

**PARENTAL PERCEPTION OF THE IMPACT OF TELEVISION
ADVERTISEMENTS ON CHILDREN'S BUYING BEHAVIOR**

THESIS

Presented as Partial Fulfillment of the Requirements for the Degree of
Sarjana Ekonomi (S1) in Management Program Faculty of Economics,
Universitas Atma Jaya Yogyakarta



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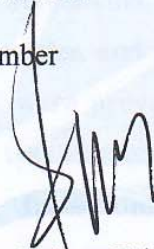
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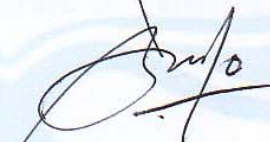


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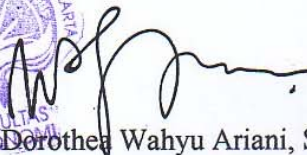
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I, Athena Rhema Kristina, The author of this thesis, hereby declare that the thesis with the following title:

Parental Perception of the Impact of Television Advertisements on Children's Buying Behavior

is verily my own study and research. The statements, ideas, bibliographies and notes which are noted by others are written and stated in the form of notation and references. If in the future I were prove that I had imitated some parts or the whole of this thesis, the I will be willing take off Sarjana Ekonomi (S1) certificate of graduation from Universitas Atma Jaya Yogyakarta, thus Sarjana Ekonomi (S1) and certificate of graduation that I obtained would be nullified and returned to Universitas of Atma Jaya Yogyakarta.

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Table of Contents

Cover Page	i
Approval Page	ii
Committee Approval Page	iii
Authenticity Acknowledgement	iv
Acknowledgement	v
Table of Contents	vii
List of Table	x
List of Figure	xi
List of Appendix	xii
Abstract	xiii
CHAPTER I INTRODUCTION	1
1.1. Introduction	1
1.2. Research Background	2
1.3. Research Questions	5
1.4. Research Objectives	5
1.5. Potential Contributions	6
1.5.1. Academic contributions	6
1.5.2. Managerial contributions	7
1.6. Writing Structure	8

CHAPTER II THEORETICAL FOUNDATION	10
2.1. Introduction	10
2.2. Definition and Types of Advertisement	10
2.3. Advertising and Children	13
2.4. Television Advertisements and Children in Family Decision Making.....	15
2.5. The Impacts of Television Advertisements on Children Buying Behavior.....	17
CHAPTER III RESEARCH METHODOLOGY	18
3.1. Introduction	18
3.2. The Research Context.....	18
3.2.1. Replication.....	18
3.2.2. Indonesia.....	19
3.3. Research Methodology	21
3.3.1. Research Method	21
3.3.2. Population.....	22
3.3.3. Sampling method.....	22
3.3.4. Coding Book.....	26
3.4. Analytical Tools	28
CHAPTER IV DATA ANALYSIS	30
4.1. Introduction	30

4.2. Respondent's Profile	30
4.2.1. Gender of Parents	30
4.2.2. Number of Children.....	31
4.2.3. Order Children	31
4.2.4. Gender of Children	32
4.2.5. Age of Children	32
4.3. Children Television Viewing Habit.....	33
4.4. Children's Buying Behavior.....	35
4.5. Television Advertisements Impact on Children's Buying Behavior	38
4.6. Parent's Perception of Television Advertisements Impact on Their Children	40
4.7. Comparison between Mittal, et al. (2010) and the Present Study.....	43
CHAPTER V CONCLUSION	46
5.1. Conclusion.....	46
5.2. Limitations and Further Research	47
5.3. Managerial Implication	47

List of Table

Table 2.1	Media Characteristics	11
Table 4.6	Average Television Viewing Time of Children	34
Table 4.7	Children's Preference for Television Viewing	35
Table 4.8	Impact of TV Advertisements on Children's Buying Behavior	38
Table 4.9	Parental Perception of the Impacts of Television Ads on Their Children	41
Table 4.10	Comparison between Mittal, et al. (2010) and the Present Study	43

List of Figure

Figure 2.1	Viewers rate television as the most authoritative, influential, and persuasive medium	12
Figure 3.1	Map of Magelang city	20
Figure 3.2	Locations of Questionnaire Distribution	24
Figure 4.1	Gender of Parents	31
Figure 4.2	Number of Children.....	31
Figure 4.4	Gender of Children.....	32
Figure 4.3	Order of Children	32
Figure 4.5	Age of Children	33
Figure 4.6	Children Enjoy Watching Television	33
Figure 4.7	Children's Role in Family Buying Decision	36
Figure 4.8	The Most Important Factor Affecting Children's Purchase Decision.....	37
Figure 4.9	Product Category Advertisements Children like the Most.....	39
Figure 4.10	Children's Demand for the Product Whose Advertisements They Like.....	40

List of Appendix

Appendix 1. Questionnaire

Appendix 2. Data of Respondents

Appendix 3. Descriptive Statistics



**Parental Perception of the Impact of Television Advertisements on
Children's Buying Behavior**

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ABSTRACT

These research objectives are to examine the parental perception of the impact of television advertisements on children's buying behavior. The data used in this study were gathered by spread the questionnaires to parents in Magelang. Descriptive statistic was used to analyze the data.

The result showed that parents agree that their children love watching television. They believe that television was important factor affecting children's demand for a product. It is also indicates that television advertisements provide children knowledge about products and brands. Parents were disagreeing that their children play important role in family buying decision.

Keywords : Parental perception, Television advertisements, Children's buying behavior, Magelang