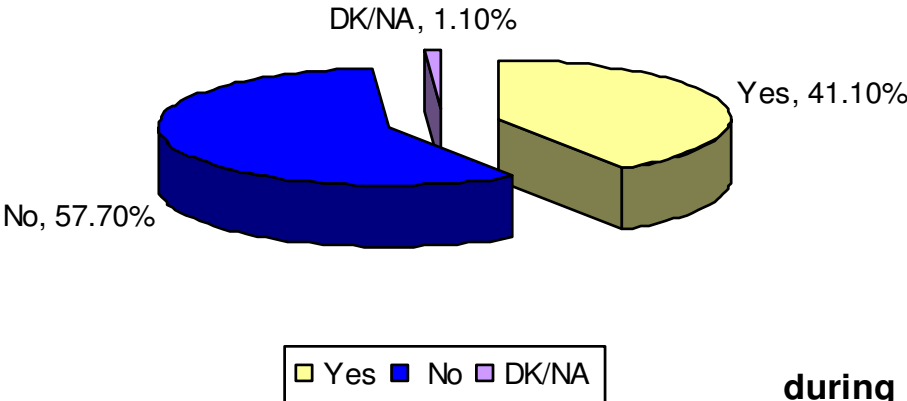
4.6.2. Food consumption: the frequency of consumption for certain products



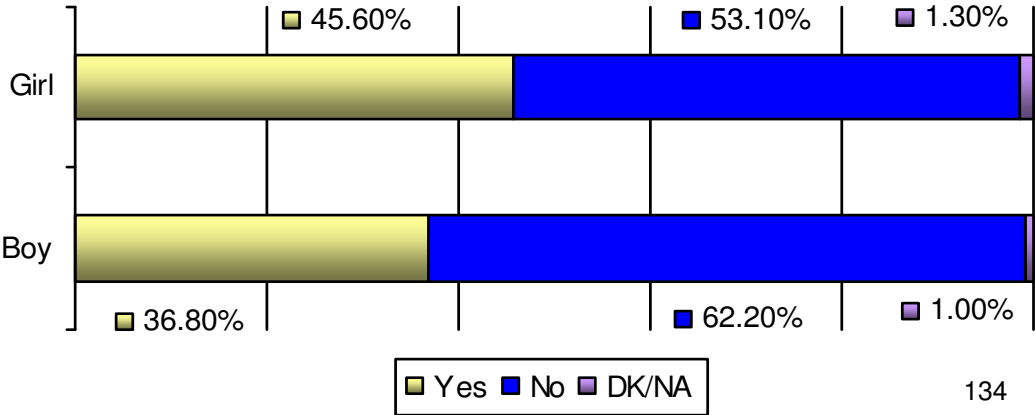
Attention paid to information on the package



during shopping, do you read carefully the information on the package ?



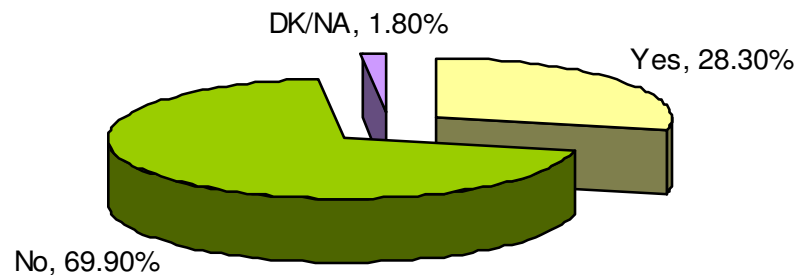
during shopping, do you read carefully the information on the package?



Attention to avoid hypercaloric products



when choosing food products, do you usually take care to avoid those which cause you to gain weight?

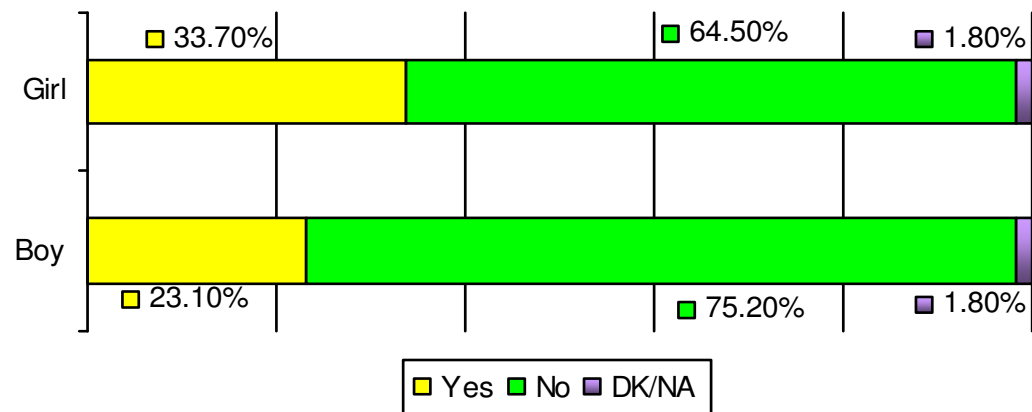


Yes No DK/NA

The television's persuasive and promotional power, through commercials, manifests itself at an exaggerate scale. Children emerge as consumers educated by the culture of advertising messages.

The warnings of campaigns intended to raise awareness and advise on the issue of avoiding high calorie products are intended to be more reduced than the consumerist trigger of commercials.

when choosing food products, do you usually take care to avoid those which cause you to gain weight?

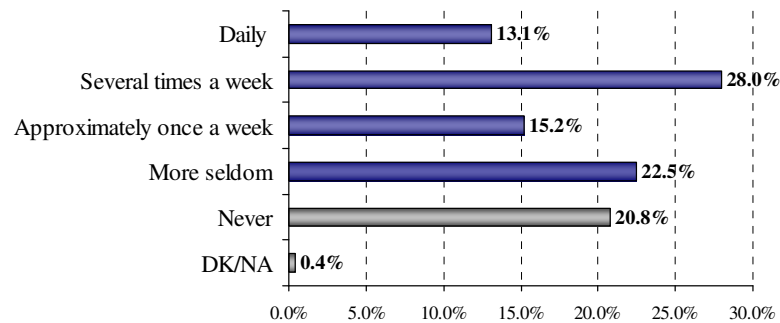


Yes No DK/NA

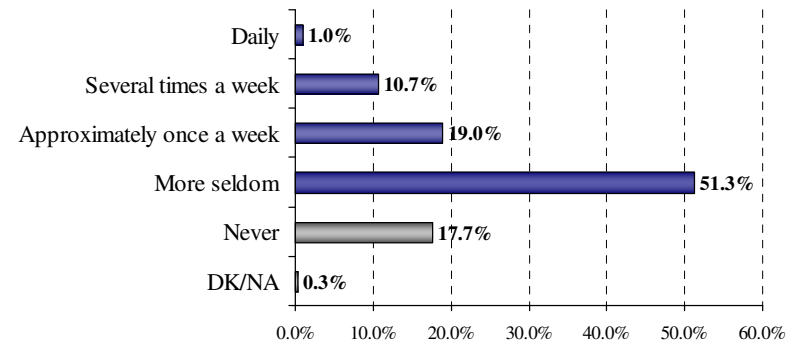
4.6.3. Leisure time behavior 1/6



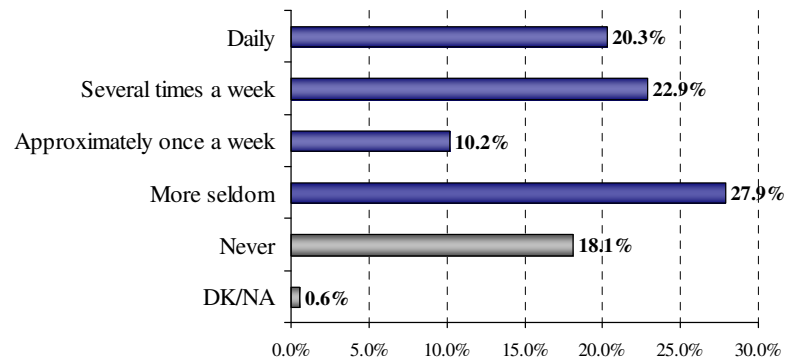
you exercise



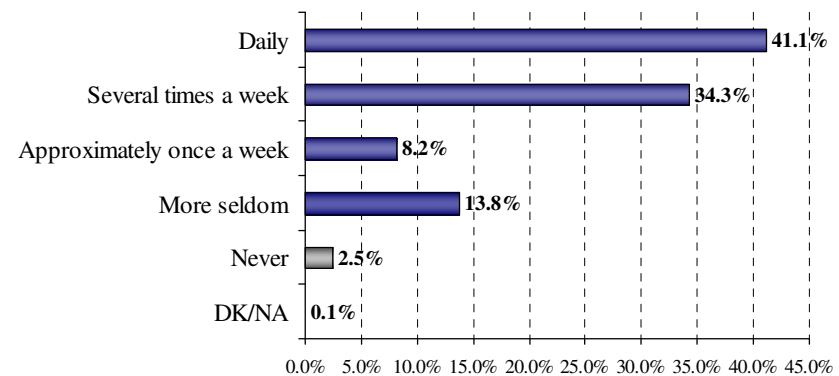
you go out with parents



you call someone



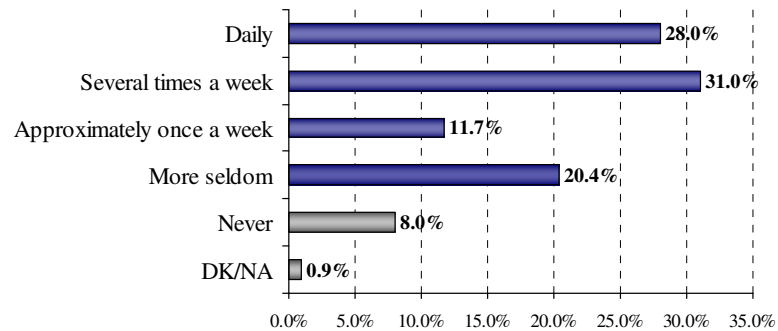
you meet friends



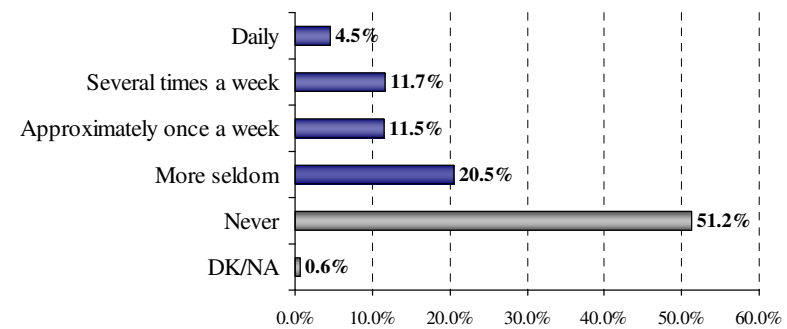
Leisure time behavior 2/6



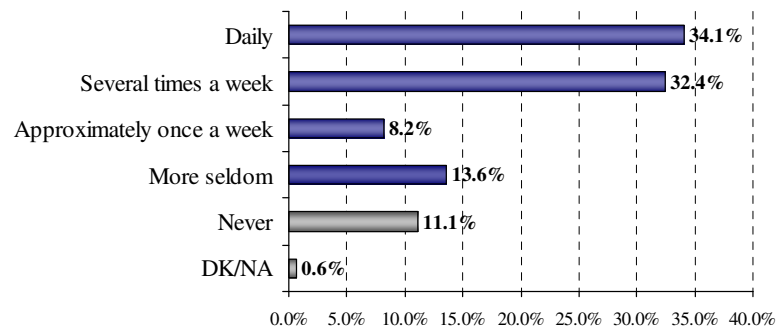
you do household chores



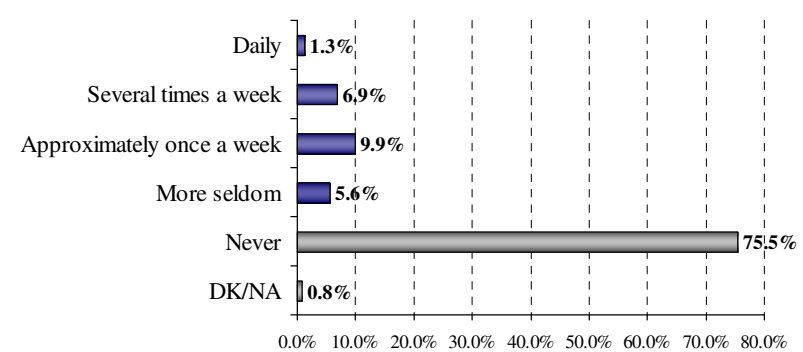
you are involved in artistic activities



you play with other children



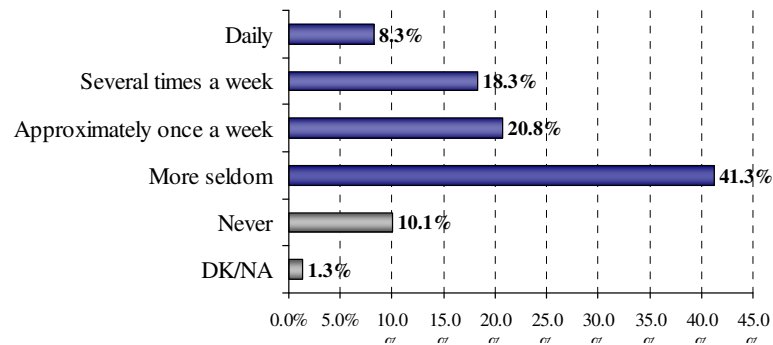
you take private lessons



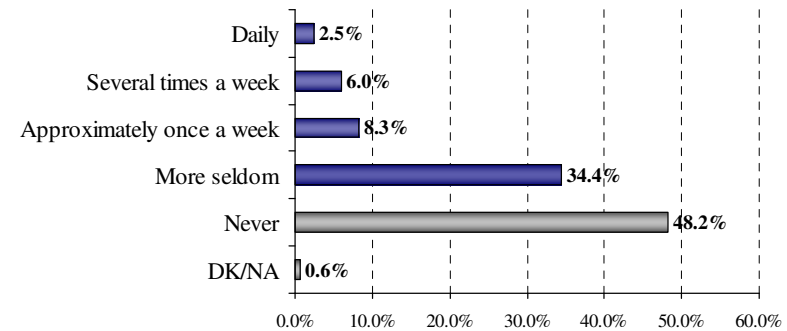
Leisure time behavior 3/6



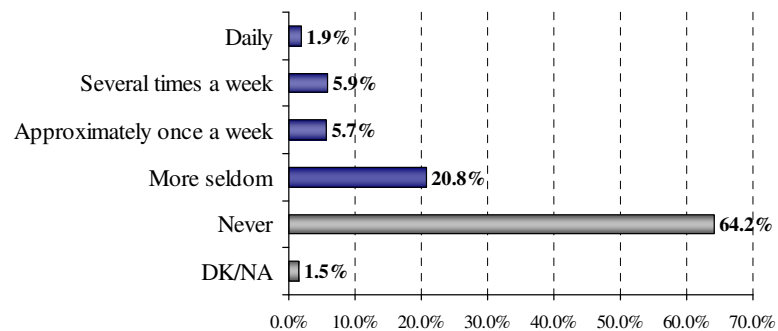
you read a book



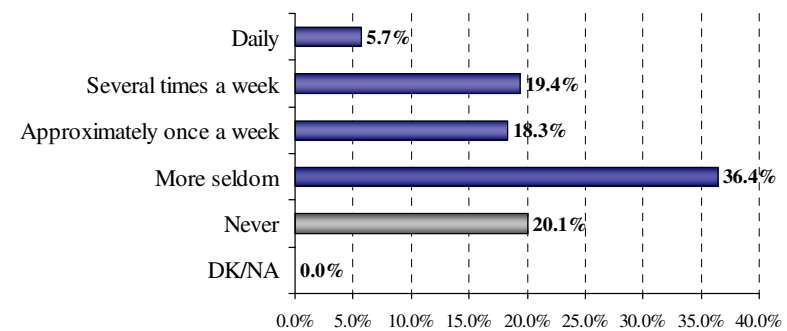
you read a newspaper



you read cartoons



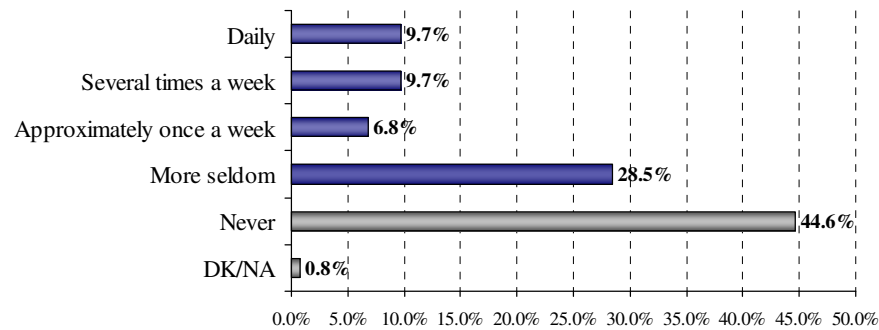
you read a magazine



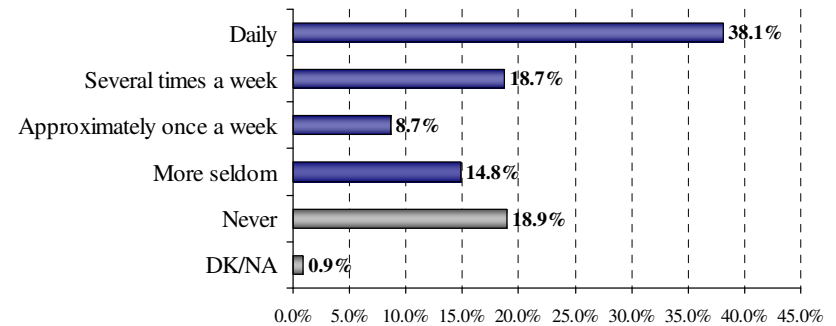
Leisure time behavior 4/6



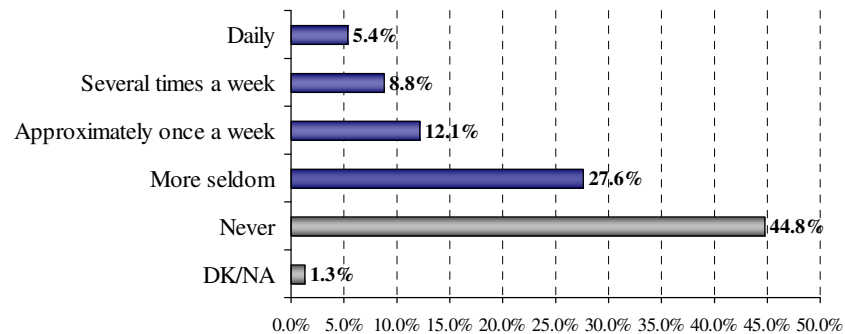
you listen to the radio



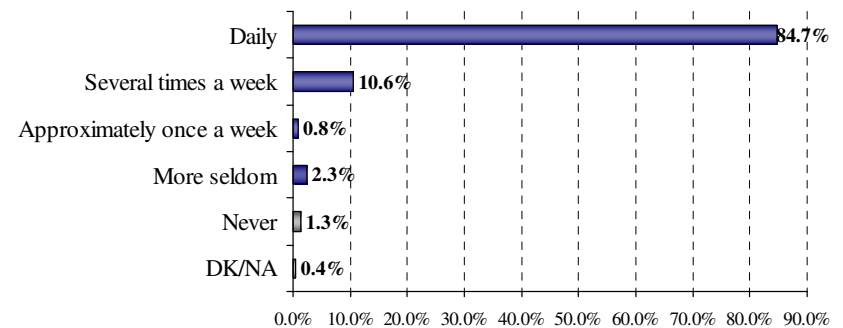
you listen to music



you watch a video cassette / DVD



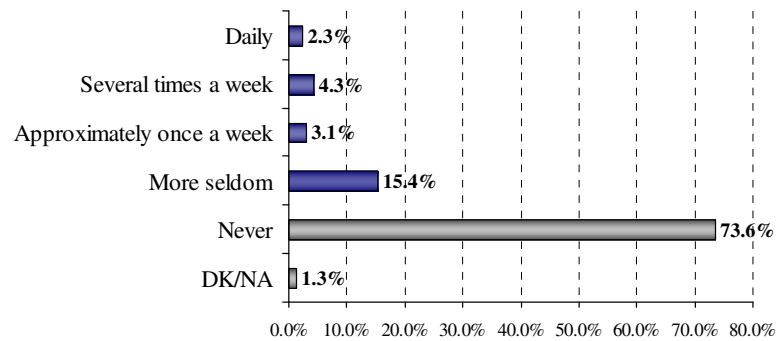
watch television



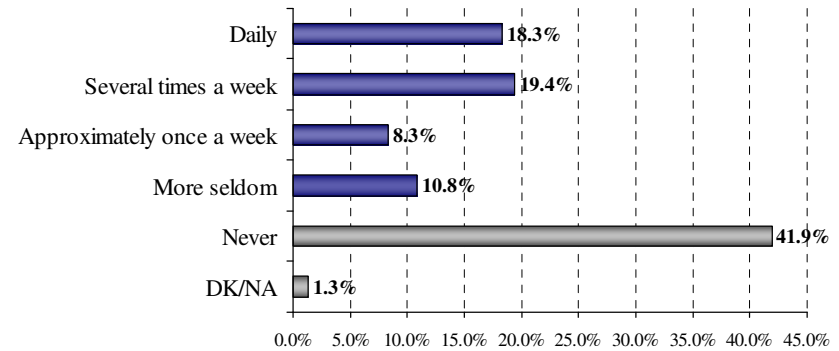
Leisure time behavior 5/6



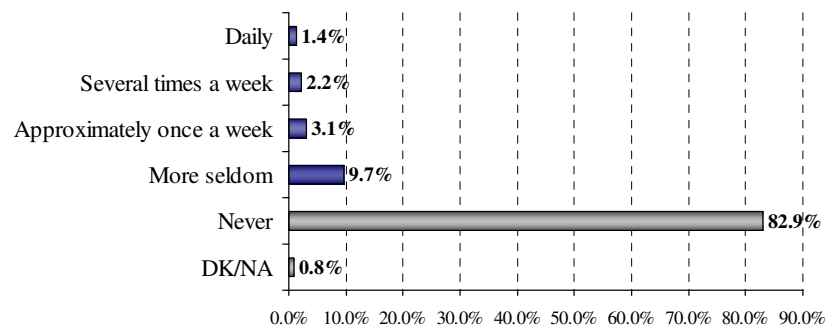
you listen to tapes / CDs with stories



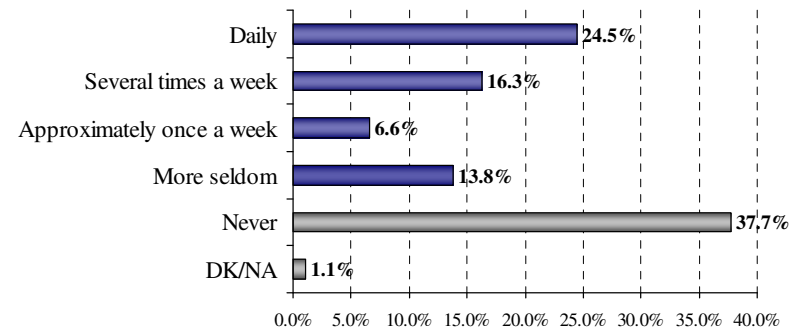
you use the computer for purposes other than games



you go to the Internet Cafe



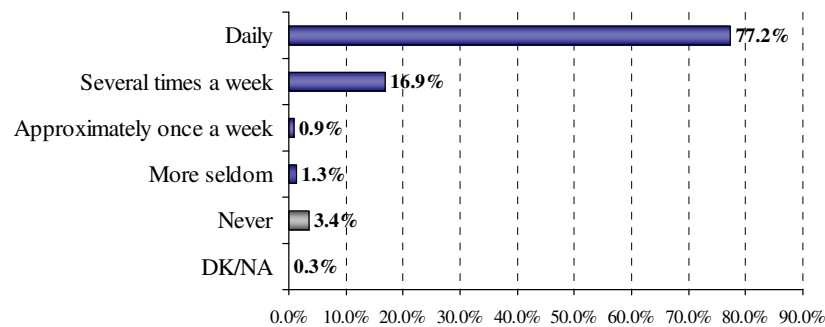
you play video games on the computer / playstation



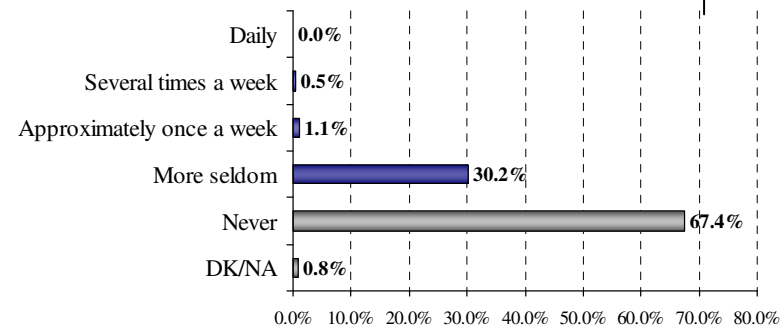
Leisure time behavior 6/6



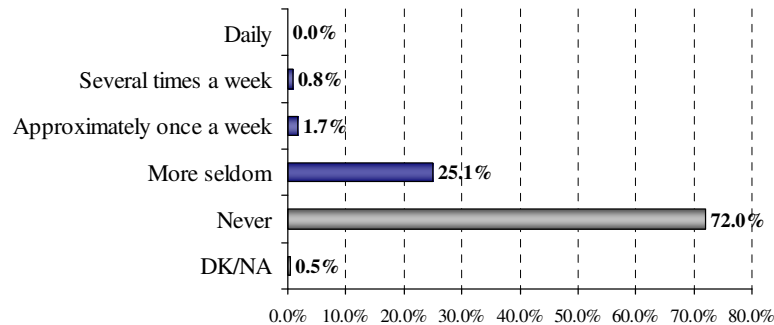
you do your homework for school



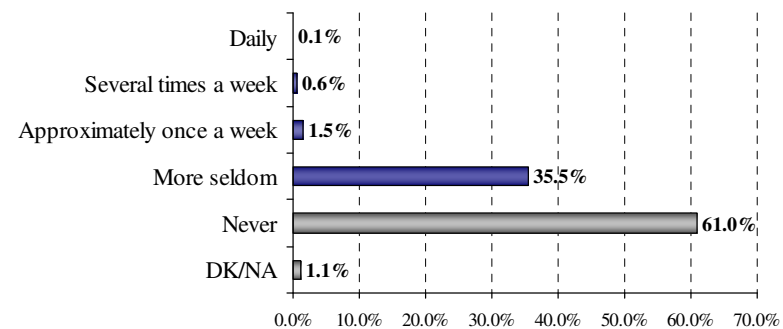
you go to the children's theater



you go to the cinema



you go to concerts



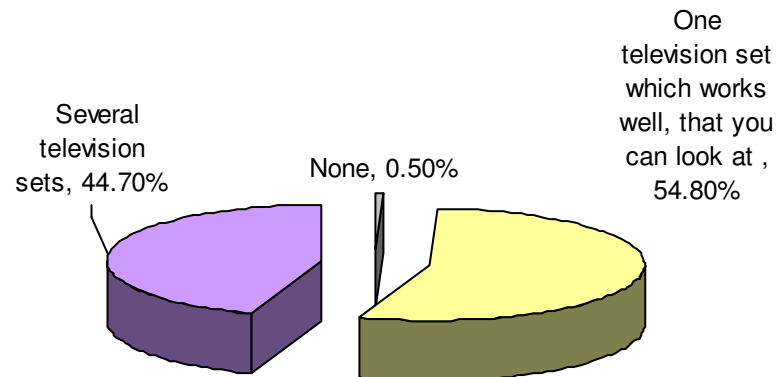
Televsual culture, including advertising culture, leaves its mark on the forms of *leisure* of children growing up in the era of the “videosphere”. This mark affects other forms of *leisure*, as follows:

- Decrease in reading (books, magazines).
- Decrease in the attendance of museums, theaters, cinemas, concerts.

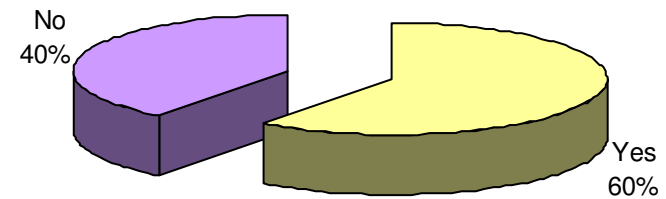
4.6.4. Contextual data



TV receivers by households



Computers by households



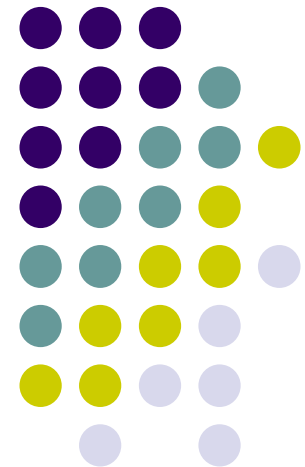
4.7. Conclusions regarding the impact of advertising on children



- The awareness of the exposure to advertising as a televisual genre, separate from other shows, obviously evolves as children grow.
- Yet, children seem not to perceive themselves as preferred targets (direct or indirect) of the advertising communication.
- Their orientation towards an expression which is **detached** from commercials broadcasted by television stations expresses – in our opinion – not an awareness of the fact that advertising is an inseparable part of televisual culture that they receive daily, but a need to avoid the repetitive, annoying and tiring serial character of commercial spots.
- Children are tired by repetition: they voice certain disagreements, not with the idea that advertising is focusing on them in particular, as consumers, but with an intrinsic feature of advertising – tiring repetition – which comes into conflict with the sensitive psychology of this age.
- Children are attracted to television but are bothered by advertising inserts. They appear to perceive advertising not in the framework of its consumerist functions, but as a perturbation of current programs.

Chapter 5.

The impact of advertising on parents

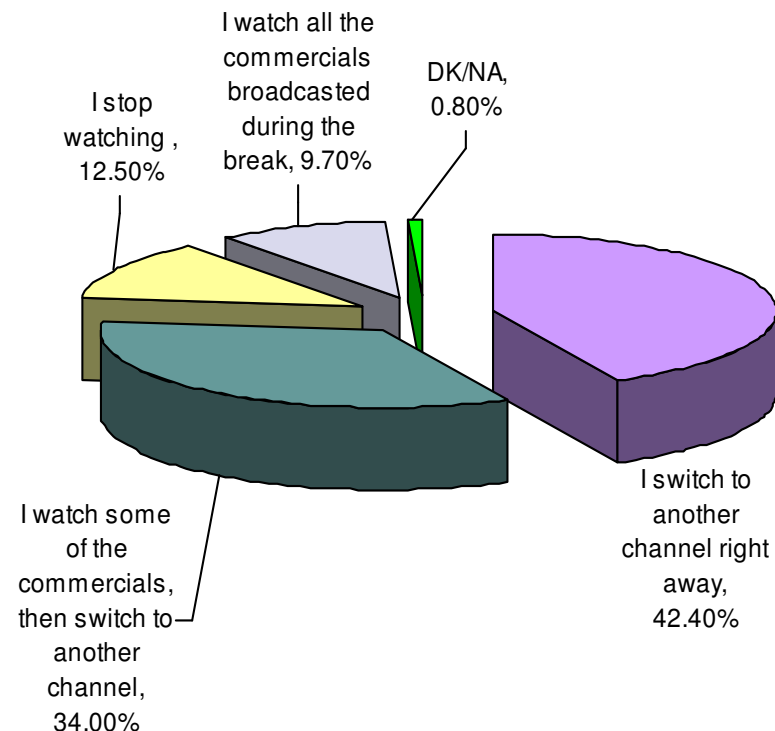


5.1. Parents' advertising consumption behavior - zapping and advertising



- In the parents' advertising consumption behavior we notice a strong propension to zapping and the total or partial avoidance of televisual advertising (42% immediately switch to another channel, while 34% watch for a while the channel broadcasting the commercials, then switch to another channel).
- Next are parents who show a physical mobility during advertising "screens" and "inserts" (they use this time to take care of different things in the house, being viewed rather as "televisual breaks").
- Less than 10% of parents watch the entire commercials broadcasted during the break.
- Definitely, advertising cannot be considered, not even in the light of these data, as the sole cause of the zapping behavior.

what do you usually do during commercial breaks?

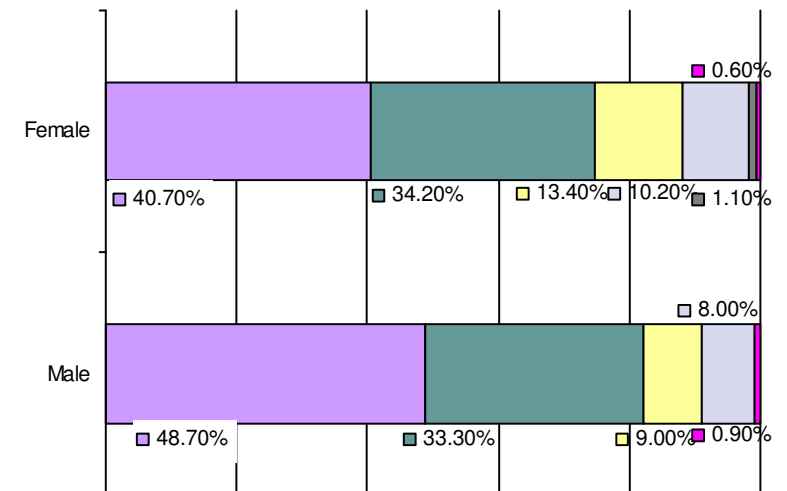


Parents' advertising consumption behavior - correlation with the education level



	Less than 7 years of study	Middle school	10 years of study	Vocational school	High school	College	University
I watch all the commercials broadcasted during the commercial break	24.2%	12.4%	10.3%	6.2%	10.1%	6.6%	6.9%
I watch some of the commercial then switch to another channel	22.7%	32.3%	38.5%	35.3%	34.6%	36.3%	29.5%
I switch to another channel right away	30.3%	40.8%	40.4%	44.9%	43.1%	41.8%	45.1%
I stop watching	19.7%	12.4%	9.4%	12.3%	11.1%	13.2%	17.3%
Other	3.0%	2.0%	1.4%	1.3%	1.0%	2.2%	1.2%

what do you usually do during commercial breaks?



- I switch to another channel right away
- I watch some of the commercials, then switch to another channel
- I stop watching
- I watch all the commercials broadcasted during the commercial break
- DK/NA
- other

The analysis of parents' advertising consumption behavior



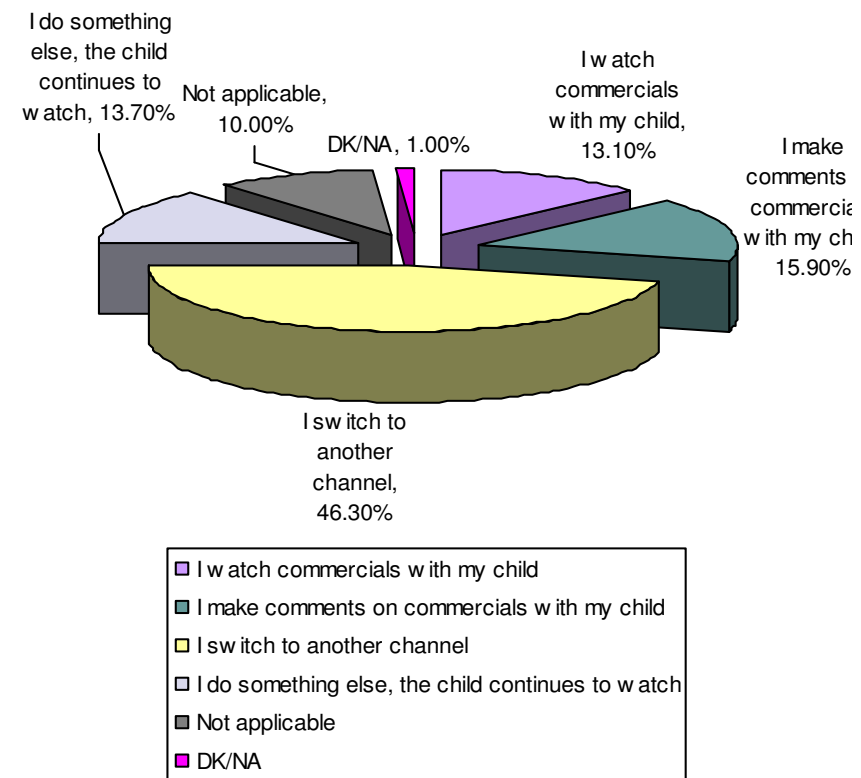
- Depending on the gender variable, we notice that men are greater zappers than women, surpassing them both in the area of partial zapping and total zapping. In exchange women are more mobile, as they stop watching and leave the room more often than men during commercial breaks.
- Depending on the education level, we see that a quarter of individuals with no studies (below 7 years of study) watch all the commercials, while only 6% of university graduates show the same type of behavior.
- These behaviors are “passed on” to children as well, the very small ones being still under the “spell” of commercials, while children aged 11-15 already show a behavior similar to the adults’ behavior.

Parents' advertising consumption behavior in the presence of children



- In the child's presence, the parents' advertising consumption behavior slightly changes. Therefore, the percentage of parents who switch to another channel slightly increases (reaching 46%), and from the rest of parents who continue to watch commercials (29%), more than half state that they talk to their child about commercials, whereas the rest (13% of the total number of parents) only watch commercials with their child without any comments.
- 13.7% "abandon" the child in front of the commercial break and do something else, 10% stating that they don't watch television with their child (as the child has his own TV set).
- Again, the behavior varies according to the respondents' gender; women are more inclined to watch television with their child (both in the simple scenario and in the scenario when they make comments on the broadcasted commercials).
- Also, parents who are university graduates talk to their children about commercials by more than 10% than parents with a low education level.

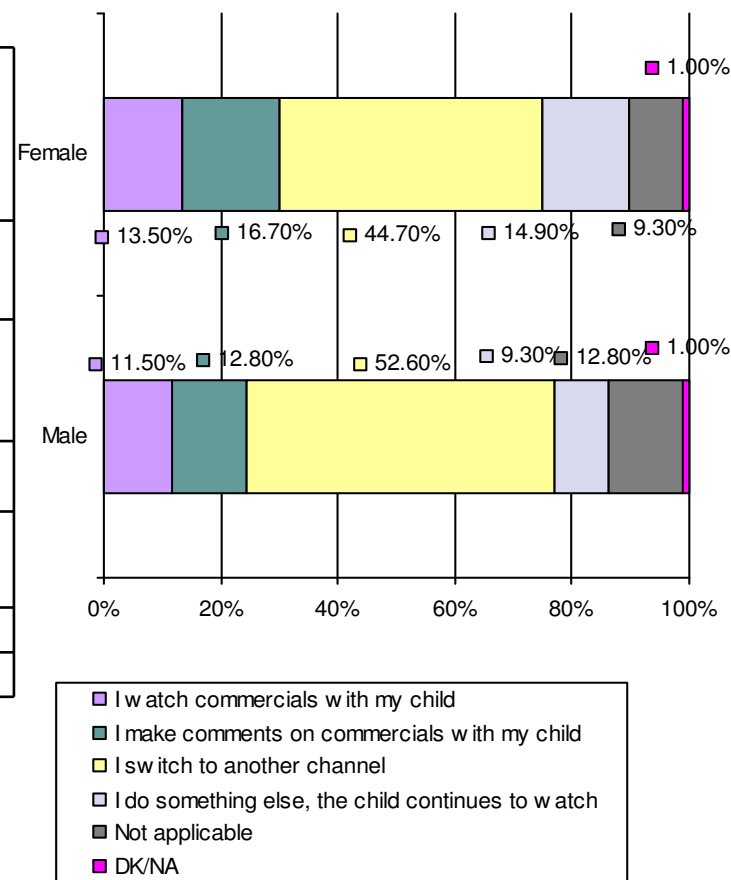
what do you do during commercial breaks when you watch television with your child?



Parents' advertising consumption behavior in the presence of children - correlated with the education level



	Less than 7 years of study	7-8 years of study (middle school)	10 years of study	Vocational school	High school	College	University studies
I watch the commercials with my child	21.2%	16.9%	13.6%	12.3%	10.9%	12.1%	12.7%
I make comments on the commercials with my child	10.6%	11.4%	13.6%	15.4%	18.4%	14.3%	20.2%
I switch to another channel	39.4%	41.3%	42.3%	50.0%	49.4%	48.4%	43.9%
I do something else, the child continues to watch	19.7%	19.9%	18.8%	9.6%	12.1%	11.0%	11.0%
Not applicable	9.1%	9.0%	10.3%	12.0%	8.3%	12.1%	11.6%
DK/NA	0%	1.5%	1.4%	0.7%	0.8%	2.2%	0.6%



5.2. Children's advertising consumption in the parents' opinion



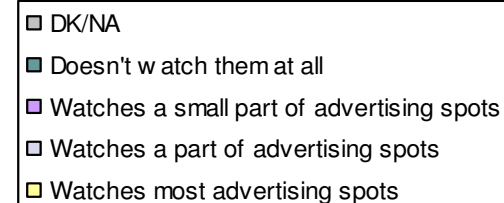
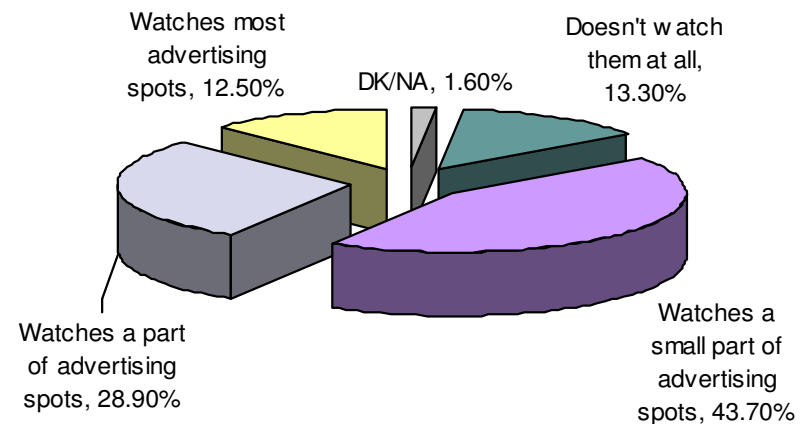
- One objective of the research was to assess the parents' opinion about the children's advertising consumption. This objective was approached in three dimensions:
 - 5.2.1. The opinion on the **quantity of advertising** consumed by the child (to see if the parents' statements and the children's statements coincide).
 - 5.2.2. The opinion about the **effects of advertising** on children (the parents' opinion was tested concerning the existence of an effect of advertising on their children, but also the agreement / disagreement with certain statements of specialized literature, as well as the common discourse).
 - 5.2.3. Also, the research took into consideration which, in the parents' opinion, is **the children's relationship with advertising** (a relationship of attraction/rejection and awareness / ignorance), more exactly from what age these relationships start to form, according to the parents' perception.

5.2.1. Parents' opinion: The quantity of advertising consumed by children

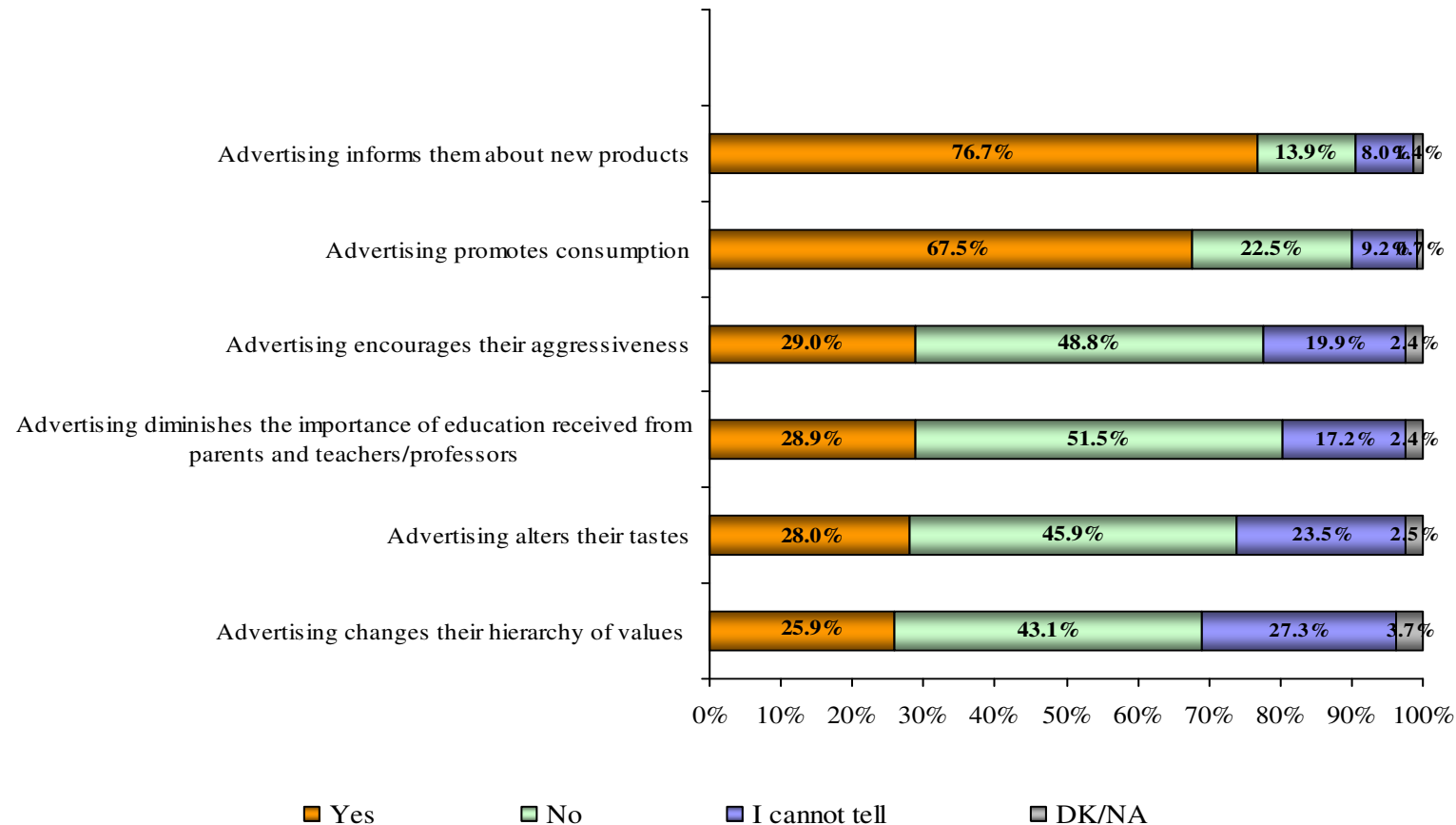


- Parents who believe that their child does not watch commercials at all are relatively few (13%), while the percentage of children who say that they avoid commercials either by zapping, or by leaving the TV set during the commercial breaks, is much higher (45% in children aged 6-10 and 60% in those aged 11-15).
- Parents who say that their children watch most of the commercials account for a percentage of 12.5%, and a similar percentage of children of greater ages say that they watch commercials “with interest”.

The parents' opinion on the quantity of advertising consumed by their child



5.2.2. Parents' opinion: The effects of advertising on children



- The main effect advertising has on children – in the parents' view – is of an informational nature (an “apprenticeship” of the knowledge on new products, but we also find, at the same time, the recognition of the main consequence of advertising, which triggers consumption.

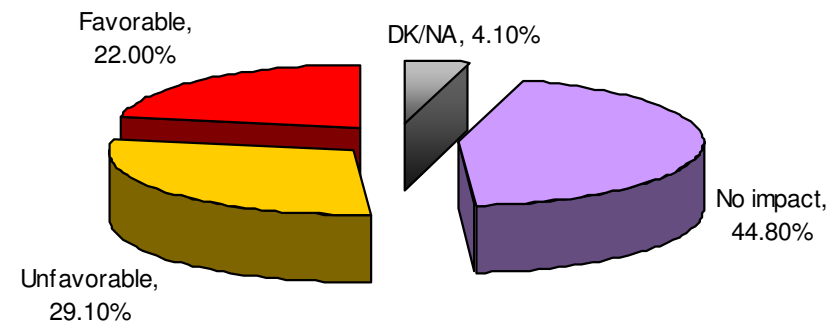
Parents' opinion: The effects of advertising on children



impact of advertising on children in parents' opinion

- The assessment of the impact of advertising in terms of attitudes and values:
 - Almost half of the parents believe that advertising has no impact on their children.
 - On the second place we have the parents who agree that there is an impact of advertising on their children, and an unfavorable one (29.1%).
 - Parents who believe advertising has a favorable impact account for 22%.

Consequently, most parents do not view advertising as a negative socializing factor for their children.



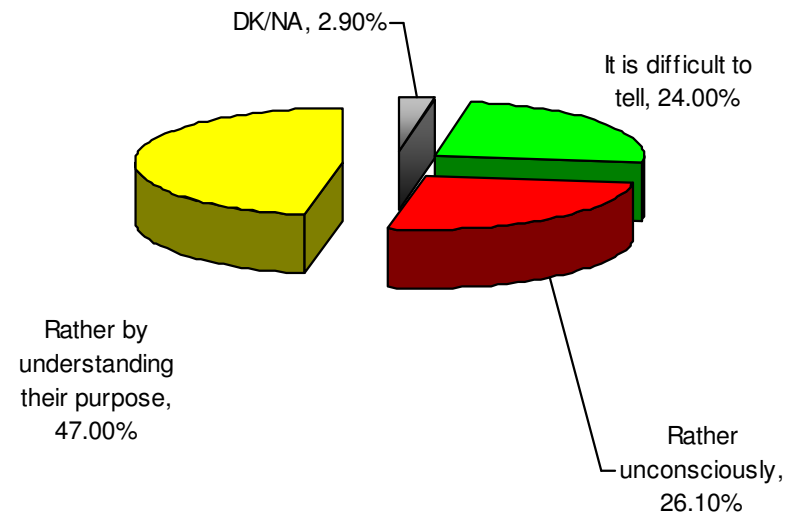
■ DK/NA ■ No impact ■ Unfavorable ■ Favorable

Parents' opinion: The effects of advertising on children



- Parents show much optimism towards the level of their children's awareness in terms of understanding the specific communication character of advertising and its influence on children.
- But the higher the education level of parents, the higher the lack of trust in the capacity of children to become aware of the real nature and purpose of commercials (the number of respondents who say that the influence is "rather unconscious" is by 6% higher in parents with university studies than in parents having a low education level). The last ones provide more non-answers.

The influence of advertising on children occurs consciously or unconsciously?



Parents' opinion: The effects of advertising on children

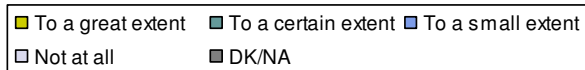
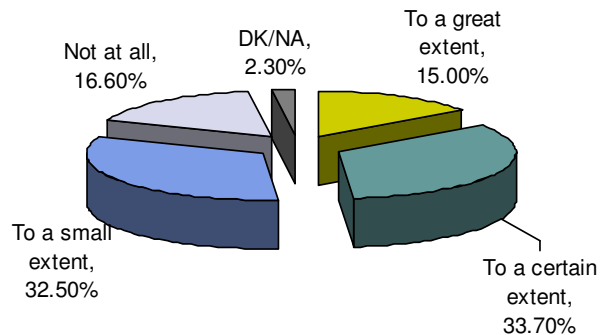


- Another approach of the concept of influence of advertising on children was supported by the following attributes of the advertising impact: influence on the way of thinking and on lifestyle (the socio-cultural influence of advertising), the influence on the eating habits and tastes (direct influences in terms of consumption), influence on the way of speaking and influences on options concerning education and work.
- In all these items, we have found that parents with a higher education level tend to be more critical regarding the influence of advertising in different aspects of their children's lives, usually providing a fewer number of "not at all" answers and higher numbers of answers stating a "great", "small" and "to a certain extent" influence.
- Depending on the parents' gender, we have found that mothers appreciate more than fathers that the influence is only "small", while fathers tend to rate this influence as "great" or "to a certain extent".

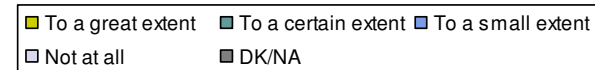
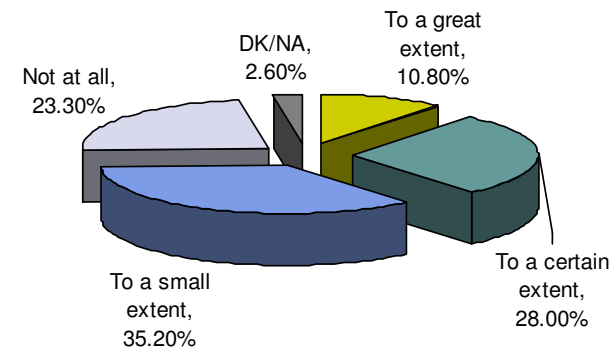
Parents' opinion: The effects of advertising on children – the influence on the way of thinking and lifestyle



The influence of commercials on the children's way of thinking in the parents' opinion



The influence of commercials on the children's lifestyle in the parents' opinion

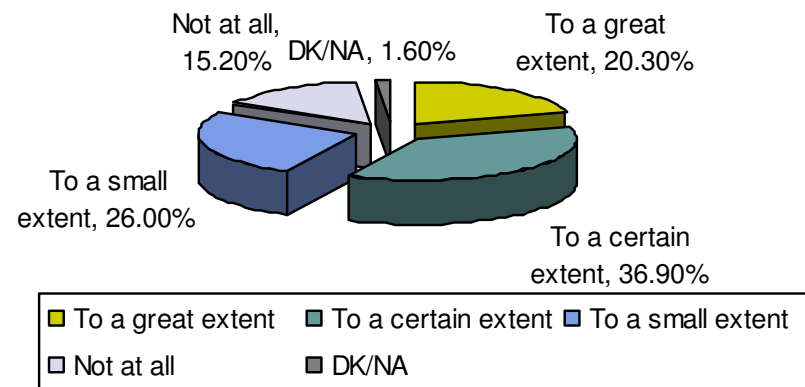


- Parents are more willing to accept and admit the influence of commercials on the way of thinking (influence on the system of values, for instance) of their children, and less willing to admit an influence on the real lifestyle. As a result, they seem to be the victims of a gap in which they recognize a system of thinking influenced by commercials, advertising and another system, in which they live, which can be less influenced. The televisual life, especially the one in televisual advertising, becomes a sort of “parallel reality” with the real life. In this duality in terms of appreciation, we find that the television’s “reality effect” is not understood: there is a confusion between reality and image, as well as the overlapping of image and reality, the effect being stronger in children.

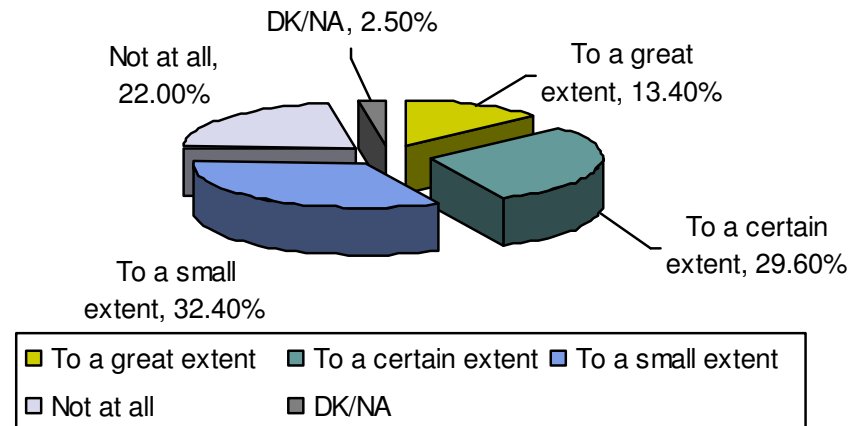
Parents' opinion: Effects of advertising on children – the influence on consumption habits and tastes



the influence of advertising on children's consumption habits



the influence of advertising on children's tastes

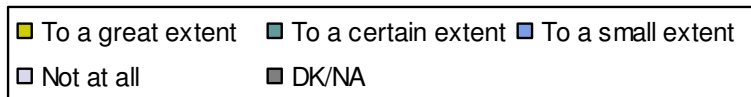
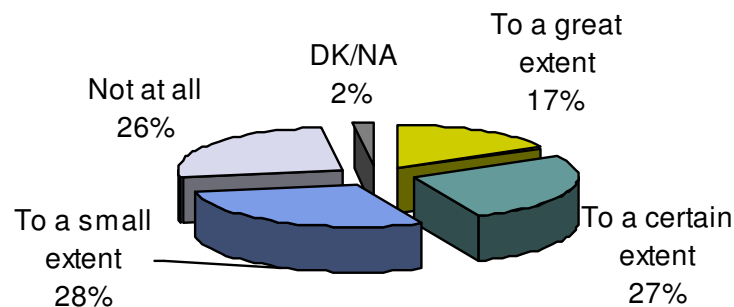


- One of the strong influences of advertising on children is, in the parents' view, the influence on eating habits (in this item we find the highest percentage of respondents who answered that the influence is "to a great extent" and "to a certain extent": 20.3% and 36.9%).
- However, the influence on tastes in themselves is not perceived to the same extent, as only 43% of parents stated that there is such an influence (greater or moderate), and almost 55% stated that the influence on tastes appears "to a small extent" or "not at all".

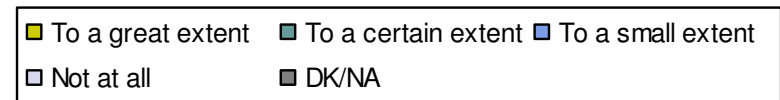
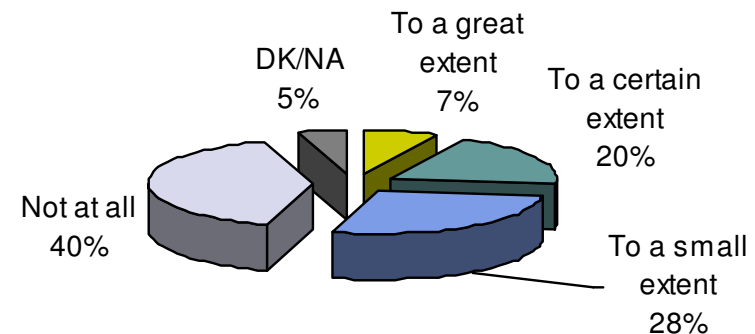
Parents' opinion: The effects of advertising on children – the influence on the children's language and their options concerning education and work



the influence of advertising on the children's language

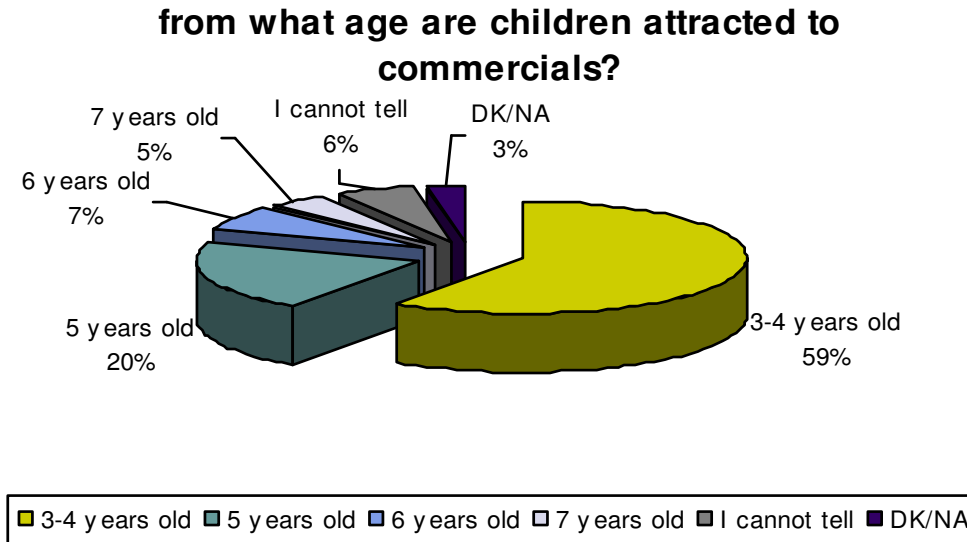


the influence of advertising on children's options concerning education and work



- The smallest influence of advertising which is being perceived appears to be the influence on the children's options concerning education and work. In this regard, 40% of parents say that advertising has no influence, and only 27% admit that there is an influence (great or moderate).
- In exchange, one of the perpetual problems which appears in most surveys on the influence of television on children, namely the influence of television on their language, proved to be a current issue, the "strong" influence on language being denounced by 17% of the respondents (as a "strong" influence it ranks second, after the influence on consumption habits).

5.2.3. Children's relationship with advertising – age and attraction/rejection relationship



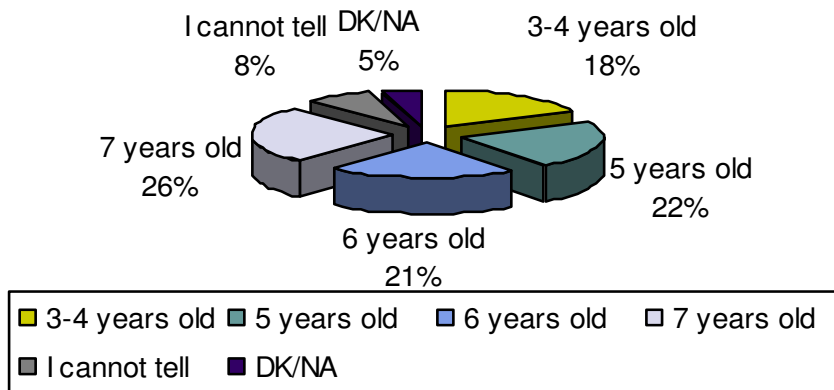
Parents' gender	Male	Female
3-4 years old	48.1%	62.7%
5 years old	23.7%	19.8%
6 years old	6.7%	6.6%
7 years old	7.7%	4.0%
I cannot tell	9.0%	4.6%
DK/NA	4.8%	2.3%

- Most parents (almost 80%) believe that the age starting from which their children are attracted to commercials is small (5 years old, 20%) and very small (3-4 years old, 60%). Quite great a percentage of parents (5,5%) cannot tell an age (in general, these are rather parents with children in the second age category – 11-15 years old, or those with a low education level and fathers).
- Mothers, parents with high education levels and parents having children in the first age category are more inclined to consider that the age starting from which children are attracted to commercials is very small (all these parent groups represent the greatest percentage stating that the age of 3-4 years is the age when the child is attracted to advertising).
- This is an implicit acknowledgement of the role of advertising in the children's "primary" socializing.

Children's relationship with advertising - awareness/ignorance relationship



the age from which children can tell the difference between advertising and the other shows



	Male	Female
3-4 years old	12.2%	19.2%
5 years old	21.2%	22.4%
6 years old	21.2%	21.4%
7 years old	27.6%	26.1%
I cannot tell	9.9%	7.1%
DK/NA	8.0%	3.7%

- This is a key problem in the researches and debates regarding the way children relate to advertising. Basically, we are talking about the identification of the age threshold where children understand that they are exposed to a deliberate persuasive communication and therefore start to benefit from a certain “self-defense” when they receive advertising messages.
- Most parents tend to believe that at the age of 7 children can tell advertising from the rest of TV shows (which would imply that they know its specific finality, despite formats which may resemble formats of other shows).
- The difference in answers is small, however: approximately 20% is made up of answers “at the age of 6”, “at the age of 5” and at the age of “3-4 years old”.
- We notice a gap between the age when children are attracted to advertising and the age when they have the necessary competence to make the distinction between advertising and other types of shows.
- Mothers’ answers support more the statement according to which children have this competence at very early ages, while fathers provide more non-answers.

Children's relationship with advertising – awareness/ignorance relationship



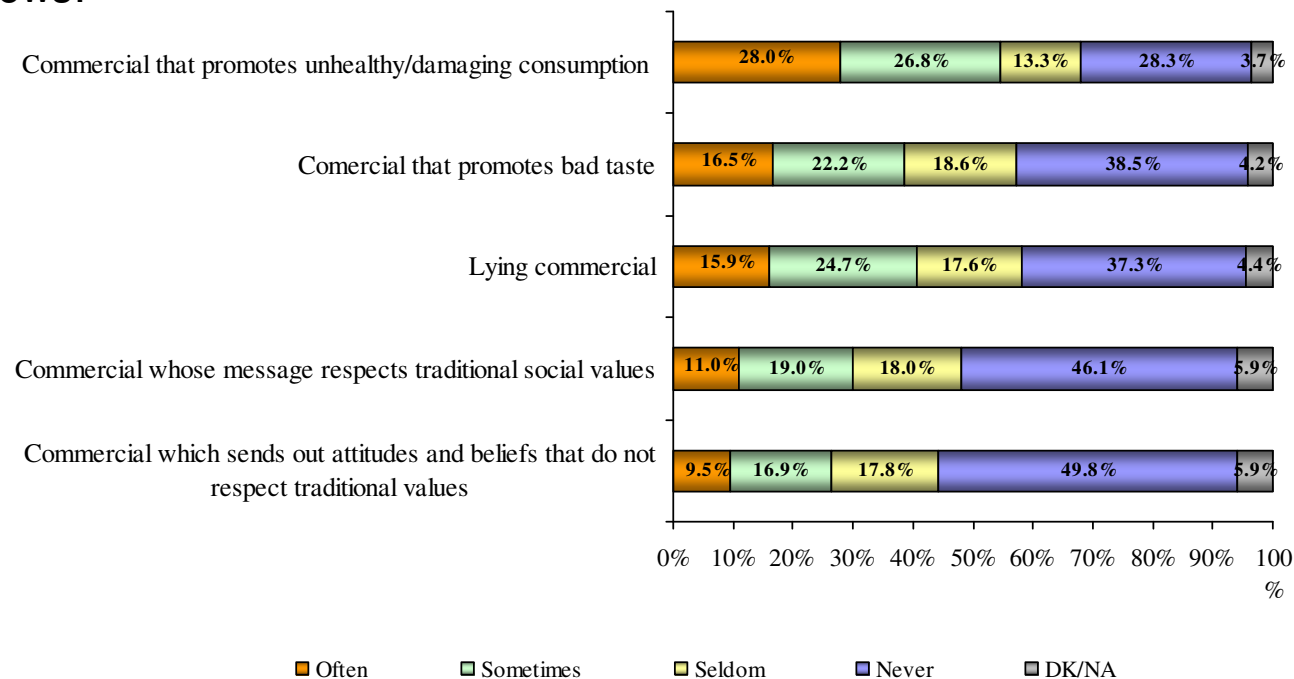
	Not at all, less than 7 years of study	7-8 years of study (middle school)	10 years of study	Vocational school	High school	College	University
3-4 years old	6.1%	13.4%	12.7%	17.5%	20.6%	20.9%	24.3%
5 years old	19.7%	18.4%	23.0%	20.5%	23.7%	26.4%	22.5%
6 years old	16.7%	19.9%	23.0%	21.9%	21.3%	17.6%	24.3%
7 years old	30.3%	31.3%	34.3%	26.7%	23.3%	22.0%	20.2%
I cannot tell	16.7%	9.5%	6.1%	8.2%	6.5%	6.6%	7.5%
DK/NA	10.6%	7.5%	0.9%	5.1%	4.7%	6.6%	1.2%

- It is interesting to observe the way variations appear in the answer to this question depending on the parents' education level. We may notice that, the higher the education level, the more credit the child receives regarding the age when he can tell the difference between commercials and the other types of shows.
- The question that arises is if we are faced with a perception error of the parents (and why is appears? and why does it vary in proportion to the education level?) or we are dealing with different ages when children become aware of these differences, depending on the parents' education level (which implies that some parents are teaching children to perceive this difference). The research does not allow us, in this stage, to provide a clear answer to this problem, but we emphasize it as being a valid question.

5.3. Parents' educational role in instructing the child to acquire competences related to advertising: discussions on commercials



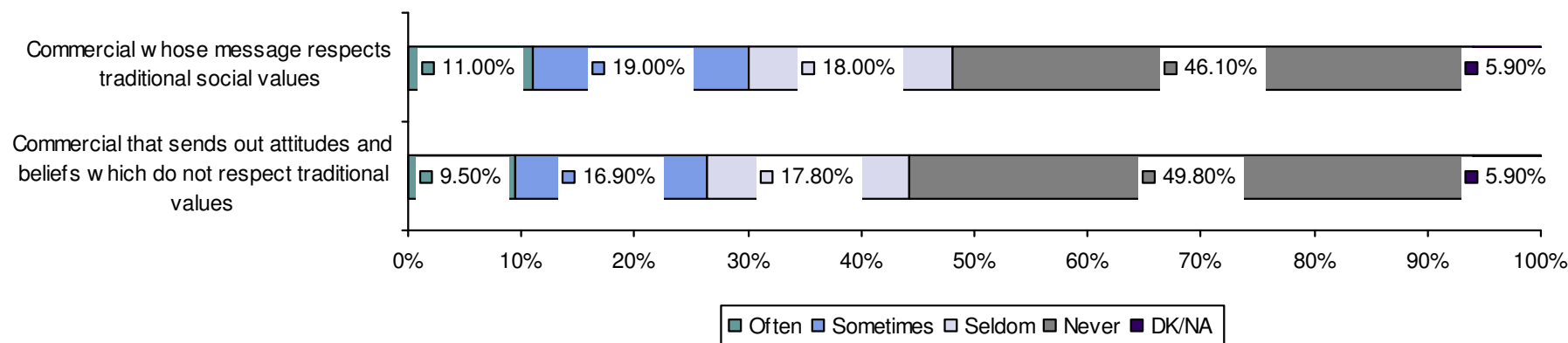
- We did evaluate the extent to which parents, starting from advertising messages, discussed with their children about the commercials' content, analyzed it in the light of the value of "truth" (lying commercial), its coherence with traditional values, the lack of "esthetic" value (the question was related to the promotion of "bad taste") or analyzed it to see if it promotes unhealthy consumption.
- As a whole, the educational behaviors of the parent analyzed in these dimensions are as follows:



Discussions on commercials: on the messages that respect / do not respect the social and cultural values of the Romanian audience



discussions based on advertising messages that respect/do not respect traditional values



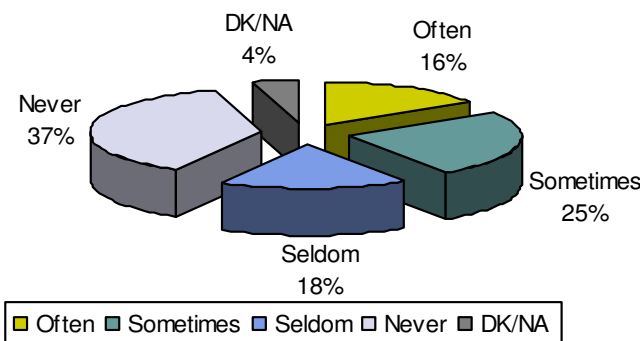
- The issue being approached is the awareness or lack of awareness of the fact that advertising is a “carrier” of values and especially the understanding – or lack of understanding – of the role played by advertising as a vector of the uniformization and cultural globalization.
- Parents do not have the frequent opportunity to analyze the content of commercials in terms of their coherence with values of our society and culture, and almost half of them never draw their child’s attention on this aspect.
- Only approximately 10% of them state that they often draw their child’s attention on these matters, while 17-18% of them draw their child’s attention only at times concerning the content of advertising evaluated under this aspect.
- Even if we would have expected that, if the advertising message does not respect traditional values, the percentage of respondents drawing attention upon it would be higher, based on the principle of the negative example value and the correction of the possible negative influence, these two aspects are discussed by parents in relatively similar percentages.
- Again, we see great variations in answers depending on the parent’s education. Therefore, parents who graduated less than 7 years of study state, in an percentage of 6%, that they often talk about these matters and, in a percentage of 56%, that they never talk about them, while in parents who graduated university, 14.5% talk often, 28.9% talk sometimes (compared to 9.1% of respondents with less than 7 years of study) and only 38% state that they never talk about it.

Discussions on commercials: on practices and messages of “lying” seduction



- The development of a critical spirit in children by drawing their attention on lying messages only occurs in 40% of the cases (often 15.9% and sometimes 24.7%).
- Almost 55% of parents do not draw their children's attention (at all or only sometimes) on the promotion of lying messages by some commercials. In the section regarding children, we have seen that 35.4% of small children and 20.3% of children aged 11-15 rather believe in what commercials say.
- There are no visible differences in this type of behavior in parents depending on their gender or the age category of the child, only depending on the education level, where, again, a high education level is associated with a behavior more open to discussions with the child starting from these features of commercials.

discussions with the child starting from lying advertising messages

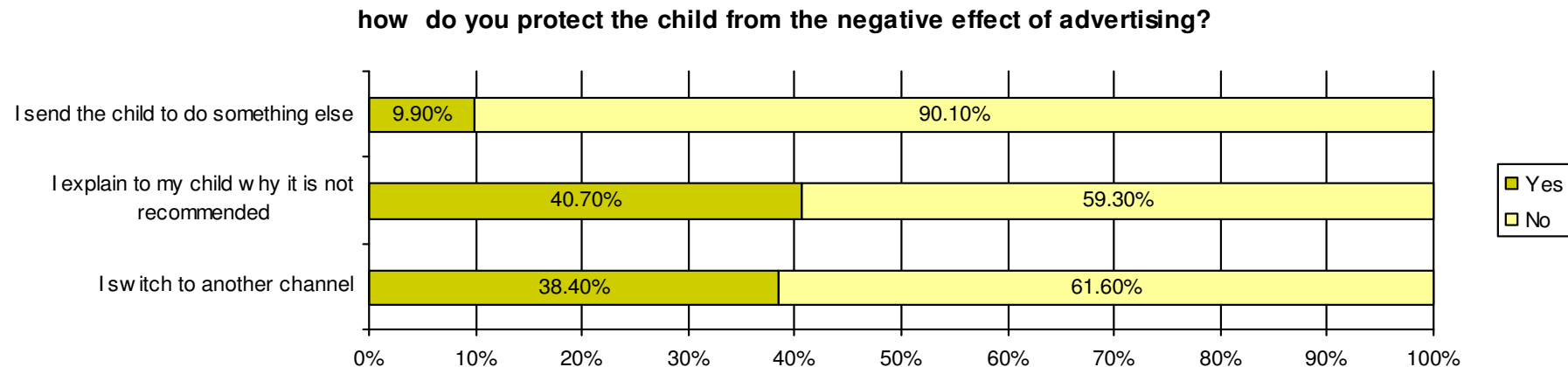


	Less than 7 years of study	7-8 years of study (middle school)	10 years of school	Vocational school	High school	College	University
Often	7.6%	10.4%	15.0%	18.2%	16.0%	18.7%	21.4%
Sometimes	18.2%	22.4%	23.5%	23.3%	25.7%	33.0%	26.6%
Seldom	9.1%	15.4%	19.7%	17.1%	20.0%	9.9%	19.1%
Never	50.0%	45.8%	38.5%	38.0%	33.8%	35.2%	31.2%
DK/NA	15.2%	6.0%	3.3%	3.4%	4.5%	3.3%	1.7%

Parents' educational role: the formation of behaviors to protect children against the effects of commercials



- Since, as a large number of studies indicated, it is not enough to avoid the child's exposure to contents having a likely negative impact on the child, but we must develop the child's own defense system (considering that it is practically impossible to raise him in an ivory tower, and the most effective way would be that the child have his own system to evaluate a situation and process it), we evaluated the actual behavior of protecting the child against the unfavorable effect of advertising.
- We saw that almost 40.7% of respondents choose an active protection behavior, by explaining to the child why the product is not recommended. With almost equal values we have respondents with affirmative answers (38.4%) who choose to switch to another channel in order to "protect" the child from the negative impact of advertising.
- 10% of parents choose another way to limit the child's access to potentially harmful content, stating that they "send him to do something else".



5.4. Assessing parents' competences regarding advertising

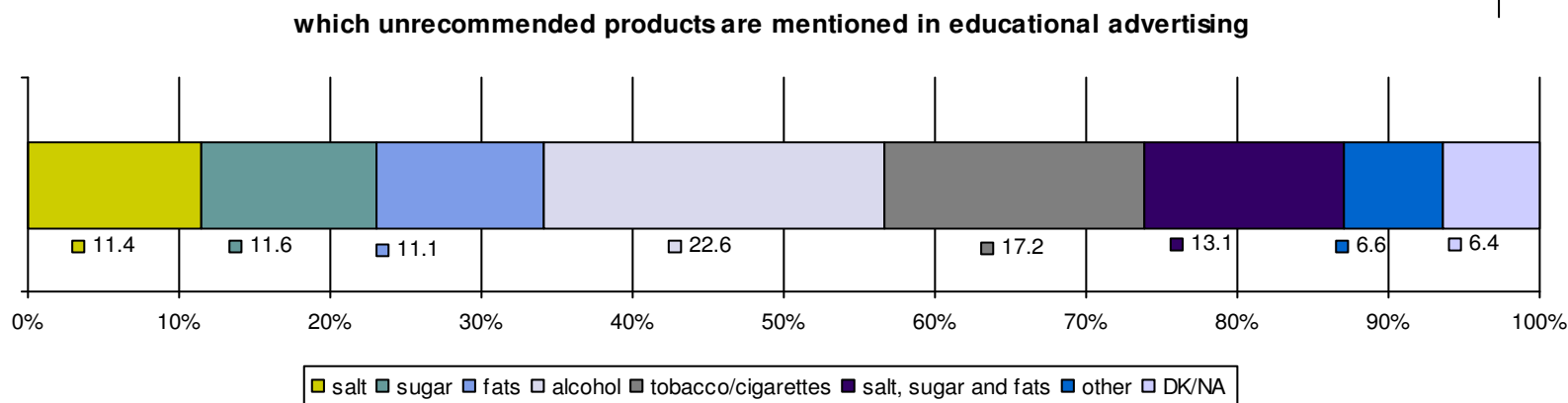


- Project objectives:

5.4.1. Raising awareness in terms of educational advertising

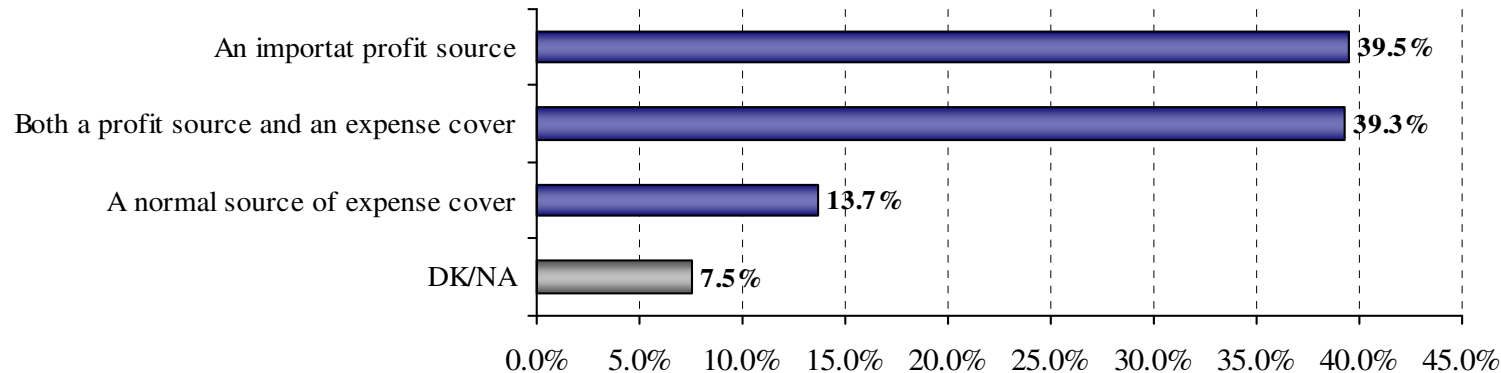
5.4.2. The relationship advertising – channel: position of advertising in the media industry.

5.4.1. Parents' awareness of social- educational advertising



- Open question with a multiple answer. 3529 answers have been recorded, the chart marks percentages of the total answers.
- Salt, sugar and fats appear distinctively in almost equal proportion (around 11 percents) but also in combination (in 13% of the total answers).
- Answers mentioning products which are not prohibitively advertised (any longer) can be found both in parents and in 11 – 15 year old children. Thus, tobacco and cigarettes are no longer the object of an educational campaign for consumption prevention. Still, they are mentioned in the answers, which leads us to assert that there is an entire “culture” against the consumption of certain products, a culture in which educational advertising has a well defined place, while not being the only one. 14.7% of the respondents (which equals 6,4% of the total answers) did not answer this question.

5.4.2. The relationship advertising – channel. Parents' attitude regarding the relationship advertising – TV channels

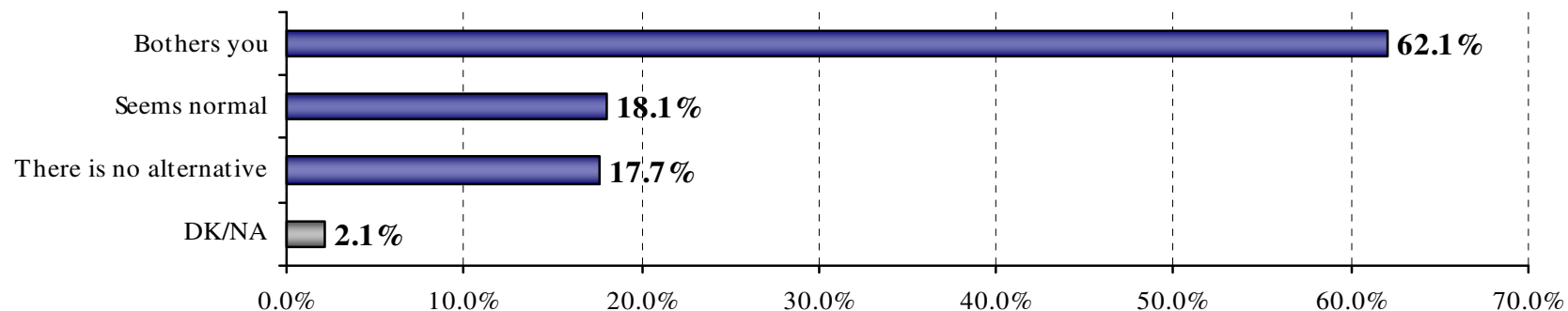


- In order to render more accurately parents' attitude regarding advertising and its place in the mass media system, one of the research questions approached the financial relationship between the host channel and advertising..
- Most respondents see advertising as a major source of income (39,5%), or “both a profit source and an expense cover source” (39,3%). Mentioning profit as the defining element of the relationship between advertising and the host channel makes us conclude that there is a critical attitude of parents regarding the influence that advertising has on television programs of different channels.
- Variations of this answer appear in correlation with variations of the education level. Thus, the level of non-answers decreases with the number of school years, dropping from 30% in the case of low educated people (below 7 school years) to 1,7% for university graduates. Beyond the “correctness” of one answer or the other, this decrease of non-answers show strong opinions as to the role of advertising in the mass media system.
- Parents are generally aware of the central role of advertising in financing television channels – both for expense cover and especially for profit.

Parents' attitude regarding the place of advertising in the media industry



The fact that most spots and commercial breaks are concentrated in prime time (8p.m. - 10.30 p.m.)...

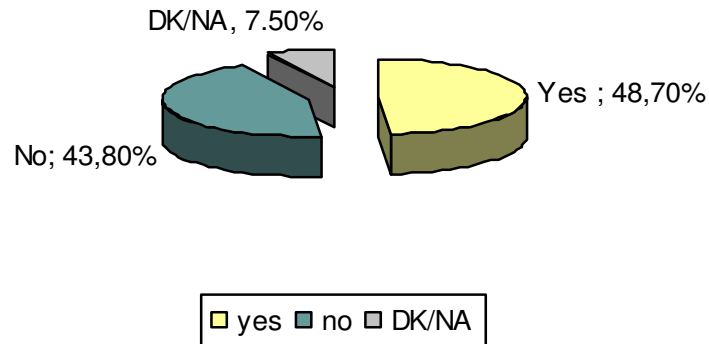


- The question above was asked for the purpose of understanding the place of advertising in the media system, to see the extent to which parents know the way the system functions – given the relation between increasing the audience and placing commercial breaks within certain time intervals.
- 62% of parents expressed their discomfort caused by the concentration of advertising in the prime time, being bothered by the volume of advertising material placed in this time interval.
- Almost 36% declared that it was normal or that there was no alternative.
- The lower educated respondents proved to be more “resigned” with the situation (they answer in lower percentage that they are bothered by the situation and in higher percentage that “there is no alternative” or that “it seems normal”)

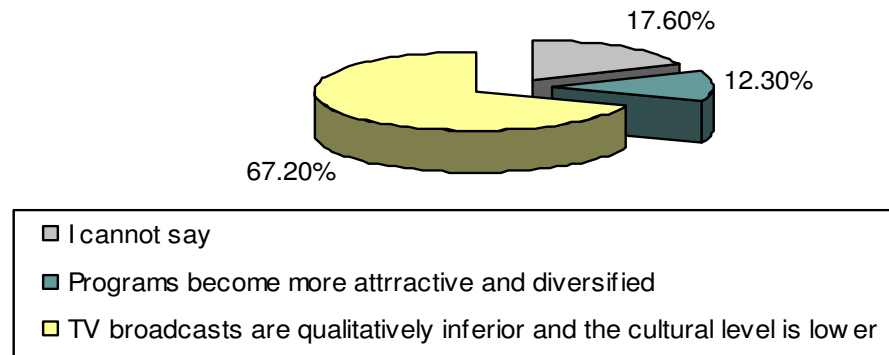
Parents' attitude regarding the place of advertising in the media industry



Does advertising influence the quality of programs?



How does advertising influence program quality?



- Almost half of the parents consider that advertising influences the quality of television programs but this influence is considered to be negative by 67,2% of the respondents (those who answer “yes” at the first question). Only 12% say that advertising has a positive influence on television programs.
- This result shows that the relationship between advertising and show is not perceived as financing shows in exchange of providing an audience (which is not freely noticeable), but it is simply a relation of quality alteration.
- The audience is little aware of the fact that they are part of the functioning mechanism of television as means of communication, of “delivering audiences” for advertising.

5.5. Parents' perception of commercials



Project objectives:

- 5.5.1. Favorite commercials vs. unappreciated commercials
- 5.5.2. Perception of time allotted to commercials
- 5.5.3. Perception of commercial efficiency
- 5.5.4. Perception of frequently promoted product categories
- 5.5.5. Perception of political advertising
- 5.5.6. The advertisement as cultural element: suitable or unsuitable relation with the local context
- 5.5.7. Opinions about advertisements

5.5.1. Favorite commercials: product categories



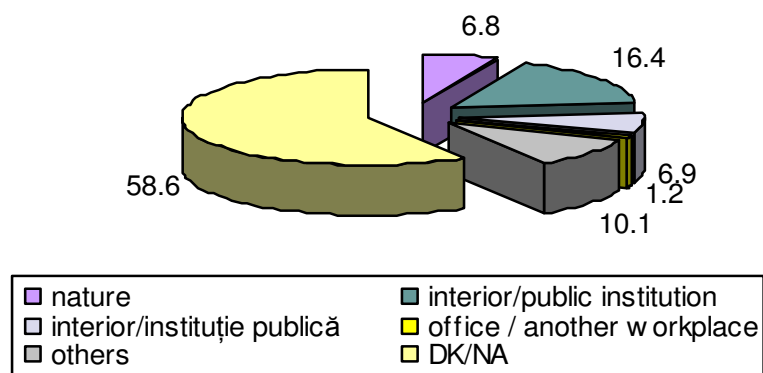
	male	female	Total
Food products	4.5%	11.8%	10.3%
Non-alcoholic drinks/juice	7.4%	5.2%	5.6%
Alcoholic drinks	12.5%	2.7%	4.7%
Cosmetics (perfumes, cold creams, lipsticks etc.)	0.6%	4.8%	3.9%
Household appliances	1.9%	1.5%	1.6%
Household maintenance products	3.2%	12.7%	10.8%
Automobile	9.3%	1.9%	3.4%
Financial, banking services, insurances	3.8%	3.3%	3.4%
Children's products (toys, games, sweets)	3.8%	5.2%	4.9%
Cell phone services	3.2%	3.5%	3.5%
Personal hygiene and healthcare products	3.2%	10.1%	8.7%
Others	3.2%	2.8%	2.9%
DK/NA	43.3%	34.6%	36.3%

- The favorite commercials vary a lot according to the age of the respondent, which would make us assert that the choice of favorite commercial is often influenced by “favorite” products, by products of interest. This explains the fact commercials for food, cosmetics, household maintenance products and hygiene and health care products are mentioned more by women respondents, while those for alcoholic drinks and automobiles are mentioned preponderantly by male respondents.
- The preference for one commercial or another proves to be a gender construction. This has also been noticed in the case of children (especially older children, as in the case of young children the interest for children products prevails).
- The answers of parents with children of 6-10 mark a moderately higher record of commercials for children products (3%).
- Variations appear according to the level of education: parents who are high-school, college or university graduates mention advertising for mobile telephony (around 5% to 6%), while lower educated parents do not mention this at all.

Favorite commercials – types of images presented



types of images presented in the favorite commercial



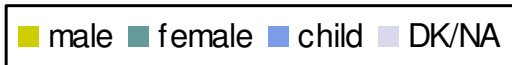
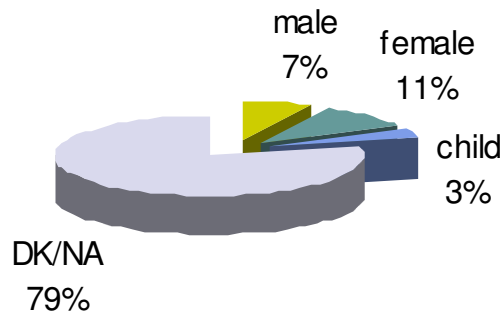
	male	female
nature	7.4%	6.7%
Home interior/private space	6.7%	18.9%
Public institution interior	8.3%	6.5%
office / another workplace	3.8%	0.6%
others	12.2%	9.5%
DK/NA	61.5%	57.8%

- Most of the times, parents cannot tell where the commercial is situated as image type (58.6%). When this is mentioned, we notice that the first place in terms of appreciation is held by commercials which present home interior / private spaces. Equally followed by those which present public institutions or natural landscapes.
- Answers vary a lot according to respondents' sex. Home interior is favored by 6.7% of male and by 18.9% of female respondents.
- The answers do not vary according to the age of respondents' children.
- In conclusion, commercials are appreciated according to the sphere of interest and to certain social "roles", and not according to esthetic criteria, for instance.

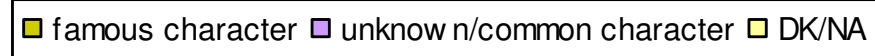
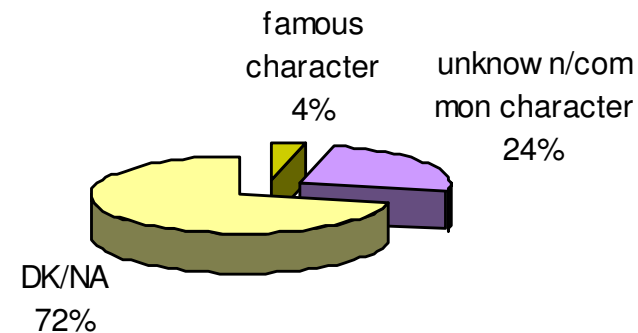
Favorite commercials – characters presented



character from favorite commercial



character from favorite commercial



- One can notice that the commercials labeled as favorite are generally those which present female characters – 10.6% - (not necessary in sexual instances), being mentioned by 12.8% of the female respondents and by only 1.9% of the male respondents, followed by male characters and children characters.
- Another classification of characters from favorite commercials showed the fact that commercials with unknown, common characters are more appreciated (24%) than commercials with famous characters (only 3.5%), which comes as a surprise, being explained only by the reflex of rejecting the “exploitation” of stars as commercial characters.

Unappreciated commercials – product category



	Sex		Total
	male	female	
Food products	2.6%	3.7%	3.5%
Non-alcoholic drinks/juice	2.2%	2.5%	2.5%
Alcoholic drinks	3.2%	4.1%	3.9%
Cosmetics (perfumes, cold creams, lipsticks etc.)	1.6%	1.1%	1.2%
Household appliances	1.3%	0.8%	0.9%
Household maintenance products	4.5%	5.0%	4.9%
Automobile	0.3%	0.6%	0.5%
Financial, banking services, insurances	5.1%	6.0%	5.8%
Children's products (toys, games, sweets)	0.3%	0.8%	0.7%
Mobile phone services	1.9%	2.3%	2.2%
Personal hygiene and healthcare products	2.9%	2.9%	2.9%
Others	3.8%	2.8%	3.0%
DK/NA	70.2%	67.4%	68.0%

- One can notice that the first place in the top of the most unappreciated commercials is held by those for banking and insurance services, with 51% (this answer can be contextual, since in the period of applying the questionnaire there were many aggressive advertising campaigns in the domain of private pensions, campaigns related to the entry into force of the private pension law; these types of campaigns are preponderantly mentioned in the respondents' answers.)
- These are followed by commercials for household maintenance products and alcoholic drinks.
- One should point out that in terms of negative perception of commercials there are no variations according to the sex of the respondents, which makes us conclude that the unappreciated commercial is chosen as a consequence of intrinsic criteria (characters, direction, language, artistic perspective, plot) and not extrinsic ones, such as the possible interest of the respondent for a given product.

Unappreciated commercials – the setting presented



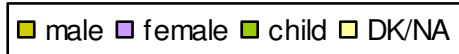
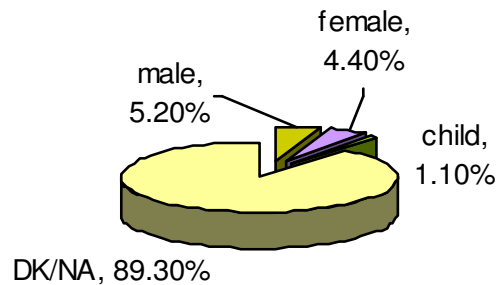
- The first place in the top of unappreciated settings is held by private spaces, followed by public institutions.
- The option for an unappreciated commercial an for a certain setting in it varies according to the level of education. Thus, the home interior in unappreciated by 3% of the lower educated respondents and by 9.2% of the university graduates.
- The level of the non-answers greatly depends on this element: the lower educated respondents find difficulty in establishing the setting of the commercial in proportion of 95.5%, compared to the percentage of 76.3% in the case of university graduate parents.

	Last form of education graduated by the respondent							Total
	Below 7 school years	7-8 school years (lower secondary school)	Higher secondary school (10 school years)	Vocational school	High school	College	Higher education	
nature	0	1.0%	1.9%	1.7%	2.8%	3.3%	3.5%	2.2%
Home interior / private space	3.0%	7.5%	6.1%	2.7%	7.9%	7.7%	9.2%	6.5%
Public institution interior	1.5%	1.0%	0.9%	4.1%	3.0%	4.4%	3.5%	2.7%
office / another workplace	0	1.5%	0.0%	0.7%	1.0%	1.1%	1.2%	0.8%
other	0	4.5%	2.3%	4.5%	3.2%	5.5%	6.4%	3.9%
DK/NA	95.5%	84.6%	88.7%	86.3%	82.0%	78.0%	76.3%	83.8%

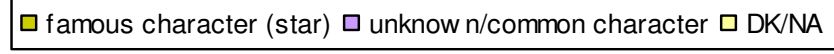
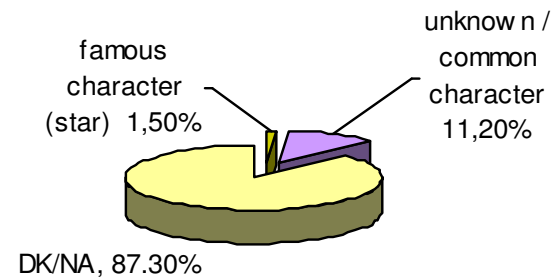
Unappreciated commercials – characters presented



characters who appear in the unappreciated commercial

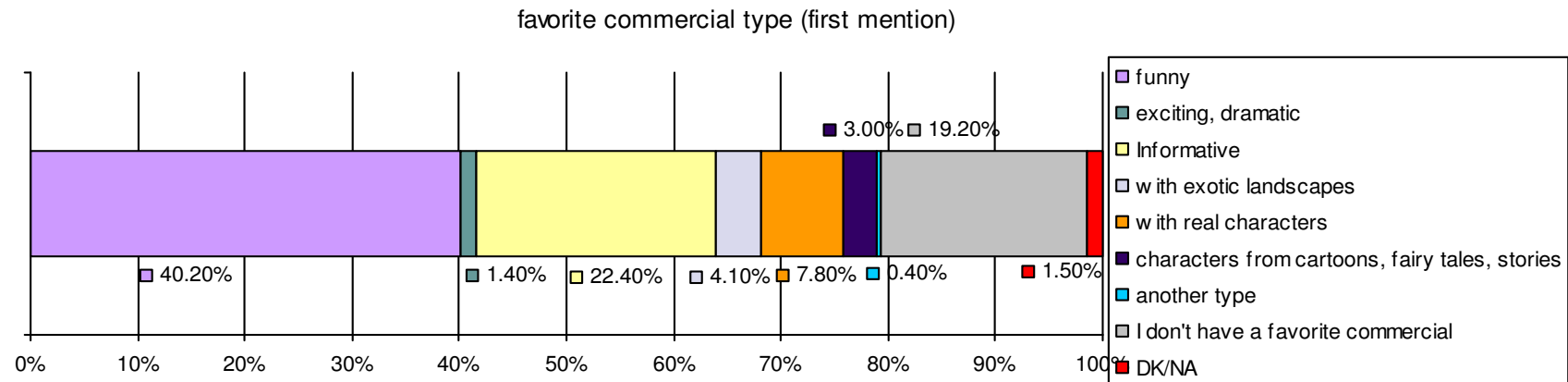


characters who appear in the unappreciated commercial



- Generally, male characters appear in unappreciated commercials (5.2%), followed by female characters and, to a smaller extent, by children characters (these are unappreciated only in proportion of 1.1%).
- Regarding the appreciation of commercials according to the fame of the characters, these are rather common, unknown (11.2%); the famous characters are mentioned only in proportion of 1.5%.
- Answers vary according to the level of education; the number of non-answers decreases proportionally with the level of education.

Favorite commercial type



- The first place in the top of parents' favorite commercials is held by the funny ones – as in the case of children – followed by the commercials with rich informative contents and by those with characters. Almost 20% of parents declare they do not have favorite commercials.
- According to the respondents' sex, it has been noted that women are more appreciative of the informative contents, while men are appreciative of funny commercials, but the differences are small. (2 – 3%).

Favorite commercial type

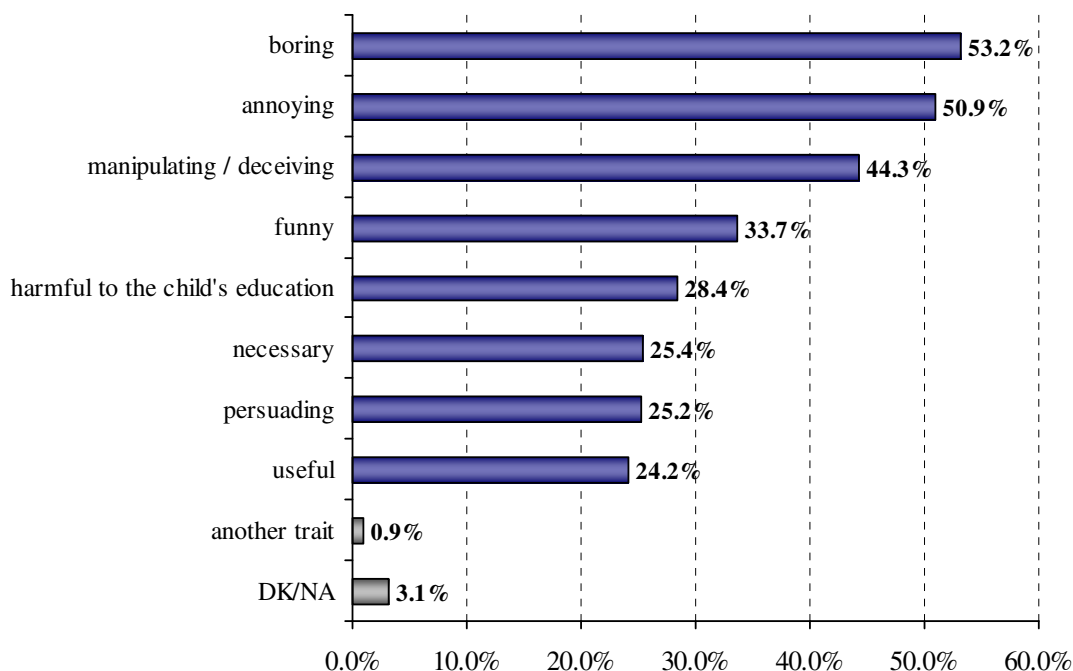


	Below 7 years of study or none	7-8 years of study (lower secondary school)	Upper secondary school (10 years of study)	Vocational school	High school	College	University
Funny	33.3%	28.4%	35.2%	40.8%	42.1%	44.0%	54.3%
Exciting, dramatic	3.0%	2.0%	0.5%	1.7%	0.6%	3.3%	2.3%
Informative	9.1%	25.9%	26.3%	21.6%	21.9%	24.2%	20.8%
With exotic landscapes	0.0%	3.5%	5.6%	4.1%	5.1%	1.1%	3.5%
with real characters	9.1%	12.9%	7.0%	8.6%	6.9%	7.7%	3.5%
Characters from cartoons, fairy tales, stories.	7.6%	3.0%	4.7%	2.7%	2.8%	1.1%	1.2%
Another type	0.0%	0.5%	0.0%	0.0%	0.2%	0.0%	2.3%
I don't have a favorite commercial	34.8%	21.4%	17.8%	19.5%	19.6%	18.7%	10.4%
DK/NA	3.0%	2.5%	2.8%	1.0%	0.8%	0.0%	1.7%



Perception of commercials – their defining traits

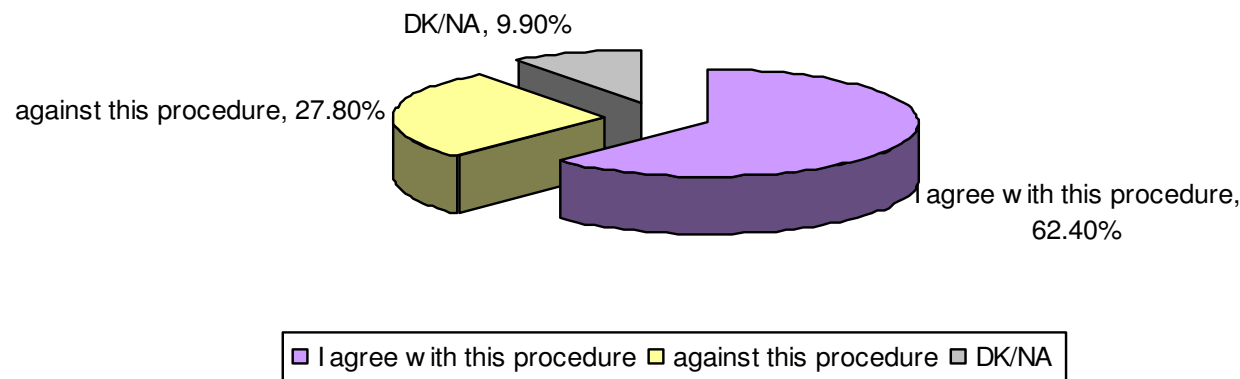
- The first traits that parents label as defining for the commercials from the Romanian audiovisual space are negative. Thus, they are, according to parents, “boring” (53.2%), “annoying” (50.9%) and “deceiving” (44.3%).
- The percentage of those who find them “funny”, “necessary” or “useful” is much lower (33.7%, 25.4% or 24.2%).
- Regarding their influence on their children, parents find them “harmful to their children’s education” in proportion of 28.4%.
- Although these results show a certain inconsistency of the answers to previous similar questions, this is explainable by the effect of the question with a more direct addressability and by the demand of a more accurate disjunctive discrimination in expressing appreciation.



Using children's images for commercial purposes



parents' opinion on the use of children's images
in commercials



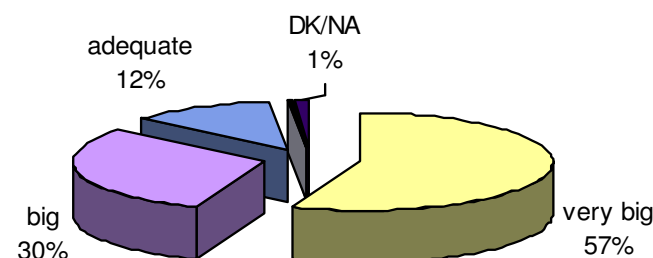
- We note that parents generally agree with this procedure of product marketing (as it is well known, children and “sex” sell well) by expressing approval (62.4%). 27.8% are against this marketing procedure (note that European regulations incriminate practices of using children in advertising).
- There are no major differences in answers according to the sex of the respondents, nor according to the level of education or the age of the parents' children.

5.5.2. Perception of the time allotted to commercials



- The vast majority of parents, over 86%, consider that the time limit allotted to commercials on television is big or too big.
- 12% consider this time limit adequate, while not even one percent of the respondents consider that this time limit is small or very small.
- The opinions varies according to the gender of the respondents; the number of male declaring that the time limit allotted to commercials is very big is 8% bigger than that of females..
- Similarly, the answers vary with the level of education, as seen in the chart.

perception of the quantity of commercials in audiovisual programs



	Below 7 school years or none	Higher education
Very big	43.9%	60.1%
Big	30.3%	30.6%
Adequate	15.2%	7.5%
Small	0.0%	0.6%
Very small	0.0%	0%
DK/NA	10.6%	1.2%

Parents' opinion regarding the presence of advertising on public television channels



Currently, at public television channels (TVR1, TVR2, TVR Cultural, TVR Internațional), the duration of commercials is smaller than at commercial television stations. You personally consider that the duration of commercials at public television stations should be...	Gender		Total
	Male	Female	
The same length as at commercial television stations	4.2%	5.7%	5.4%
As it is at the moment	54.8%	60.8%	59.6%
Should not exist at public television stations	35.3%	28.8%	30.1%
DK/NA	5.8%	4.7%	4.9%

- The answers show viewers' familiarity with the current regulations and practices regarding the smaller amount of advertising in the programs of public television stations, in comparison with commercial television stations. There is an obvious concern of the viewers to avoid commercial addiction of public television services.

Volume and frequency of commercials – the annoying element

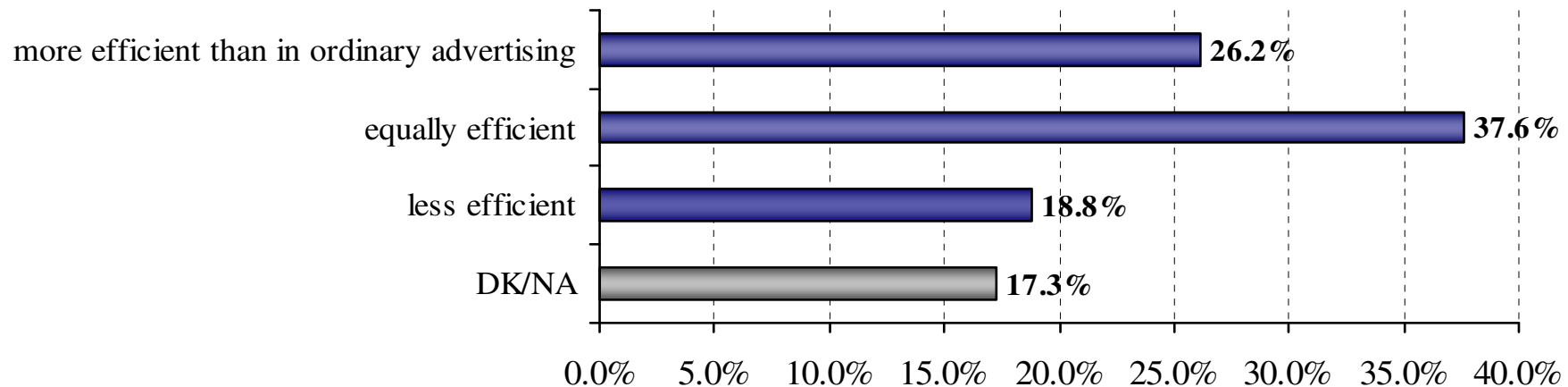


Volume /frequency “annoying elements”	Sex		Total
	Male	Female	
Length of commercial breaks	41.3%	38.0%	38.7%
Too frequent commercial breaks	52.2%	56.3%	55.5%
DK/NA	6.4%	5.7%	5.8%

	Below 7 school years or none	Higher education
Length of commercial breaks	43.9%	33.5%
Too frequent commercial breaks	48.5%	60.1%
DK/NA	7.6%	6.4%

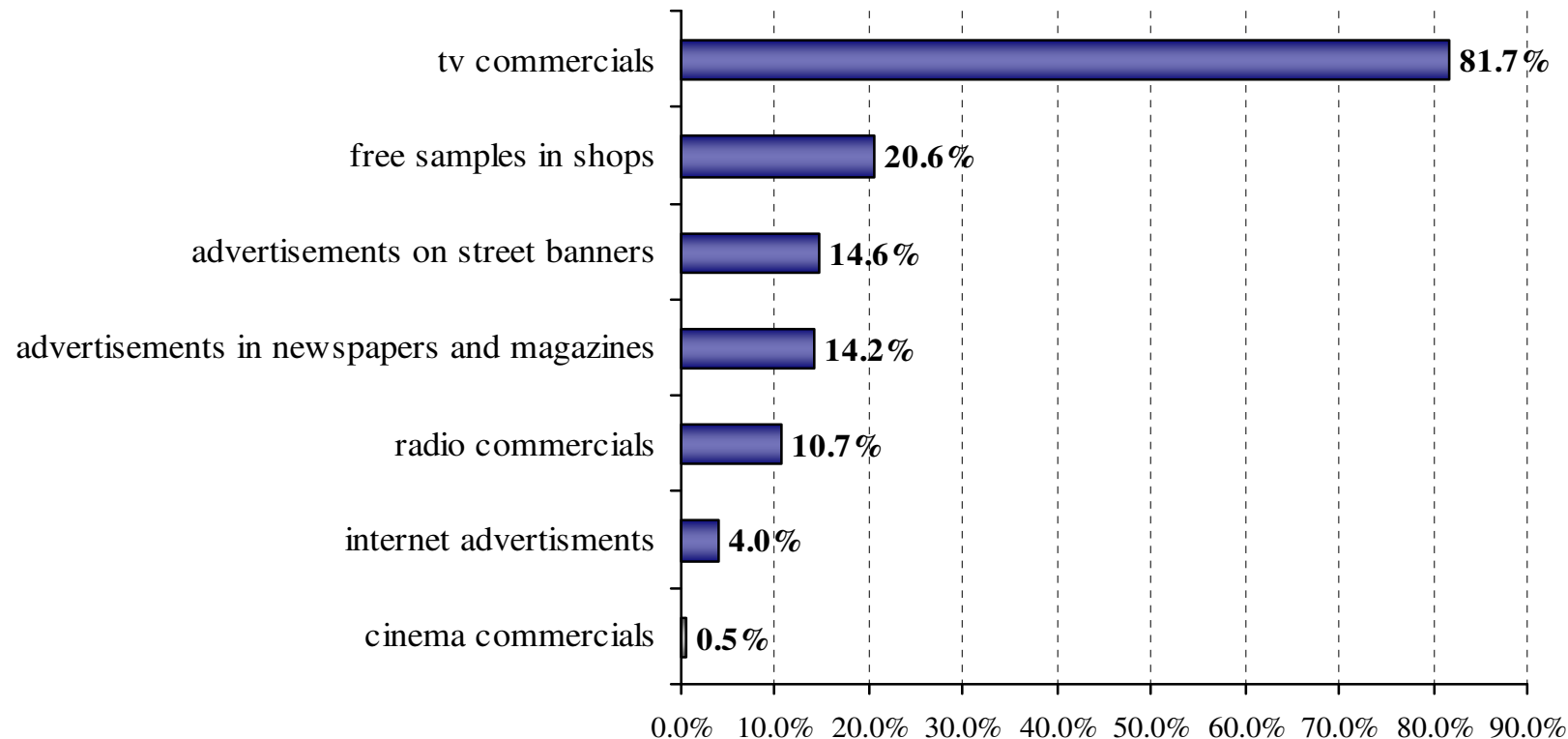
- According to respondents' sex, the negative appreciation referring to volume, duration, frequency of commercial breaks are insignificant. The lower educated people, on the other hand, do not find the volume and the frequency of commercial breaks disturbing.

5.5.3. You consider that presenting a broadcast together with the name of the sponsor constitutes a form of advertising...



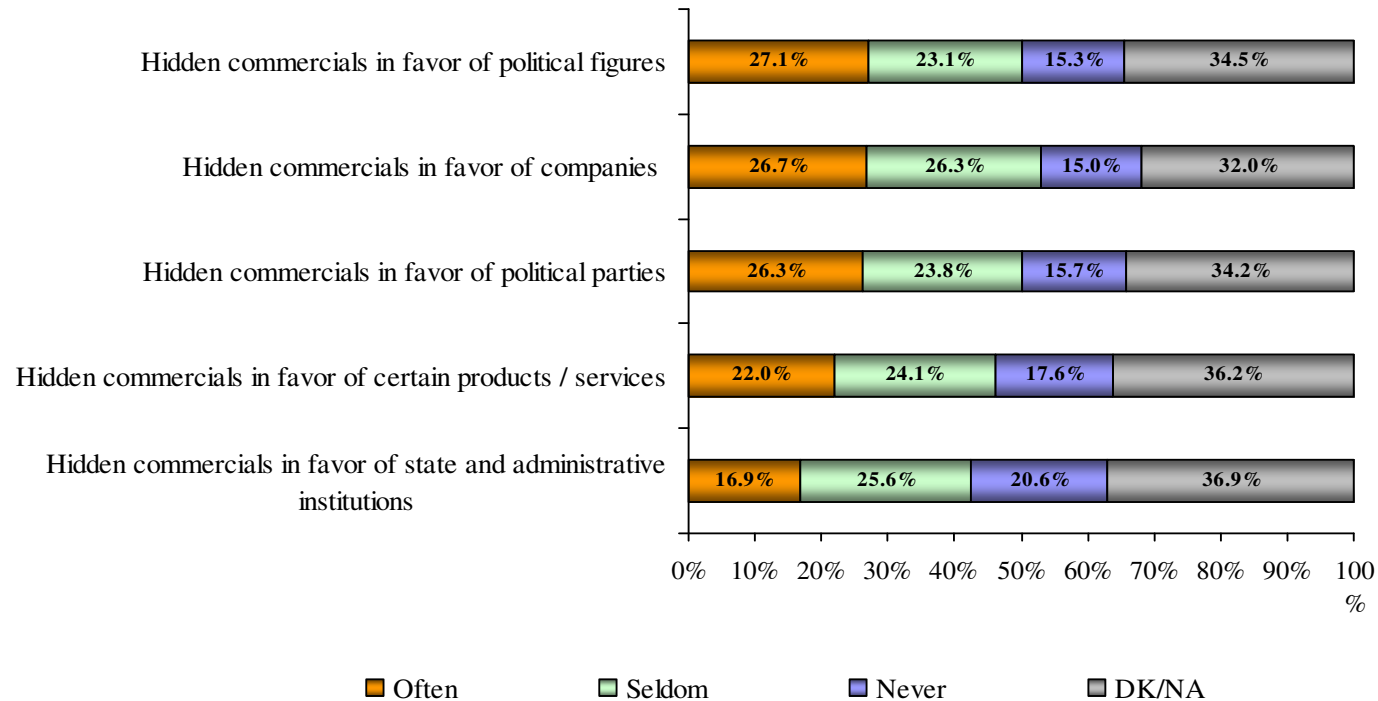
- “Coparainage” advertising (as sponsorship of certain broadcasts) is mostly appreciated as equally efficient as proper advertising.

Which type of advertising, according to the means of communication chosen by advertisers, do you believe that has a greater power of persuasion for you?



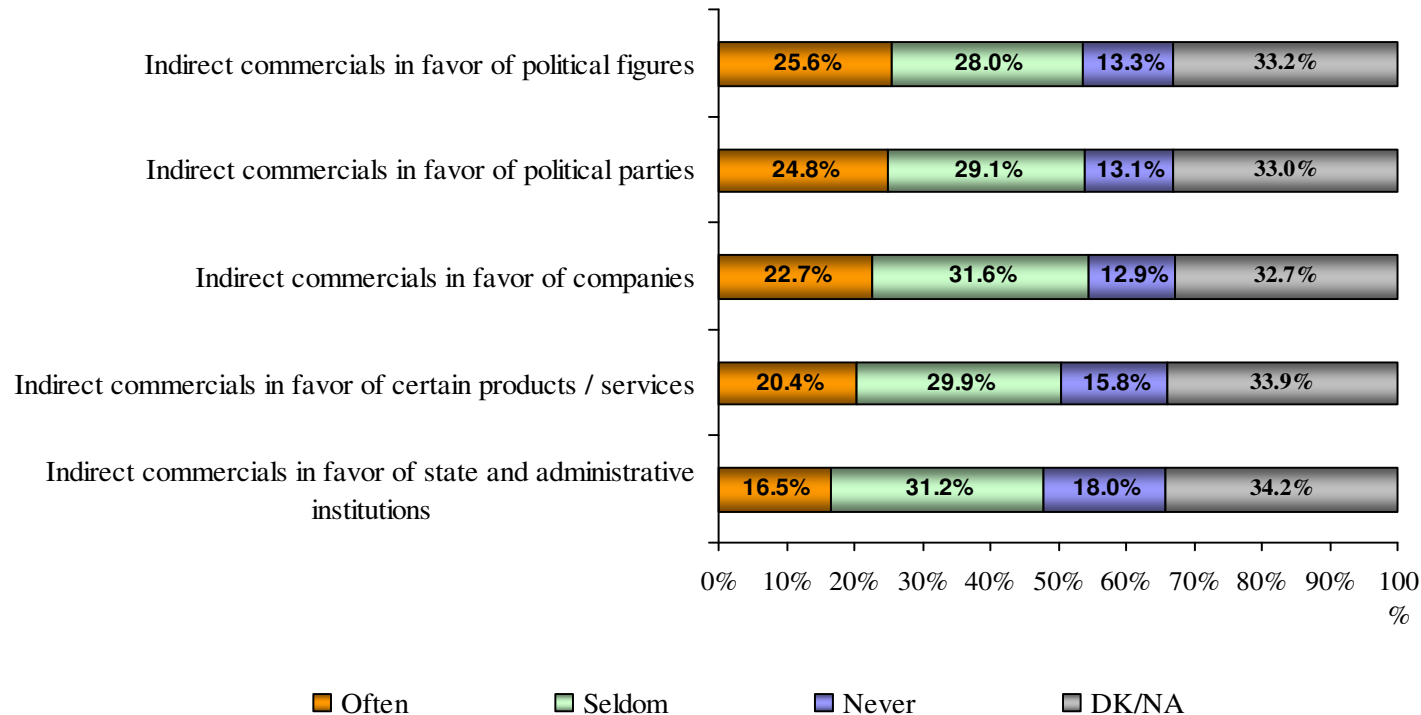
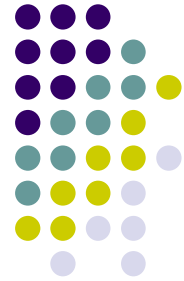
- Television is obviously acknowledged as “queen of seduction” (81.7% of the respondents admit the supremacy of television as persuasion / seduction force).

5.5.4. The perception of hidden commercials in favor of...



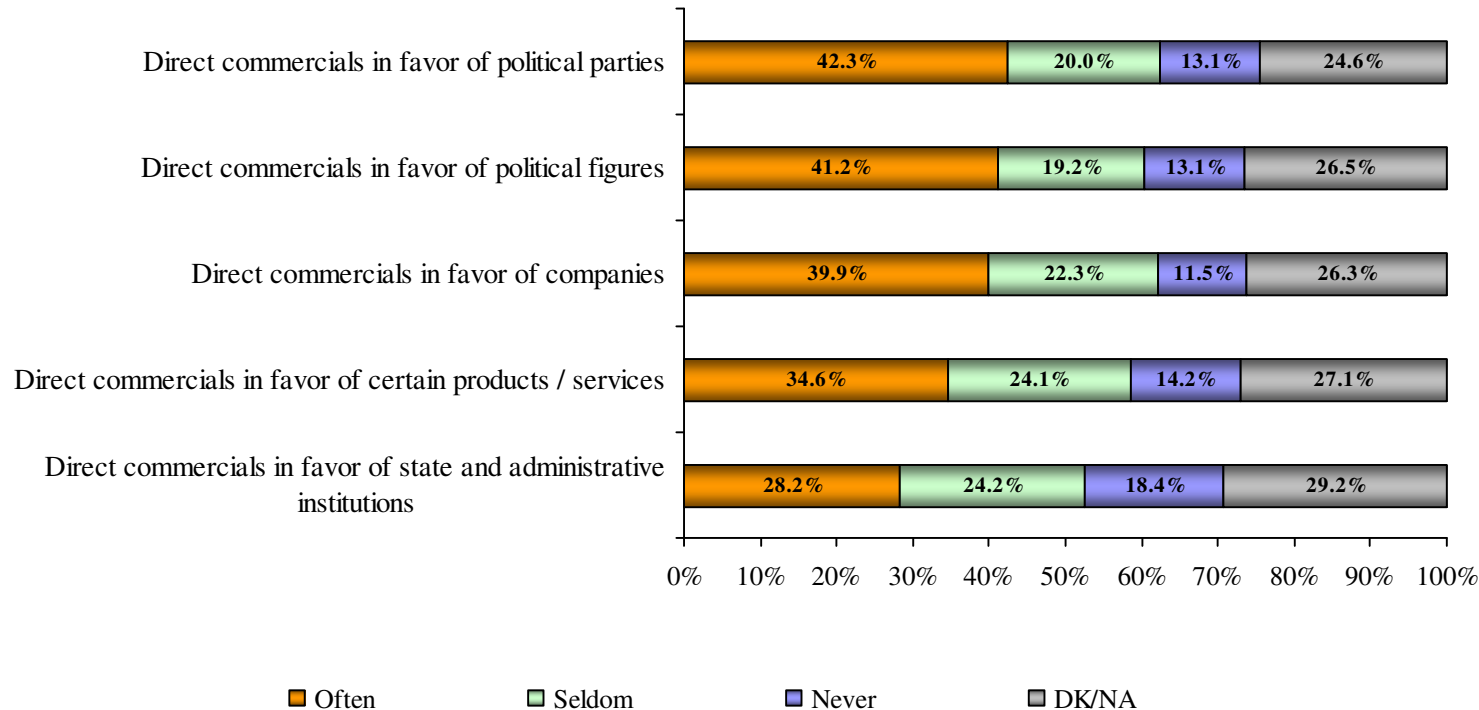
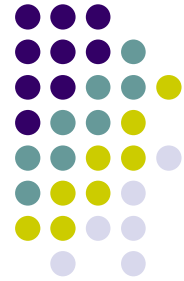
- Also as an indicator of a general view on commercials, we looked at the perception of hidden commercials, direct and indirect, existing in various TV shows in favor of products, institutions, political figures etc. The question of the survey was the following: “Do you think that in TV programs and shows there are hidden / indirect / direct commercials in favor of...”
- As for the hidden and indirect commercials, most respondents would rather not answer. Among answers, majority respondents believe that, sometimes, there are hidden commercials for political figures, companies and political parties. Respondents deem that the hidden commercial “for certain products and services” and “state and administrative institutions” appears seldom.
- We would emphasize that, when formulating the questions, we partially and implicitly included (in terms that the large audience may recognize) the issue of subliminal messages. With the mention that the approach of subliminal messages in surveys requires an experimental methodology, surveys being less adequate for this matter.

The perception of indirect commercials in favor of...



- Regarding indirect commercials, the parents' opinions are resemble largely the opinions on hidden commercials. There are several answers mentioning "seldom", but, as a general dynamics, indirect commercials in favor of individuals, companies, products do not imply significant differences. The two perceptions are alike.

The perception of direct commercials in favor of...

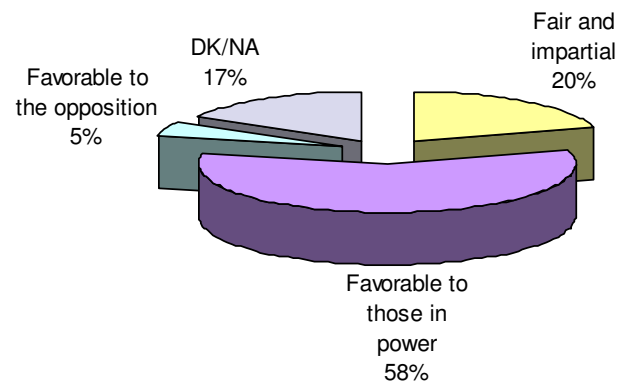


- Respondents tend to consider that the commercial broadcasted in TV shows in favor of political people or parties often is open, direct (41%, 42%).
- With slightly smaller percentages, the commercial in favor of companies or products and services is also considered by most to appear often in TV shows.
- Only in connection to state and administrative institutions did the respondents maintain a reserved attitude instead of providing a straight answer (29.2% non-answers), followed closely by the respondents admitting the existence of direct commercials.

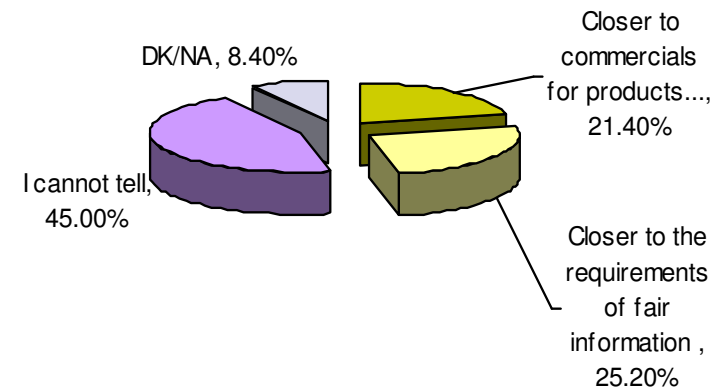
5.5.5. The perception of political advertising



do you think that advertising on TV during
electoral campaigns is...



do you think that the manner in which political
people appear or are presented is ...



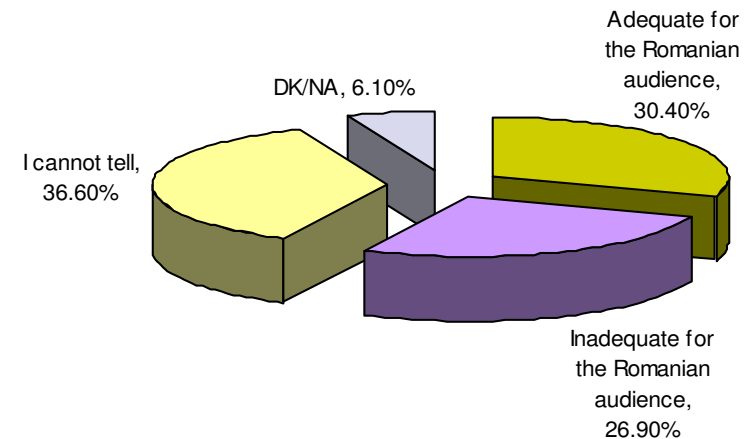
- Electoral advertising is considered by most respondents (57.9%) as biased, favoring those in power. Only 20% believe that we have fair publicity. University graduates believe by more 7% than respondents with lower education levels, that advertising is fair.
- As for the “Americanization of political communication”, a phenomenon denounced in France, but also in our country, it is perceived only by 21.4%, less than those who appreciate political communication for its informative function (25.2%). Yet, most, 53%, would rather not make a statement, by answering either that they cannot tell, or by not answering.

5.5.6. The perception of the commercial: the commercial viewed as adequate/inadequate for the specific cultural context

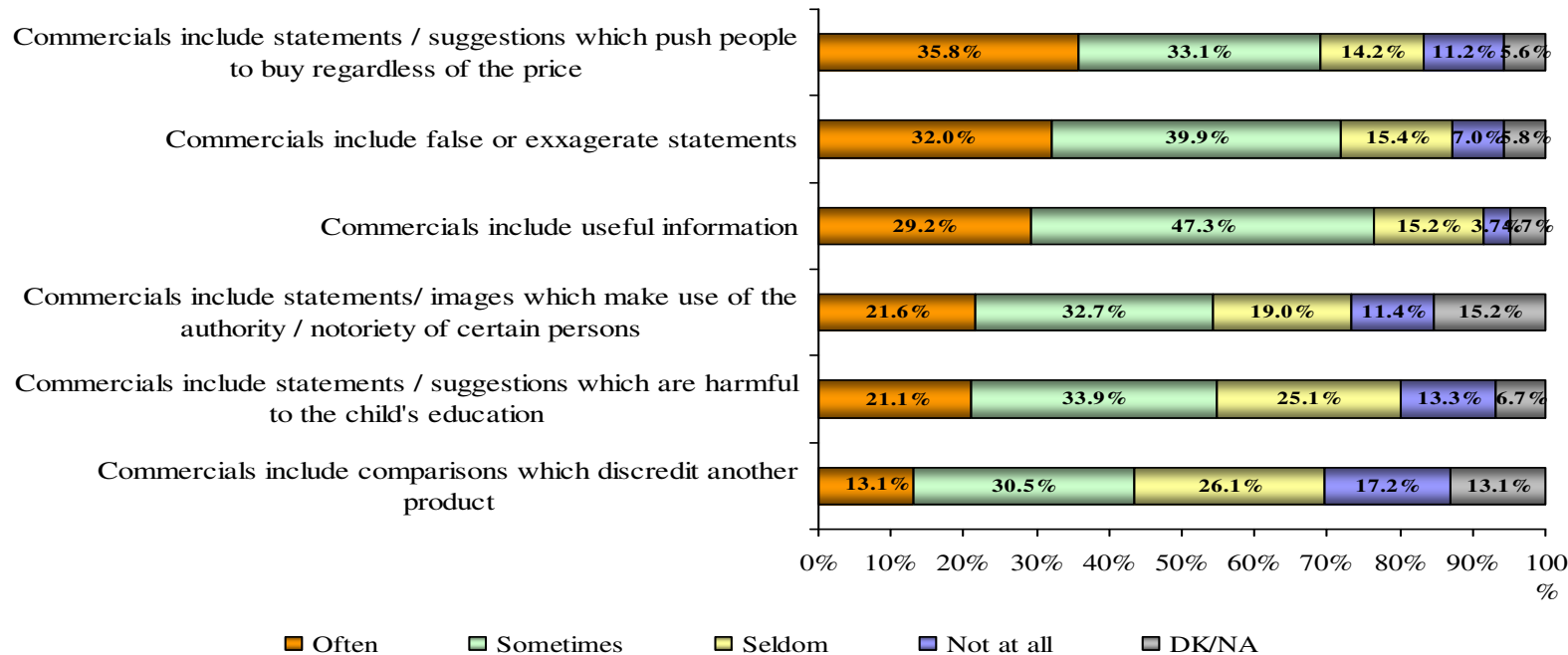


- For a long time, we believed that we live in an era of globalization, where multinationals have marketing strategies that are not adapted to each region, considering that the commercial is the pivotal point in the cultural uniformization process. We wanted to test the view of parents about this opinion, by asking them if commercials are adequate or inadequate for the values and characteristics of Romanian culture.
- Most respondents who answered the question (non-answers, expressed as “I cannot tell” or “DK/NA” accounted for 43%) believe that commercials are adequate for the Romanian audience (30%).
- 27% of respondents find commercials as “inadequate for the Romanian audience”.

do you believe that commercials broadcasted by Romanian TV stations are...

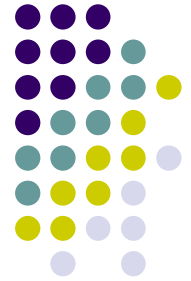


5.5.7. Opinions on commercials



- **Commercials are appreciated first of all for their informative function (almost 77%, meaning those who answer “often” and “sometimes”), whereas the statement according to which commercials include false or exaggerate statements ranks second. Also, the generally adopted opinion is that commercials push people to express a very strong consumer behavior (those who answer “often” for this content account for the greatest percentage, 35.8%).**
- **The statement which received the fewest answers is related to the unloyal content of commercials.**
- **The central issue in this research, namely the influence of advertising on children’s education, received the agreement of 55% of respondents, whereas 38% believe that this is hardly or never an issue.**

5.6. The consequences of viewing commercials - effects



- Project objectives:

5.6.1. The commercial's contribution in the decision to buy a product

5.6.2. Consumerist behavior induced in children by commercials

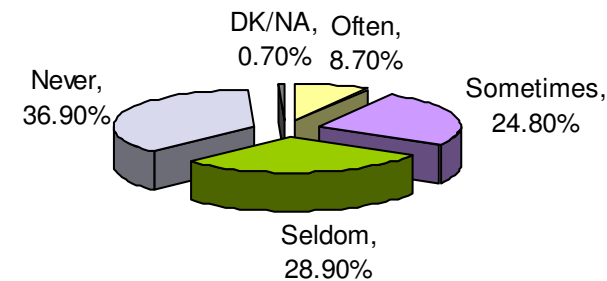
5.6.3. The influence of advertising on cultural consumption

5.6.1. The commercial's contribution to the decision to buy a product



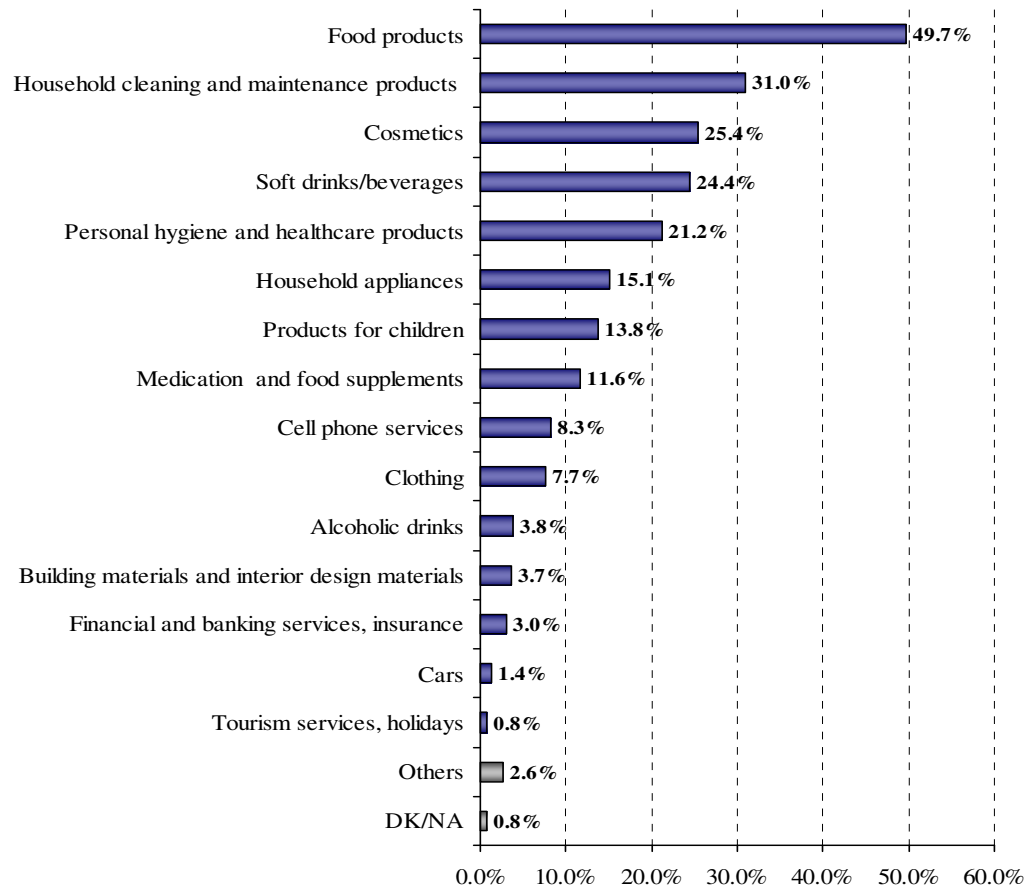
- Almost one third of respondents admit that they are often or sometimes influenced by viewing commercials for some products. However, most respondents, almost 37%, state that it never happened to them, strongly denying the influence of advertising on them.
- This purchasing behavior (or this influence of advertising) appears to vary depending on the respondents' gender, women being more willing to admit that there is an influence of advertising on their decisions to buy.
- Depending on the education level, we noticed that respondents with low education studies are more "immune" to advertising or less willing to declare its influence on them ("never" answer 44% of those with fewer than 7 study years and only 30% of university graduates).
- We would like to emphasize the relativity of these ratings, as the perception of the influence as an adoption of recommendations and attitudes is, by itself, a process which is difficult to appreciate in self-recognition mechanisms.

purchasing a product after viewing the commercial



How often did it happen to you to buy the advertised product, even if you had never wanted it before?	Male	Female
Often	4.5%	9.8%
Sometimes	18.6%	26.4%
Seldom	30.4%	28.5%
Never	45.5%	34.6%
DK/NA	1.0%	0.7%

Categories of products whose purchase was influenced by televisual advertising



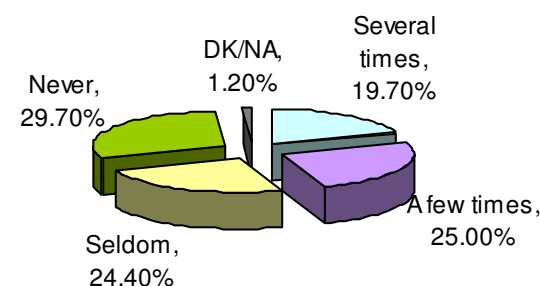
- The influence of advertising is revealed most often by the purchase of food products or household products, healthcare products, cosmetics etc.
- The purchase of household appliances for long term use, cell phones, cars etc. is less influenced by the commercial.
- In other words, the commercial has a greater impact on daily purchasing decisions, which do not require a major financial effort, having less influence on “important” purchases.

5.6.2. The commercials' influence on children: *Did your child ask you to buy a product after viewing TV commercials?*



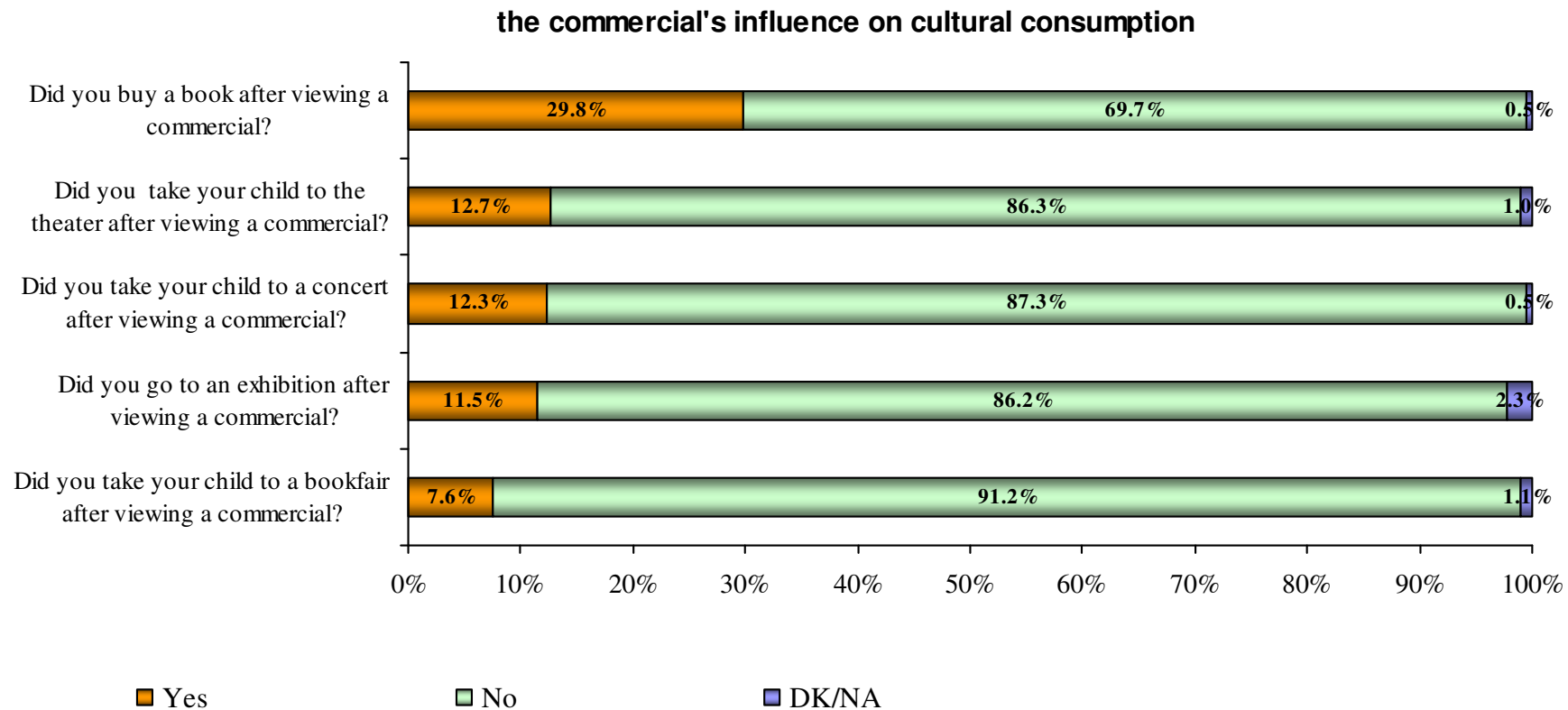
- Advertising influences children in almost 45% of the cases, and parents admit that there have been pressures from children to buy products advertised in commercials. Almost 30% of the parents deny the existence of a visible influence (manifested by the desire to buy the product) that advertising may have on their children.
- We notice that the influence which is being mentioned changes in time, as parents of children aged 6-10 years admit it to a greater extent than parents of children aged 11-15.
- Depending on the parents' gender, we noticed that mothers answered by 10% more than fathers that they are exposed to many pressures from children to buy a certain product.

did your child ask you to buy a product after viewing commercials?



	6-10 years old	11-15 years old
Several times	24.6%	14.8%
A few times	27.8%	22.0%
Seldom	24.0%	25.3%
Never	22.9%	36.3%
DK/NA	0.7%	1.7%

5.6.3. The influence of advertising on cultural consumption



In culture, the influence of advertising on the purchasing of products and services, the self-perception of the commercials' influence is much diminished compared to other products and services.

The influence of advertising on cultural consumption



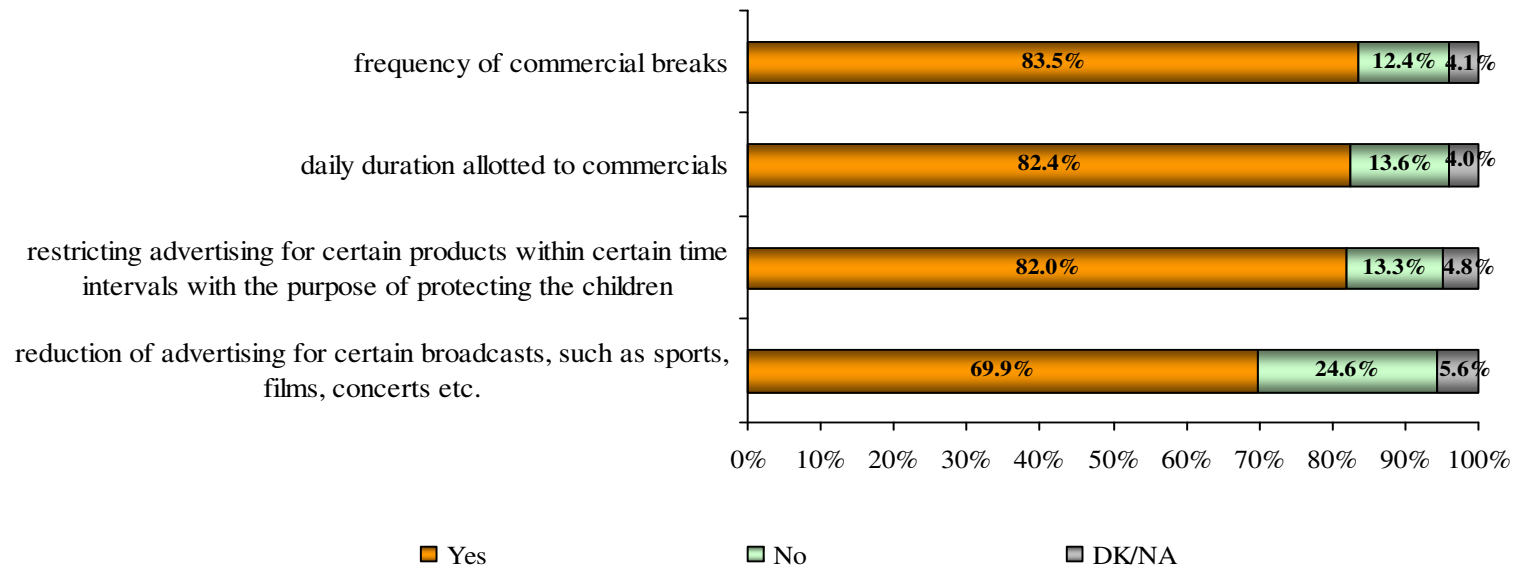
- In general, the influence of advertising on cultural consumption is low. The purchasing of books is rather influenced by publicity (almost 30% of parents stated that they happened to buy books after viewing the commercial).
- Going to a concert, to the theater or to an exhibition is influenced only in a percentage of 11% to 13% by advertising.
- As we may see in the following table, there are great variations (differences of 30%, 40%) in the influence of advertising on cultural consumption according to the respondents' education level. These differences can also be explained by the greater weight of cultural consumption in respondents with a certain education level, the increased cultural consumption being visible in our item as well (and, therefore, not necessarily a greater / smaller influence, but a greater / smaller consumption).
- A small difference in the cultural behavior of parents appears depending on the age group of the child. Therefore, parents of children aged 6-10 years old declare by 4% - 5% more than others that they bought a book or went to the theater (with their child) after viewing a commercial.

The influence of advertising on cultural consumption



		Education level	
		Without education, less than 7 years of study	University
Did you got to a concert with your child after viewing a commercial?	Yes	1.5%	26.6%
	No	98.5%	72.8%
	DK/NA	0%	0.6%
Did you take your child to a bookfair after viewing a commercial?	Yes	1.5%	22.5%
	No	97.0%	76.3%
	DK/NA	1.5%	1.2%
Did you take your child to the theater after viewing a commercial?	Yes	1.5%	33.5%
	No	97.0%	65.3%
	DK/NA	1.5%	1.2%
Did you buy a book after viewing a commercial?	Yes	10.6%	53.8%
	No	89.4%	44.5%
	DK/NA	0%	1.7%
Did you go to an exhibition after viewing a commercial?	Yes	1.5%	34.1%
	No	95.5%	63.0%
	DK/NA	3.0%	2.9%

5.7. Assessing the role of the NAC in regulating the televisual advertising market

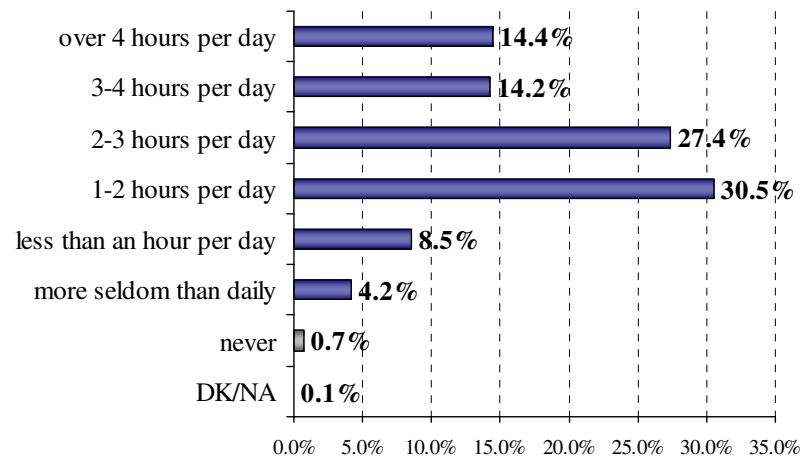


- Although the answers showed differences in mentioning the length of commercial breaks and their frequency as annoying elements, 83% of parents consider that the NAC should regulate both of these aspects.
- 82% of parents support the regulations which restrict advertising for certain products within certain time intervals, with the purpose of protecting the children.
- The regulations of advertising reduction for certain broadcasts have weaker support (but still majoritarian, 69%).

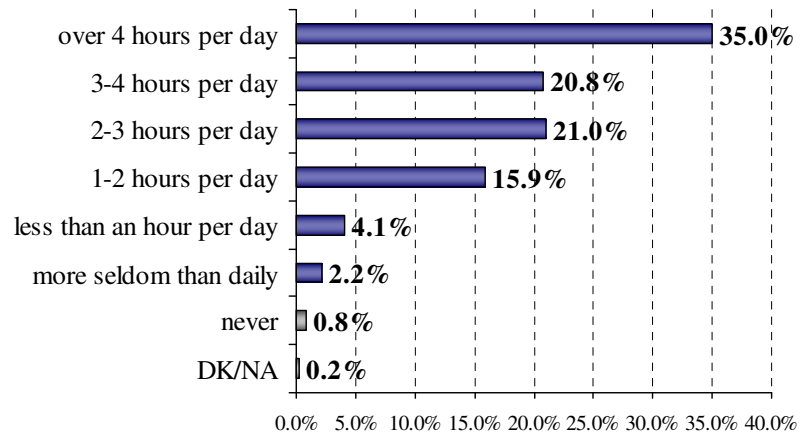
5.8. Parents' media consumer profile



**How often (much) do you watch tv during week days
(Monday to Friday)?**



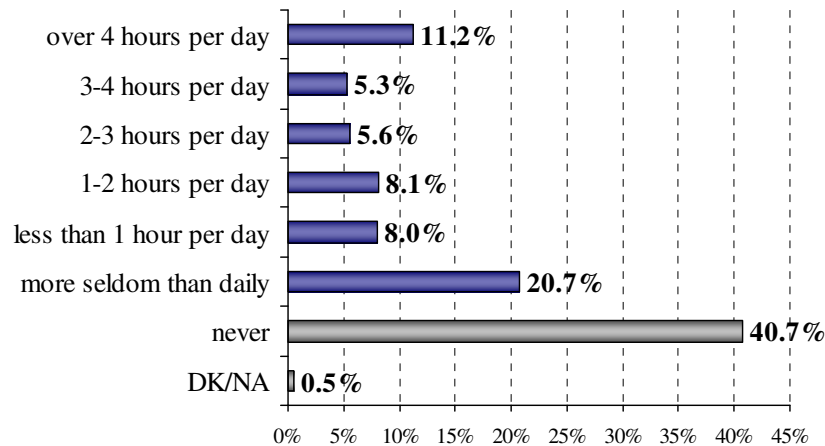
**How often (much) do you watch TV during weekend
(Saturday and Sunday)?**



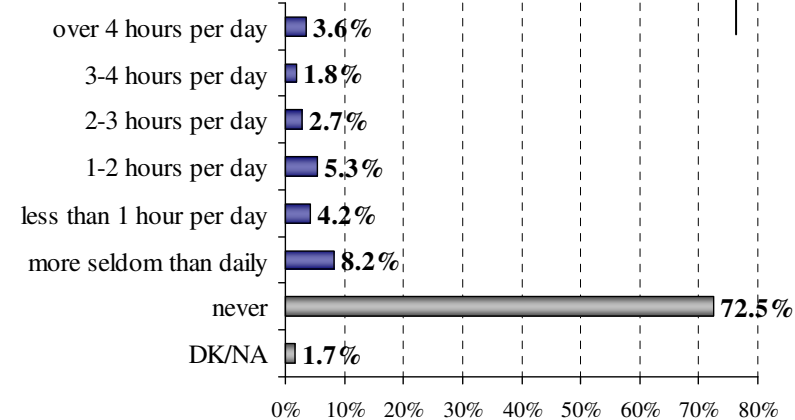
Parents' media consumer profile



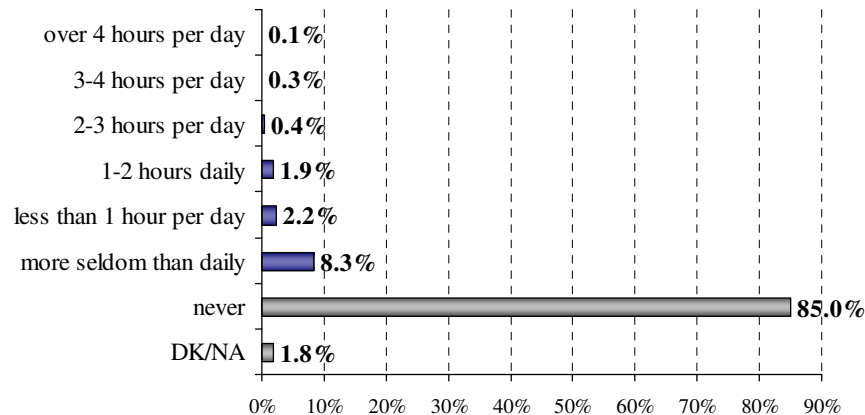
How often (much) do you listen to the radio?



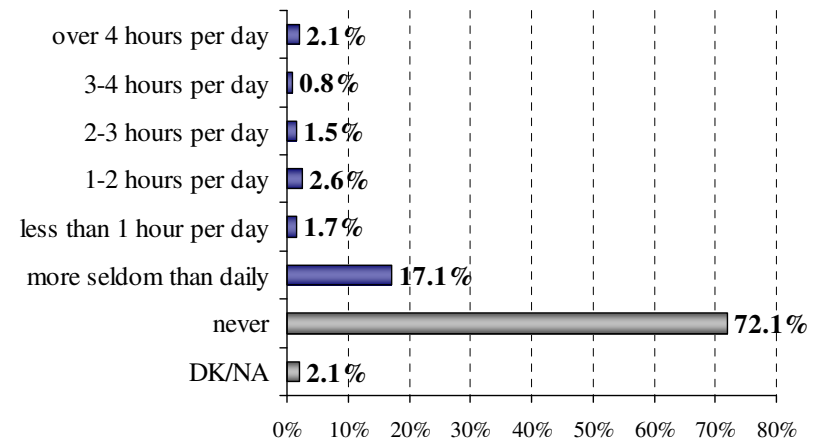
How often (much) do you navigate the Internet (at home or elsewhere)?



How often (much) do you play video games on the computer?



How often (much) do you watch films or music videos on DVDs?



Chapter 6. General conclusions



- A general conclusion at the end of this chapter is that the parents of this country have grown sensitive about the relatively new phenomenon of the commercial advertising omnipresence and about its impact on children. Although the answers to related questions are not fully consistent, critical judgment is emitted when parents consider the potential of the unwanted influence of commercial advertising on children: eating habits, social and cultural behaviors, etc. There is certain incongruence and lack of synchronization between family, school and other socialization institutions while educating children for advertising and for the emergence of an advertising culture with the Romanian audience, a culture which should focus on raising awareness among children about exposure to advertising messages with an aperceptive background formed and enriched by education.
- Preparing parents and children to avoid infantilization by advertising remains an open issue, and an essential one for a more general exigency which involves children's protection in a world of "generalized communication" which indistinctively comprises people of all ages, but who are unequally prepared to deal with the challenges of over mediatization. As public body of audiovisual control, NAC is given further legitimacy by this research to be a warrant of the observance of European and national regulations in terms of advertising, including by the promotion of new raising awareness and educational campaigns, as well as by better cooperation with the television and advertising operators.