

ROLE OF PRODUCT CHARACTERISTICS AND ANIMATED SPOKESPERSON CHARACTERISTICS ON CHILDREN BUYING BEHAVIOR

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ABSTRACT

In today's world "children commercialization" phenomena grow with the increasing rate. It means the grooming of children consumer hood and treatment of childhood as the marketing opportunity. In today's competitive world companies promote their products with more added features to attract their targeted customers because children's has influence on their family buying decision. Children's using their pester power. Recently companies focuses on animated advertisements. They introduce the new cartoon characters to get the attention of children's. Companies use their animated spokesperson as their transmission media to convey their message to their target segment especially children segment. Primary data collected from the children's of different schools of Peshawar. For data collection self-administered questionnaires were chosen. Secondary data was collected through journal articles, conference meetings and books that help a lot in fulfilling research literature review and give the brief idea about research. Secondary data is also helpful in giving the citation. Sample size of research is one hundred and fifty (150). The data collection is done on the individual basis. As we know that Pakistan is developing country so the people of Pakistan are very much pricing conscious, the firms must use the animated spokesperson characteristics. The firm makes the animated character which represents the children and teen agers as well. The animated spokesperson characters are very much liked in Pakistan. The animated spokesperson color attracts the children mostly. The children like the colors. They wanted to adopt the same colors of their animated hero. The color has high influence on the children.

Key Words: Product characteristics, Animated Character, Buying Behavior.

INTRODUCTION

In today's world "children commercialization" phenomena grow with the increasing rate. It means the grooming of children consumer hood and treatment of childhood seems as the marketing opportunity. It is helpful to identify the commercial influences and distinguished between marketing and advertisement. Marketing is broad term including the packaging, pricing, placing and promotion of the product or service. This commercialization of child consumers brings a new shape to the marketing. Due to this commercialization of child-consumers marketer become more sensitive towards product and the promotion campaign of the firm's product. Children are also attracted to the feature of the product which they buy. They know that what they buy? And why they buy? (Hassan & Daniyal, 2013). The product features include the Functionality,

Promotion campaign, Product image and style, Price, Credibility and intimacy of product. The animated spokesperson advertisement includes the feature such as the physical appearance of the animated spokesperson, likeness of the animated spokesperson, familiarity and trustworthiness of animated spokesperson. Recently companies focus on animated advertisements. They introduce the new cartoon characters to get the attention of children's (Haroon et al, 2012). Companies use their animated spokesperson as their transmission media to convey their message to their target segment especially children segment. The animated character justifies the culture and mission of these companies. Animated spokespersons are highly moldable, adaptable, in addition to simply controllable, along with will even become an identifying symbol of any company (Wen-Shin Huang, 2011).

According to the developmental researchers and psychologists, there are three stages of cognitive development in child. The first one is preoperational thoughts, the second is concrete operational thoughts and the third is formal operational thoughts. Which describe the age importance in term of understanding advertisement content? The preoperational stage ranges from two to seven years old child. In this stage the main focus of the children is product look. The concrete operational thoughts and the formal operational thoughts, the children develops a more realistic approach towards understanding their world with a little difference between them (Tanvir & Arif, 2012).

Animated advertising could be particularly attractive in addition to attention obtaining for preschool children since the obvious action, movement, in addition to sound effects linked to animation embodies perceptual salience. The actual high level of perceptual salience, coupled within preschoolers' tendency help to focus only one or two predominant stimuli, will certainly explain why a good animated spokesperson associated with a product is actually likely for children to draw a preschooler's attention in better comparison with all additional stimuli. Animated spokespersons tend to be large, colorful, action-oriented, and are usually accompanied from silly voices and sound effects. Character is normally one's focus for commercial (Neely, 2004).

Today every boy is trying to follow one's characters coming from in which they get inspired along with approaching themselves in order to be such as them throughout every mode Daniel (2010). regardless of whether following a routine of your child, we can find the idea that a youngster wakes up for the morning wearing Disney character Pajamas, roll out connected with bed sheet obtaining some licensed character from it, his toothbrush in addition to everything covered within his favorite cartoon figures and in many cases with his breakfast he eats up cereals crammed with a few cute cartoon box. Strapping his Ben eight backpack he moves for you to school but this commercialism even does not stop inside school boundaries (Tanvir & Arif, 2012).

LITERATURE REVIEW

Product Features

Functionality contains almost all valuable results of any product's behavior inside it's make use of environment such as focused features, ergonomics, along with capacity Sahin and Kitapci (2013) during a good redesign, That is likewise desirable for you to reduce the product's environmental impact among different harmful effects in order to satisfy person necessitate in addition to existing and also pending environmental regulations. It requires a superior products design to ensure your sophisticated technical features It makes This added user-friendly without having obstructing as well as compromising the current functionality of the product (Arora, 2010).

Advertisements can be defined as type associated with communicative and persuasive marketing activity, the goal of which is actually to influence consumers' cognition, attitude, as well as behavior on the products being advertised (Wen-Shin Huang, 2011). Style is graphic appearance, including line, silhouette and particulars affecting person perception to the brand (Frings, 2005). All children will be influenced for products purchase if the product contains such features that satisfy the consumer need, want or desire (Calvert, 2008). Product price is usually another variable associated with impulse buying Mbaeh & Noor (2013) consumers usually are extra impulsive As soon as consumer find product sales or maybe goods discounts, low marginal need for the item, short merchandise life, smaller sizes, along with ease involving storage (Zhou, 2003).

What is actually "credibility"? Very easily put, credibility is usually defined as Just like believability (Bagram & Khan 2012). Title credibility refers in order to believability within capabilities associated with title (product) information. Prior reviews had proposed three elements of identify credibility: trustworthiness, expertise as well as attractiveness (Keller, 2008).

Animated Spokesperson Characteristics

Advertisers often Pick out celebrities which are generally physically attractive allowing them to obtain benefit both with the status and physical appeal regarding various other celebrities (Singer, 1983). Physical attractiveness as the pleasing degree an individual possesses to affect other people (Patzner, 1985). Color plays a great clicks role inside a potential customer's decision making process, certain colors set additional moods in addition to will assistance to draw attention. the desirability of your color may change according to the object for you to that It is applied (e.g., a car as well as a table) and also through the style of a object (Whitfield, 1983). Visibility includes the appearance, gestures and postures and the logos show on the animated spokesperson. This also includes the design of the animated spokesperson character. Expertise refers to help Any time ones animated spokes-characters are generally exclusively designed for certain brands; they serve Equally experts

to be able to explain and demonstrate products (Garretson, 2004).

Advertising unifies language, pictures, music; This involves information, invokes emotions along with imaginations, The item will certainly capture all five senses and, in addition to it, It's interpersonal and practical aim. As being a genre, The item seems much diversified (Haroon et al, 2012). There is usually a interference involving styles and registers; therefore, It is often very challenging to classify advertising stylistically. with the diploma thesis, we will probably show several aspects as well as forms connected with advertising discourse (Práca & Lapsanská, 2006). Symbols “Symbols usually are a good broad category regarding processes and objects It take a good meaning That is unique to be able to the Private group associated with people. Culture influences behavior in the course of their manifestations: values, heroes, rituals, and symbols (Hofstede, 1980). Attention-getting production possesses tend to be designed to attract children's interest throughout commercial content. these kinds of features, which can be heavily concentrated within children's television advertisements, include action and movement, rapid pacing, sound effects, along with loud music (Calvert, 2008). Audio offers have additional recruiting power than image has considering that the interesting sounds will certainly take children who tend to be not looking for the television screen in order to direct it is image attention to it (Calvert, 2008). Messages It were sung with an produced, original jingle The idea sounded as a nursery rhyme formulated your current same bear in mind by children as spoken messages (Macklin, 1988). Animated spokes-characters reduce the current distance between providers and consumers, as well as encourage consumers' liking for the spokes-character to help extend to the brand name and their product (Wen-Shin Huang, 2011). Manufacturers usually propose nostalgic slogans to arouse consumers' memory, producing buyers recall their old times. They additionally want in order to trigger the work with endorsed goods through consumers' trust in animated spokes-characters (Neely, 2004). we argues that these factors affect brand attitudes, but we contend that spokes-character trust is an important mediator of this relationship (Garretson & Niedrich, 2004).

Familiarity is defined just as the knowledge about the source gained throughout repeated exposures (Tanvir & Arif, 2012). Moreover, adolescents and young adults tend to be already familiar with interactive content and could be more receptive to new ITV applications, which can be coupled with it is favorite entertainment content. The music TV channels become more innovative (Knobloch, 2003).

Children Buying Behavior

Children like to watch the cartoons. It gives happiness and leisure to them. In today's world the as the physical activities become limited and children spent most of their time in watching cartoons on television. Carton watching affect the children priorities in buying the products. Cartoon affects the liking and disliking of the children

(Hassan & Daniyal, 2013).

The particular craze to managing advertising decreased inside the 1980s, but regained energy inside the earlier 1990s having a focus on cigarette advertising (Cross 2002). In 1997, a lawsuit and also settlement between key cigarette businesses, the government, and many point out lawyers basic ended in a good deal through the cigarette businesses never to employ anime people into their advertising, due to possible fascinate little ones (Lesser, Robertson & Ward, 1980).

The particular substantial attention, reputation, as well as liking of your animated spokes-character in the present study tend not to seem to be linked to substantial amounts of solution choice, intent, as well as option. Super-hero promoting people are usually continuously produced as well as utilized by internet marketers aimed towards little ones, so anecdotal data would assist that will spokes-characters probably possess a impacting on energy that has been certainly not attended to in this study. The energy of an effective spokes-character is based on how much coverage the smoothness is provided with, or maybe some other persona facet that may be however unstudied (Schumann & W, 2004).

Objectives of Research

The main objective of this research is to identify the children buying behavior in term of influencing by the product features and the animated spokesperson features. This research also emphasized on the children commercialization and the pester power of the children. The research also suggests the importance of animation advertisement that is done by the firms to some extent in Pakistan.

Existing Work

Researchers checked out the only impact of product features on the children buying behavior or only check out the influence animated spokesperson advertisement characteristics. To attract the children segment the companies invest lot in the product features (Tanvir & Arif, 2012). Consumer goods accounts usually are right now widely known to obtain the crucial influence from consumer purchasing decisions. Moreover, prior research on person decision making provides and recognized That consumer-generated product facts on the web attracts additional products interest compared to vendor information. in contrast to be able to product descriptions supplied from vendors, user reports are, through construction, added user-oriented: inside a review, buyers describe a good product regarding usage scenarios along with evaluate ones items via the user's perspective. Despite the subjectivity regarding consumer revaluations with the reviews, such evaluations usually are obtained further credible and trustworthy from buyers as compared to traditional sources regarding information (Nikolay, 2007).

Furthermore, products appearance will probably provide value in itself; A lot of people such as as to be able to buy a great products the idea looks aesthetically

pleasing. Just like your own influence connected with product design with end user evaluation is usually complex, This is tough to help decide upon in the course of the merchandise development process. with regard to example, a great merchandise in bright colors might be valued aesthetically, but these kind of same colors will certainly offer buyers It how the merchandise will be of low quality. (Schoormans, 2005).

Animated advertising might be straight attractive along with attention finding for preschool children since understandable action, movement, as well as sound effects in connection with animation embodies perceptual salience. this high level involving perceptual salience, coupled within preschoolers' tendency in order to focus on only single or only two predominant stimuli, will certainly explain why a good animated spokes-character associated with a items is usually likely for consumer to draw the preschooler's attention far better than most additional stimuli (Haroon et al, 2012).. Animated spokes-characters are generally large, colorful, action-oriented, and tend to be accompanied coming from silly voices along with sound effects. Animated character is often focusing of a commercial (Neely, 2004). Animated spokes-characters reduce your distance between providers along with consumers, and encourage consumers' liking due to the spokes-character to be able to extend for the brand name and its product (Wen-Shin Huang, 2011).

Gaps in the Existing Work Done

The researchers did lot of work on the related field. But they never check the influence of product characteristics and the animated spokesperson characteristics at the same time, although the researchers did very limited work on the influence of animated spokesperson characteristics on the children buying behavior but there is no work done on the influence of the product features on children buying behavior. In this technological world it is very necessary to find out the relationship between product characteristics and animated spokesperson characteristics.

HYPOTHESES

The finding and result of the study leads to the acceptance and rejection of the given hypotheses. The overall study was conducted and revolves around these hypotheses.

- H1:** Functionality influence the children buying behavior
- H2:** Promotion campaign influence the children buying behavior
- H3:** Product image and style influence the children buying behavior
- H4:** Price influence the children buying behavior
- H5:** Product credibility and intimacy influence the children buying behavior
- H6:** Animated spokesperson color influence the children buying behavior
- H7:** Animated spokesperson visibility influence the children buying behavior
- H8:** Animated spokesperson language influence the children buying behavior
- H9:** Animated spokesperson Symbols influence the children buying behavior

H10: Animated spokesperson advertisement Sounds influence the children buying behavior

H11: Likeness of Animated spokesperson influence the children buying behavior

H12: Trustworthiness of Animated spokesperson influence the children buying behavior

H13: Familiarity of Animated spokesperson influence the children buying behavior

H14: There is significant correlation exist in between product characteristics and the animated spokesperson characteristics.

The given conceptual frame work suggest that product characteristics and animated spokesperson characteristics are the independent factors while dependent factor are the children buying behavior. The product characteristics are functionality, promotion campaign, product image and style, price, credibility and intimacy. The animated spokesperson characteristics are color, visibility, language, symbols and sounds.

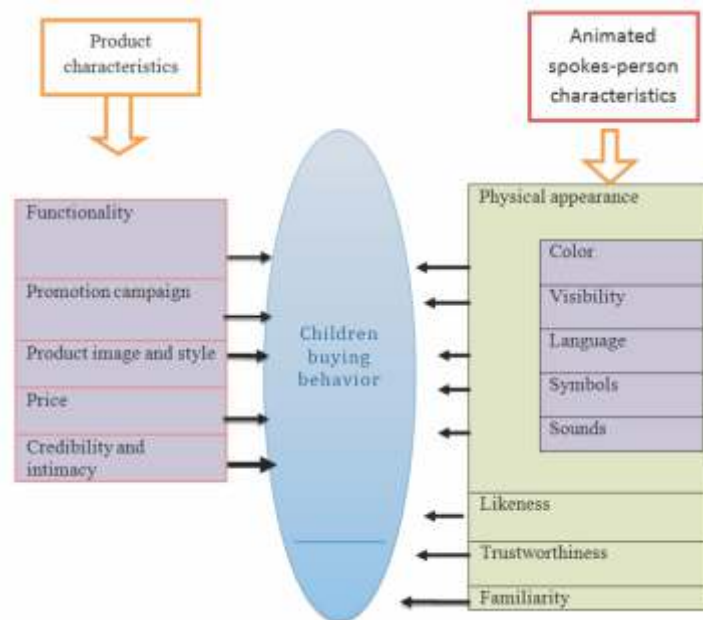


Figure 1: Conceptual frame work of Role of product characteristics and animated spokesperson characteristics on children buying behavior

METHODOLOGY

Primary data collected from the children's of different schools of Peshawar. The questionnaire is self-structured but few questions were taken from wen-shin Han study (Wen-Shin Huang, 2011). The researcher asked the questions by himself through the structured questionnaire because the children cannot understand or sometimes misunderstand the questions. The main advantage of self-administered questionnaire is

that I completely explained the each and every question to the children responder. This is helpful in get back the full questionnaires and there is no missing questionnaire. Secondary data is collected through journal articles, conference meetings and books that help a lot in fulfilling our research literature review and give the brief idea about my research. His is also helpful in giving the citation

Sample size of the research is one hundred and fifty (150). The sample size is taken from the different school children's of Peshawar. The sample size contains both the gender and the sample is also collected from the children having age from 4years old to 12 years old. This sample size is very much considerable for the research. For analysis of statistical tools we used SPSS 20.0 version software. SPSS is the statistical package for social science software. In SPSS we applied the frequencies, descriptive statistic, reliability test, and regression and correlation.

RESEARCH DESIGN

Primary Data Collection

Primary data collected from the children's of different schools of Peshawar. The schools are Peshawar National school Ganj, Royal model school Ganj, Muslim Hands School Budhai, Govt. Primary school Budhai, Govt. Primary School Kalo-khail and Govt. Higher secondary school Sardar Garhi. The questionnaire is self-administered questionnaire. The researcher asked questions directly from the children because the children cannot understand or sometimes misunderstand the questions. The main advantage of self-administered questionnaire is that researcher completely explained the each and every question to the children responder. This is helpful in get back the full questionnaires and there is no missing questionnaire.

Sample Size

Sample size of the research is one hundred and fifty (150). The sample size is taken from the different school children's of Peshawar. The sample size contains both the gender and the sample is also collected from the children having age from 4years old to 12 years old. This sample size is very much considerable for the research.

Statistical Tools

For processing and analysis of statistical tools we used SPSS 20.0 version software. SPSS is the statistical package for social science software. In SPSS researcher applied the frequencies, descriptive statistic, reliability test, and regression and correlation. SPSS 20.0 is the latest software version. This software is used for the calculation of statistical test to find out the results and analysis. In this we applied test reliability to check out the reliability of the variables' questions and also the questionnaire. Reliability is found out through Cronbach's alpha. If the result of Cronbach's alpha is above than .7 so the questions are reliable.

The frequencies statistics are used to find out the response rate of the respondents on the

demographic basis. The regression analysis is applied to check out the influence of product characteristic and animated spokesperson characteristics. The correlation is use for the calculation of checking the relation between variables.

Unit of Analysis

The data collection is done on the individual basis. But the teaching staff of the schools helped lot in data collection. The teaching staff of the schools really appreciates the research activity.

RELIABILITY STATISTICS

Table 1: Reliability

Scale	Cronbach's Alpha
Product functionality	0.815
Product promotion campaign	0.710
Product image and style	0.817
Product price	0.705
Product credibility and intimacy	0.847
Animated spokesperson color	0.867
Animated spokesperson visibility	0.793
Animated spokesperson language	0.712
Animated spokesperson symbols	0.809
Animated spokesperson sounds	0.748
Animated spokesperson likeness	0.753
Animated spokesperson trustworthiness	0.717
Animated spokesperson familiarity	0.714

Interpretation

The reliability statistics Cronbach's alpha for product functionality is .815. This shows high reliability of variable's questions. The reliability statistics Cronbach's alpha for promotion campaign is .710. This shows reliability of variable's questions.

The reliability statistics Cronbach's alpha for product image and style is .817. This shows high reliability of variable's questions. The reliability statistics Cronbach's alpha for product price is .705. This shows reliability of variable's questions. The reliability statistics Cronbach's alpha for product credibility and intimacy is .847. This shows high reliability of variable questions. The reliability statistics Cronbach's alpha for animated spokesperson is .867. This shows high reliability of variable questions. The reliability statistics Cronbach's alpha for animated spokesperson visibility is .793. This shows high reliability of variable's questions. The reliability statistics Cronbach's alpha spokesperson language is .712. This shows high reliability of variable's questions. The

reliability statistics Cronbach's alpha for animated spokesperson symbols is .809. This shows high reliability of variable's questions.

The reliability statistics Cronbach's alpha for animated spokesperson sounds is .748. This shows reliability of variable's questions. The reliability statistics Cronbach's alpha for animated spokesperson likeness is .753. This shows high reliability of variable's questions. The reliability statistics Cronbach's alpha for animated spokesperson trustworthiness is .717. This shows high reliability of variable's questions. The reliability statistics Cronbach's alpha for animated spokesperson familiarity is .714. This shows high reliability of variable's questions.

REGRESSION ANALYSIS OF INDEPENDENT VARIABLE PRODUCT CHARACTERISTICS AND DEPENDENT VARIABLE CHILDREN BUYING BEHAVIOR

Table 2: Model Summary

Model	R	R-square	Adjusted R-square	Std. Error of the estimate
1	.904 ^a	.817	.811	.23086
a. Predictors: (Constant), credibility and Intimacy, Promotion Campaign, Functionality, Price, Product Image and Style				

Interpretation

The table shows that the R value is .904. The value of suggest that independent variable product characteristics has 90.4% correlated with the dependent variable children buying behavior. The R2 value is .817 which means that the independent variable product characteristics explained 81.7% of dependent variable. The standard error of the estimate is .23086.

Table 3: ANOVA

Interpretation

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.301	5	6.860	128.720	.000 ^a
	Residual	7.675	144	.053		
	Total	41.975	149			
a. Predictors: (Constant), credibility and Intimacy, Promotion Campaign, Functionality, Price, Product Image and Style,						
b. Dependent Variable: Buying Behavior						

The table shows that f-value is 128.7 which are greater than mean value 6.860 and the p-value is 0.000 which shows that the statistical model is significant even at 99%.

Table 4: coefficient

Model		Un-standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.816	.123		6.637	.000
	Functionality	.155	.030	.223	5.156	.000
	Promotion Campaign	.153	.024	.261	6.361	.000
	Product Image and Style	.158	.038	.256	4.134	.000
	Price	.318	.043	.417	7.367	.000
	Credibility and Intimacy	.002	.039	.003	.050	.960

a. Dependent Variable: Buying Behavior

Interpretation

The table shows the regression analysis of the product characteristics and children buying behavior. This test applied to check out the influence of product characteristics on children buying behavior. The table shows the t-value of few variables. This table shows that functionality has significant relation with the dependent variable children buying behavior. This means that functionality explained 22.3% of dependent variable. The promotion campaign has significant correlation with the dependent variable. The promotion campaign explains 26.1% of dependent variable. The product image and style has significant relation with the dependent variable which means that product image explained 25.6% of dependent variable. The price has insignificant correlation with the dependent variable which means that price explain 41.7% of dependent variable. Credibility and Intimacy has significant relation with the dependent variable so the Credibility and Intimacy explain .3%, Functionality has significant relation with the dependent variable children buying behavior. This means that functionality explained 20.3% of dependent variable.

Regression Analysis of Independent Variable Animated Spokesperson Characteristics and Dependent Variable Children Buying Behavior

Table 5: Model Summary

Model	R	R-square	Adjusted R-square	Std. Error of the estimate
1	.981 ^a	.963	.961	.10533
a. Predictors: (Constant), familiarity, Visibility, Color, Trustworthiness, Sounds, Symbols, Language, Likeness				

Interpretation

The table shows that the R value is .981. The value of suggest that independent variable animated spokesperson characteristics has 98.1% correlated with the dependent variable children buying behavior. The R2 value is .963 which means that the independent variable product characteristics explained 96.3% of dependent variable. The standard error of the estimate is .23086.

Table 6: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.411	8	5.051	455.316	.000 ^a
	Residual	1.564	141	.011		
	Total	41.975	149			
a. Predictors: (Constant), familiarity, Visibility, Color, Trustworthiness, Sounds, Symbols, Language, Likeness						
b. Dependent Variable: Buying Behavior						

Interpretation

The table shows that f-value is 455.316 which is greater than mean value 5.051 and the p-value is 0.000 which shows that the statistical model is significant even at 99%.

Table 7: Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.374	.073		5.130	.000
	Color	.297	.021	.393	14.128	.000
	Visibility	.006	.028	.006	.208	.006
	Language	.232	.032	.285	7.287	.000
	Symbols	.119	.023	.181	5.087	.000
	Sounds	.026	.034	.033	.754	.452

	Likeness	.104	.034	.132	3.038	.003
	Trustworthiness	.033	.022	.041	1.522	.130
	familiarity	.080	.027	.095	2.975	.003
a. Dependent Variable: Buying Behavior						

INTERPRETATION

The table shows the regression analysis of the product characteristics and children buying behavior. This test applied to check out the influence of animated spokesperson characteristics on children buying behavior. The table shows the t-value of few variables. This table shows that color has significant relation with the dependent variable children buying behavior. This means that color explained 39.3% of dependent variable. The visibility has significant relation with the dependent variable. The visibility explains 00.6% of dependent variable. The language has significant relation with the dependent variable which means that language explained 28.5% of dependent variable. The symbol has significant correlation with the dependent variable which means that symbols explain 18.1% of dependent variable. Sounds have insignificant relation with the dependent variable so the sounds explain 3.3%. Likeness has significant relation with the dependent variable so the sounds explain 13.2%. Trustworthiness has insignificant relation with the dependent variable so the sounds explain 4.1%. Familiarity has significant relation with the dependent variable so the familiarity explains 9.5%.

H0: Animated spokesperson color does not influence the children buying behavior

H1: Animated spokesperson color influence the children buying behavior

Color has significant relation with the dependent variable children buying behavior. This means that color explained 14.128% of dependent variable. So the alternate hypothesis (H1) is accepted.

H0: Animated spokesperson visibility does not influence the children buying behavior

H1: Animated spokesperson visibility influence the children buying behavior

The visibility has significant relation with the dependent variable. The visibility explains 20.8% of dependent variable. So the alternate hypothesis (H0) is accepted.

H0: Animated spokesperson language does not influence the children buying behavior

H1: Animated spokesperson language influence the children buying behavior

The language has significant relation with the dependent variable which means that language explained 28.5% of dependent variable. So the alternate hypothesis (H1) is accepted.

H0: Animated spokesperson Symbols does not influence the children buying behavior

H1: Animated spokesperson Symbols influence the children buying behavior

The symbol has significant correlation with the dependent variable which means that symbols explain 18.1% of dependent variable. So the alternate hypothesis (H1) is accepted.

H0: Animated spokesperson advertisement Sounds does not influence the children buying behavior

H1: Animated spokesperson advertisement Sounds influence the children buying behavior

Sounds have insignificant relation with the dependent variable so the sounds explain 3.3%. So the null hypothesis (H0) is accepted.

H0: Likeness of Animated spokesperson does not influence the children buying behavior

H1: Likeness of Animated spokesperson influence the children buying behavior
Likeness has significant relation with the dependent variable so the sounds explain 13.2%. So the alternate hypothesis (H1) is accepted.

H0: Trustworthiness of Animated spokesperson does not influence the children buying behavior

H1: Trustworthiness of Animated spokesperson influence the children buying behavior

Trustworthiness has insignificant relation with the dependent variable so the sounds explain 4.1%. So the null hypothesis (H0) is accepted.

H0: Familiarity of Animated spokesperson does not influence the children buying behavior

H1: Familiarity of Animated spokesperson influence the children buying behavior
Familiarity has significant relation with the dependent variable so the familiarity explains 9.5%. So the alternate hypothesis (H1) is accepted.

DISCUSSION

The above results shows that all variables show association with each other this means that each variable have contributions toward children buying behavior. The association between variable shows the importance of that variable.

According to results hypothesis # 5, 10 and 12 are rejected because they show insignificance. The hypothesis # 5 is rejected because children are that much wise consumers they just buy on the basis of their liking and disliking so they do not keep in mind the credibility and intimacy of the product. The hypothesis #10 is rejected because the children do not remember the sounds while buying the products. The hypothesis #12 rejected because children just buy for fun and happiness so they do not show their trustworthiness towards product.

RECOMMENDATIONS

The firms must use the animated spokesperson. The firm makes the animated character which represents the children and the teen agers as well. The animated spokesperson characters are very much liked in Pakistan. These characters provide healthy entertainment in sense of ethics.

In watching cartoons violence and physical problems are two major factors that contribute directly on children. So the firm covers that aspect as well. Children are restricted to TV and they not go grounds for playing. Due to which lots and lots of problems rise in the children case. The firm job is to attract children's by cartoon in ground not in room (Haroon et al, 2012).

CONCLUSION

Today the children are very much aware the product features and their purchase decisions. The firm must focus the children segment because children influence the family decision. The product price and animated spokesperson color have high influence on children buying behavior.

As we know that Pakistan is developing country so the people of Pakistan are very much price conscious. The daily talk of parents in homes about price fluctuation makes the children more sensible about prices. The children demanded those products which their parents afford easily. Along with price the children also care about the product functionality, and product style. The children give preference to the stylish products. The promotion campaign of product also plays a key role on buying behavior of children.

The animated spokesperson color attracts the children mostly. The children like the colors. They wanted to adopt the same colors of their animated hero. The color has high influence on the children. The language used in animated spokesperson advertisement, symbols, likeness and the familiarity also influences the children buying behavior.

SCOPE FOR FUTURE RESEARCH

The other researchers if they want to work on the same topic so they increase the sample size to get better results. They conduct research in other region rather than Peshawar and they also check out the comparative study as well. The researcher also works on the story, episodes and the movies impact on children and adult buying behavior.

The future researchers also expand the line of comparative studies in between adult and children. The future research areas are that the researcher work on moderating variables such as communication medium.

The future studies may checkout the impact of cartoon advertisement on children as taking violent behavior as moderating variable. The future researcher may check the comparative study of cartoon advertising on TV and on Non TV network such as ground, park, events etc (Hassan & Daniyal, 2013).

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