

# Determining the Effects of Food Advertising on Children's and Adolescents' Food Choice and Purchasing Request

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## ABSTRACT

The contemporary increase in commercial advertisements growth has either directly or indirectly targeted children and adolescences. This is to change and influence their behaviour toward commercial products and restrain them from their early ages. This study was conducted to examine and determine the effects of Television commercial advertisements directed at children and adolescents on their food choice and purchasing requests, and determining the parents' opinion on the influences of the Ads on their children. This study was implemented through filling-in questionnaires face-to-face with children and their parents in Sulaymaniyah city, Kurdistan Region of Iraq. The results showed that most of the respondent children spend their spare time on-screen viewing, which makes them easily targeted to the contemporary advertising model. Most of the children (82.7%) were watching TV ads. This has significantly influenced children's behavior toward commercialized products, mainly by food and drink advertising (42.10%). Most of the children agreed that they would feel unhappy, sad and disappointed when their demands are refused by the parents, even though they understand the reason for their Parent's denial. Additionally, the results showed that the parents are concerned about the negative impacts of ads on their children's health and habits; hence they mostly agreed that there should be strict government laws and regulations to control ads in Kurdistan region and Iraq.

**KEY WORDS:** Adolescences, Children, Food Choice, Purchasing Request, TV Advertising

## 1. INTRODUCTION:

Advertisement is a global concept which means to draw the picture to increase consumer and marketing. It originally comes from Latin word 'Avert ere, to show the new products by presenting the clear form of the idea, vision, images, and services through mass media and social media, to enhance the marketing by working on the link between products and business, that's the reason

why there are a lot of agencies which produce advertisement to sellers through a global business which exists in societies (Sharam & Zafar, 2008). Television is a significant source of media that advertises food to children who have been targeted easily through program channels, especially children's programs. A strong link has been found between food budgeting and television advertising since more than 75% of Unites State (US) food manufacturers' advertising budgets, and 95% of US fast-food restaurant budgets are allocated to television, this came from the rate of hours watching television daily for US children (Story & French, 2004).

Nowadays, more and more people engaged with global products, so contemporary modern marketing companies, besides their focus more on creating customer value, also eagerly try to engage the target and potential customers and persuasively communicate that value to using advertising as a significant marketing communication tool (Kotler & Armstrong, 2017). Target

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and potential customers include all age groups of people. Therefore, children and adolescences who live in the recent media-saturated digital environment are mostly affected by advertisements (Murphy et al., 2020), particularly video and animated advertisements (Calvert et al., 2020). Food products are the daily needs of people, and food marketers recently target younger ages besides economic development in the Kurdistan region of Iraq. Recently, advertainment and other promotion activities have been increasing significantly in this region as well as in Iraq (Jarad, 2018). These developments are started and running unbridled due to the absence of explicit laws and regulations regarding this matter.

It has been proved that food companies targeting young children to become lifelong consumers and influence household purchasing choice which eventually result in child obesity and health problem, as it has been reported in Malaysia the link between advertisements and eating unhealthy food (Sameeha, 2014). It also has been found that there is a strong link between TV viewing and children's health problems as obesity, which is a concern as a global issue. For instance, UK children watch an average of 17h of programs each week, a majority of which food advertisement since half of the advisement through child programming are food products most of which are high in sugar, salt, and fat (Halford et al., 2007).

It has been documented that advertising directed at children in Germany is an important public health issue, which supported the view that children are perhaps the most significant target group for a marketing company but might not surely understand the nature and intention of commercial messages. Since brand bonding is found early in childhood, children have been targeted by industries as early as possible. For instance, the research shows that 19.9% of TV commercials were for food products, of which 73% were for non-core foods, 21% for core foods, and 6% not classified. In three specified channels widely viewed by children and youth, 14.5% of commercials were for food products, of which 88.2% were for non-core foods in 2007–2008 (Wilcke & Effertz, 2011).

It is clear that there is a sociological background to explain the process of integration biological, social, cultural, and psychological influence on food choice since always try to link culture and food choices from the advertisement companies, so it becomes an expression of affection, attachment and to be part of people behaviors, such as in chocolate on Valentine's day, turkey on Thanksgiving and traditional and religion events (Shepherd & Raats, 2006). It has been proved that advertisement has a big effect on children behavior with regard to food eating, that's why advertisement restrictions are part of government policy, so there is not strong evidence for a direct role of

advertisement for energy-dense foods in the increasing obesity as a health problem in children, but there is strong evidence that shows food promotion affects children's food behavior since children have been affected by the advertisement (WHO, 2003).

There are two psychological perspectives through which advertising can be channeled, central routes and peripheral routes; Central route is the way usually used by public health nutrition and social marketing campaigns, Peripheral routes are the approaches most favored by the food marketing and advertising industries and are based on the principles of feelings and identification concerning the decision-making process as logical processes. Peripheral persuasion techniques seek through exposure and reinforcement of social-cultural norms to influence behavior. This leads to change in behavior, and with enough resource's advertisers can influence cultural norms and mores or even create them where non-existed previously. Those approaches use to analysis how does the psychology of advertisement work on children purchasing request (Caraher & Landon, 2006). In addition, there is evidence which shows that the physiological processes are fundamental to understanding children purchasing request, and their affection on behavior is likely to be mediated by social-psychological variables, In addition, there is evidence which shows the physiological processes are fundamental to understanding children purchasing request, and their affection on behavior is likely to be mediated by social-psychological variables such as attitudes and social awareness about food choice (Conner & Armitage, 2006).

The main objectives of conducting this study were to investigate the effects of television advertisement on children's behaviour, as well as to determine the parents' view and opinion on the influences of TV advertisement on their children and the need of applying laws or policies to restrict TV advertisement in Sulaymaniyah city, Kurdistan Region, Iraq.

## 2. MATERIALS AND METHODS

A descriptive research study was conducted in Sulaymaniyah city, Kurdistan Region, Iraq. In order to gather data for this research, some selected public and private schools were visited randomly using Simple random sampling (SRS), and the teachers were informed about the research. Questionnaire forms were filled in face to face with 98 respondents; 39 children and 59 adolescences, as well as asking them to help in delivering the parents' questionnaire to their families, all the 98 parents returned the questionnaires filled-in. Children and adolescence age range were measured based on World Health Organization definition of adolescence aged between 10 to 19 years old (WHO, 2021; Sawyer, et al., 2018).

The questionnaire was divided into two parts. The first part was designed for children and mainly focused on children's understanding of TV ads, the behavioral influence of TV ads on children, purchasing request, and their reaction to parents' denial of their requests. The second part was for parents, which was mainly focused on their opinion on the influence of TV ads on their children. The respondents in this study were asked to rate their degree of agreement/disagreement with the same statements on a (5-point Likert scale), the scale was ranged from 1 = Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree to 5 = Strongly Agree. The statements (behavioral factors) were mainly derived from previous studies (Ahluwalia, 2011; Hite & Eck, 1987; McNeal & Ji, 1999; Wen-Ling, 2002; Oates et al, 2003).

The Statistical Package for Social Sciences (SPSS ver. 20.0) was used to analyze the collected data. Descriptive analysis was used to test the significance of the children's and parents' views toward ads, and the Chi-square test of qualitative indicators' dependency was applied to test the relationships between categorical variables. The means of the statements were compared with t-test and analysis of variance (ANOVA).

### 3. RESULTS AND DISCUSSION

#### 3.1 Children

Table (1) illustrates the demographic characteristics of the children respondents in this research. A total of 65.3% of the children and adolescence were girls, and 34.7% were boys; their ages were ranged between 6.1% (3 to 5) years old; 7.1% (6-8) years old; 26.5% (9-10) years old; 55.1% (11-12) years old; and 5.1% (over 12) years old. Regarding the birth order of the respondents in their families, 34.7% were the oldest child among their siblings; 36.7% middle child, 20.4% youngest child and 8.2% of the children were single children.

TABLE 1  
Socio-demographic Profile of The Children and Adolescence Respondents

Variables	Category	Frequencies	Percentage
Gender	Female	64	65.3
	Male	34	34.7
	Total	98	100
Age	3-5	6	6.1
	6-8	7	7.1
	9-10	26	26.5
	11-12	54	55.1
	Over 12	5	5.1
	Total	98	100
Birth Order in Family	Only Child	8	8.2
	Youngest	20	20.4
	Middle	36	36.7
	Oldest	34	34.7
	Total	98	100

In order to determine the possibility of interaction of the children with the visual advertisement, the respondents were questioned on spending their spare time with multiple-choice questions. The data in the table (2) show that most of the respondents watch television (81.6%) and browse on the internet (88.8%), where people see advertisements more frequently while fewer respondents were spending their spare time with physical activities such as sports (26.5%) or reading (16.3%) and other activities (8.2%).

TABLE 2  
The Respondent's Spare-times Activities

	Responses		Percent of Cases
	N	Percent	
Tv	80	36.9%	81.6%
Internet	87	40.1%	88.8%
Sport Activities	26	12.0%	26.5%
Reading	16	7.4%	16.3%
Others	8	3.7%	8.2%
Total	217	100.0%	221.4%

The total percentages of more than 100% are Multiple Responses.

The results for children's TV viewing screen time are graphically represented in figure (1). Most of the respondents' TV viewing screen time (44.9%) were less than 2 hours per day on average, while (32.7%) between 2 to 4 hours and (10.2%) between 4 to 6 hours, which exceeds the internationally recommended guideline (AAP, 2016). Most of the respondents (82.7%) were watching advertisements shown on TV, and less (17.3%) of them were not watching TV ads (see Figure 2). The results showed that most of the children and adolescences spend their spare time on-screen viewing which makes them easily targeted to the TV ads and may affect them negatively.

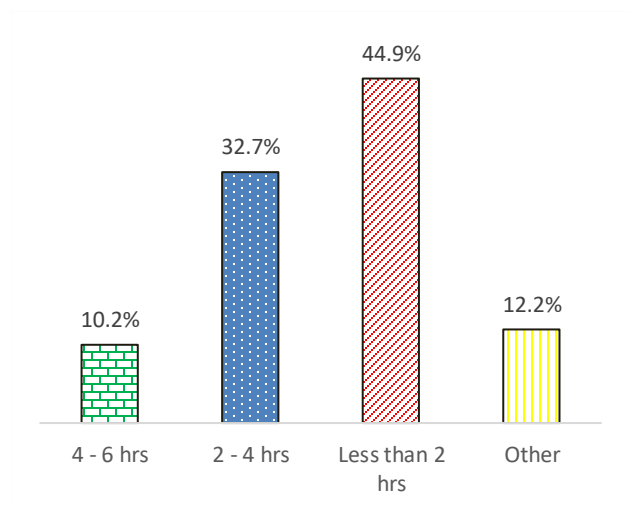
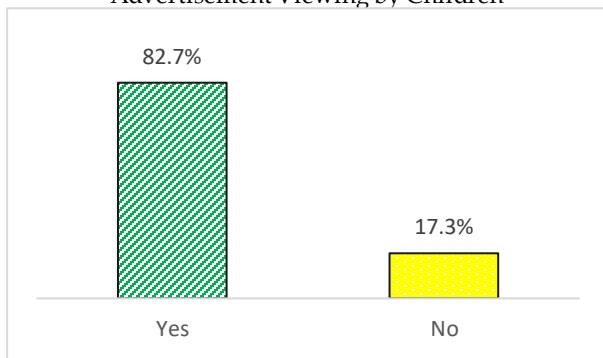


Fig1. TV Screen Viewing Time (Hour/Day)

Fig 2. Advertisement Viewing by Children



The data in the table (3) shows the respondents' behavior while ads are shown on TV. Among the respondents (21.4%) enjoys watching the TV Ads, and (34.7%) continue watching the TV Ads in order not to miss their favorite TV programs, while (22.4%) would rather leave the room or change the channel (21.4%) to avoid watching most of the ads.

TABLE 3 Children Behaviors Towards Watching Ads

Statements	Responses		Percent of Cases
	N	Percent	
I watch the ads for fun and take information from it	21	21.2%	21.4%
I change the channel	21	21.2%	21.4%
I leave the room	22	22.2%	22.4%
I continue the viewing not to lose my show	34	34.3%	34.7%
Other	1	1.0%	1.0%
Total	99	100.0%	101.0%

The Total Percentages of More Than 100% Are Multiple Responses

The person Chi-square analysis was used to evaluate existing dependencies between individual groups on the one hand and the behavior of watching TV ads on the other (table 4). The results indicated that there was significant relationship between the variable categories of age and children's response to viewing TV ads ( $X^2 = 29.941$ ;  $P$ -Value = 0.018) while the categories of sex ( $X^2 = 3.772$ ;  $P$ -Value = 0.438) showed insignificant relationship (at significance level  $\alpha = 0.05$ ). The Children age groups 3-5 and 6-8 mostly watch ads with joy and consider them as a source of entertainment and information (40% and 42.9%, respectively). Children aged 9-10 mostly prefer to leave the room during the ads (30.8%) while adolescences (11-12) and over (12) mostly continue to watch as they do not want to miss the main show (35.2.9% and 80.0% respectively). Most of the respondents were watching TV ads either as enjoyment or continuity on their favorite TV program which

makes them mostly affected by TV ads.

TABLE 4 The Respond of Children to Viewing Ads

Variables	Categories	% of Respondents					Chi-Square Test	
		Watch TV ads with interest as they inform & entertain.	Switch channels during TV ads.	Leave the room, do some work	Watch TV ads as I don't want to miss the main show.	Others	Pearson Chi-Square Value	P-Value
Sex	Male	18.2	27.3	24.2	27.3	3.0	$X^2 = 3.772$	0.438
	Female	23.4	18.8	20.3	37.5	0.0		
Age	3-5	40.0	20.0	20.0	20.0	0.0	$X^2 = 29.941^+$	0.018
	6-8	42.9	14.3	14.3	28.6	0.0		
	9-10	23.1	19.2	30.8	26.9	0.0		
	11-12	18.5	25.9	20.4	35.2	0.0		
	Over 12	0.0	0.0	0.0	80.0	20.0		

Results of the Pearson's chi-square analysis (Table 5) indicate the percentages children's understanding to TV ads, the results showed significantly different ( $X^2 = 31.692$ ;  $P$ -Value = 0.011) among target age groups while the categories of sex ( $X^2 = 3.010$ ;  $P$ -Value = 0.556) showed insignificant relationship (at significance level  $\alpha = 0.05$ ). Among the targeted age group between 3 to 8 years old, understanding of the purpose behind advertising was considered as entertainment (80.0% and 42.9%, respectively). Age groups 9 to 12 and over had a significantly greater understanding of the marketing purposes behind ads (42.3%, 59.3%, and 80%, respectively). It is observed previously that even younger children may not understand the commercial purpose behind ads and have a more positive attitude toward them; hence, TV ads focus more on entertainment and image creation (Moore, 2004).

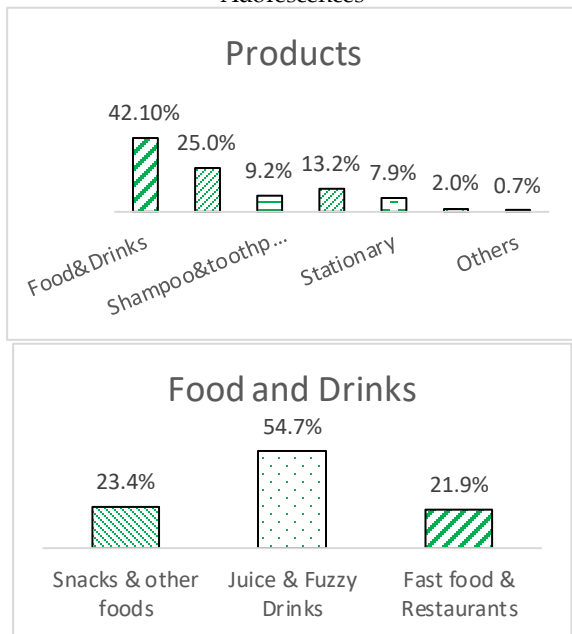
TABLE 5 Children and Adolescences' Understanding of Ads

Variables	categories	% of Respondents					Chi-Square Test	
		Taking a break from the TV programs	Entertainment	Motives, people to buy products	Informs about products	Informs about offers	Pearson Chi-Square Value	P-Value
Sex	Male	15.2	27.3	45.5	6.1	6.1	$X^2 = 3.010$	0.556
	Female	18.8	14.1	51.6	10.9	4.7		
Age	3-5	0.0	80.0	20.0	0.0	0.0	$X^2 = 31.692^+$	0.011
	6-8	28.6	42.9	0.0	14.3	14.3		
	9-10	15.4	23.1	42.3	7.7	11.5		
	11-12	20.4	7.4	59.3	11.1	1.9		
	Over 12	0.0	20.0	80.0	0.0	0.0		



The results illustrated in figure (3) show that children and adolescences are mainly influenced by food and drink advertising (42.10%) compared to other products. This may be because TV ads are mostly shown related to foods (Arnas, 2006). The most requested food and beverages products were high in sugar, salt, and fat. Among the food and drink products, children and adolescences are mainly encouraged to buy sugar-containing beverages such as juice and fizzy drinks (54.7%) and food with high salt and fat such as snacks (23.4%) and fast food (21.9%), which means children have been affected by the advertisement of unhealthy food and beverages as well as increasing the consumption of these products as similarly proofed in other previous studies elsewhere (WHO, 2003). Additionally, previous studies show that food advertising has influenced food preferences and purchasing requests of children and adolescences, mainly unhealthy-food advertising, which considered as an important reason that may determine the children's food diet, consumption, and health, which may cause weight gaining and obesity in the present and future generations (Story and French, 2004; McGinnis et al., 2005; Livingstone, 2006; Halford et al., 2007; Kilcast and Angust, 2011; Murphy, 2020).

Fig 3. Advertised Products Requested by Children and Adolescences



The means of the statements regarding the children's behavior while their requests were refused by parents were compared with analysis of variance (ANOVA). The results are shown in Table (6) of total mean showed that most of the children and adolescences rely on bargaining, offer to do something in return (mean=3.49;

SD=1.061) or Sweet talk, unexpected nice behavior, first get parents in a good mood and then ask (mean=3.37; SD=1.166). The results of the t-test between sex groups and the F-test among age groups showed an insignificant relationship (at significance level  $\alpha = 0.05$ ).

TABLE 6  
Children's Adopted Habit to Request Advertised Products from Parents and Its Relation to Sex Group

Statements	Total		Sex		t-Value	F-Value
	Mean	SD	Male	Female		
Merely Asking	3.29	0.978	3.09	3.39	-1.437 <sup>ns</sup>	2.065 <sup>ns</sup>
Bargain	3.49	1.061	3.27	3.59	-1.418 <sup>ns</sup>	2.011 <sup>ns</sup>
Demandingly Ask	2.27	0.558	2.27	2.26	0.060 <sup>ns</sup>	0.004 <sup>ns</sup>
Asking Help from Others	3.09	1.051	3.24	3.02	1.006 <sup>ns</sup>	1.013 <sup>ns</sup>
Begging	2.41	0.673	2.33	2.45	-0.829 <sup>ns</sup>	0.687 <sup>ns</sup>
Using Threat	2.86	0.816	2.73	2.92	-1.114 <sup>ns</sup>	1.240 <sup>ns</sup>
Wheedling and Behaving Nicely	3.37	1.166	3.55	3.28	1.057 <sup>ns</sup>	1.118 <sup>ns</sup>

[1 = Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree and 5 = Strongly Agree]

According to the data shown in Table (7), significant differences were only seen among groups ages for pleading while no significant differences were seeing for other statements. The mean for pleading statement were significantly higher (mean = 3.29, F-value = 3.839) among children aged between 6 to 8 compared with other group ages (at significance level  $\alpha = 0.05$ ). on the other hand, total means of the statements the bargaining, offering to do something in return (mean = 3.49, SD = 1.061) was first ranked, the use of sweet talk and nicely behaving to parents second-ranked (mean= 3.37, SD = 1.166), and simply ask statement was the third-ranked statement (mean = 3.29, SD= 0.978). These results match with the previous studies that prove the influence of Ads in shaping children's thinking till acquiring the products shown on ads (Moore, 2004; Story & French, 2004).

TABLE 7  
Children's Adopted Habit to Request Advertised Products from Parents and Its Relation to Age Group

Statements	Total		Age (year)				F-Value	
	Mean	SD	3-5	6-8	9-10	11-12		Over 12
Merely asking	3.29	0.978	3.00	4.00	3.19	3.28	3.20	1.114 <sup>ns</sup>
Bargain	3.49	1.061	3.60	3.57	3.23	3.59	3.40	0.535 <sup>ns</sup>
Demandingly ask	2.27	0.558	2.60	2.71	2.31	2.17	2.20	2.228 <sup>ns</sup>
Asking help from others	3.09	1.051	2.00	3.43	3.00	3.22	2.80	1.955 <sup>ns</sup>
Begging	2.41	0.673	2.20	3.29	2.31	2.35	2.60	3.839 <sup>*</sup>
Using threat	2.86	0.816	3.00	3.57	2.77	2.81	2.60	1.658 <sup>ns</sup>
Wheedling and behaving nicely	3.37	1.166	3.40	4.00	3.23	3.35	3.40	0.598 <sup>ns</sup>

[1 = Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree and 5 = Strongly Agree]

Table (8) shows the t-test results of comparing the children and adolescences' reaction to parents' denial of their requests in relation to sex groups. The results showed that most of the children and adolescences "accept the situation and understand their parents" (mean= 4.18; SD= 0.817) or "feeling sad, unhappy and disappointed" (mean=3.77; SD=0.985) while the rest of the statements were rated under disagreed statement. The results of the t-test between sex groups showed an insignificant relationship (at significance level  $\alpha = 0.05$ ).

TABLE 8  
The Reaction of Children and Adolescences to Parents' Denial of Their Requests in Relation to Sex Groups

Statements	Total		Sex		t-Value
	Mean	SD	Male	Female	
Understand and Accept	4.18	0.817	4.33	4.13	1.200 <sup>ns</sup>
Continue Requesting till Parents Agree	2.49	0.721	2.45	2.48	-0.195 <sup>ns</sup>
Getting Angry and Have A Connption	2.49	0.750	2.42	2.50	-0.487 <sup>ns</sup>
Sulking	2.61	0.891	2.45	2.84	-1.731 <sup>ns</sup>
Disobeying Parents' Request	2.18	0.598	2.19	2.16	0.222 <sup>ns</sup>
Feeling Sad, Unhappy and Disappointed	3.77	0.982	3.67	3.81	-0.687 <sup>ns</sup>

[1 = Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree and 5 = Strongly Agree]

The results of analysis of variance (ANOVA) are shown in table (9) that indicate significant differences were seen among age groups for the statements "I accept the situation and understand my parents" (mean=4.18; F-Value=3.896), "Get angry, show tantrums" (mean=2.49; F-Value=5.911), and "Show silent resentment and not doing things they ask me to do" (mean=2.18; F-Value = 5.911) and the means among children aged between 3 to 8 were higher compared with other group age groups, while no significant differences were seeing for the other statements (at significance level  $\alpha = 0.05$ ). The data from other studies also showed an increase in children's demand and cries for the products shown on TV ads (Arnas, 2006).

TABLE 9  
The Reaction of Children and Adolescences to Parents' Denial of Their Requests and Its Relation to Age

Statements	Total		Age					F-Value
	Mean	SD	3-5	6-8	9-10	11-12	Over 12	
Understand and Accept	4.18	0.817	3.60	3.43	4.08	4.41	4.40	3.896*
Continue Requesting till Parents Agree	2.49	0.721	3.00	2.86	2.29	2.41	2.80	1.861 <sup>ns</sup>
Getting Angry and Have A Connption	2.49	0.750	3.20	3.42	2.38	2.32	2.60	5.911*
Sulking	2.61	0.891	2.80	3.43	2.33	2.85	2.20	2.414 <sup>ns</sup>
Disobeying Parents' Request	2.18	0.598	2.40	2.86	1.96	2.09	2.80	5.936*
Feeling Sad, Unhappy and Disappointed	3.77	0.982	4.00	3.86	3.75	3.76	3.40	0.249 <sup>ns</sup>

[1 = Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree and 5 = Strongly Agree]

### 3.2 Parents

Table (10) shows the Socio-demographic and socio-economic profiles of the respondents. The respondents were mostly male, 61.2% and 38.8% female, aged between 25 to 45 and over; among them, 38.8% were between 25 to 35 years old, 46.9% between 36 to 45 years old, and 14.3% over 45 years old. The respondents were mostly educated. Only 1% of the respondents were illiterate or only completed primary (9.2 %) or secondary school (22.4%). Most of the parents were holding a Bachelor's degree (27.6%) or a technical institute Diploma degree (19.4%). Most of the respondents were employed in public service (39.8%), or teachers (23.5) or self-employed and working in private sectors (19.4%), while only (16.3%) of them were housewives or househusbands. The income of the respondent households was mostly middle income (53.1 %) and low to middle-low income (34.7%).

TABLE 10  
Socio-Demographic and Socio-Economic Profile of The Respondents

Variables	Category	Frequencies	Percentage
Gender	Female	38	38.8
	Male	60	61.2
	Total	98	100
Age	25-35	38	38.8
	36-45	46	46.9
	Over 45	14	14.3
Relationship to the Child	Total	98	100
	Mother	60	61.2
	Father	38	38.8
Educational Background	Total	98	100
	Illiterate	1	1
	Primary School	9	9.2
	Secondary school	22	22.4
	High school	13	13.3
	Diploma	19	19.4
	Bachelor Degree	27	27.6
	Postgraduate Degree	7	7.1
Occupation	Total	98	100
	Student	1	1
	Teacher	23	23.5
	Public Service	39	39.8
	Self-employed and private sector	19	19.4
	Housewife	16	16.3
	Total	98	100
Household income	Low to Middle Low	34	34.7
	Middle	52	53.1
	Middle high to High	12	12.2
Total	98	100	

Table (11) shows the Parents' opinion on the influence of TV ads on their children. The second-ranked statement was, "children often mimic the acts and memorize quotes and phrases from ads and repeat them in their conversation" (mean= 4.45, SD= 0.72). Some parents were considering this as a positive factor for

children to learn a language and the use of language or as an entertaining source.

It is clearly shown from the results (Table XI) that most of the parents believed ads are persuasive (mean=4.2, SD=0.673) for the children and make them push parents to buy unnecessary products (mean= 4.39, SD=0.782), acquisitive (mean= 3.85, SD= 0.866) and rise their dissatisfaction (mean= 3.73, SD= 0.844) as well as leading children toward unhealthy diet (mean= 4.29, SD= 0.746). Additionally, parents often feel worried some advertisements related to adults will be shown when they watch TV with children (mean=4.21, SD=0.84), which may show something that goes against the family's values and rules (mean=3.54, SD=0.965) or make children mimic adults (mean=3.36, SD=1.038). Sometimes, TV ads have led to unsafe or dangerous activities shown on ads (mean= 3.61, SD=0.833) for example, during the carrying on of this study, some of the parents were complaining about an advertisement was shown on TV, "on this advertising; one guy was complaining about the taste of a hot drink he was served, and the person who was serving the hot drink was spilling the hot drink on his face or head" because their children were mimicking this advertise and spilling hot tea on their own or siblings or friends' face. Therefore, most of the parents were strongly agreed with the statement that there should be strict government laws and control on TV ads (mean = 4.81, SD= 0.446).

TABLE 11  
Parent's Opinion on The Influence of TV Ads on Their Children

Statements	Mean	SD	Rank
There should be strict government laws and regulations to control ads.	4.81	0.446	1
Children often memorize quotes and phrases from ads and repeat them.	4.45	0.72	2
Children push parents to purchase unnecessary products shown on TV ads	4.39	0.782	3
TV ads make children eat unhealthy food	4.29	0.746	4
I feel worried ads related to adults will be shown when I watch tv with children	4.21	0.84	5
TV ads easily persuade children.	4.2	0.673	6
TV ads make children very acquisitive.	3.85	0.866	7
Many ads are shown on TV, which is just a waste of time.	3.79	0.876	8
TV ads rises children's dissatisfaction	3.73	0.844	9
TV ads rise conflicts between parents and children	3.65	0.943	10
TV ads lead to unsafe or dangerous activities shown on ads.	3.61	0.833	11
TV ads have shortened children's attention to products and stylishness.	3.57	0.862	12
Some TV ads show something goes against my family values and rules	3.54	0.965	13
Some TV ads make children mimic mature things	3.36	1.038	14
I have an overall good image of TV ads.	2.49	0.966	15

[1 = Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree & 5 = Strongly Agree]

Earlier and recent studies have proven the effects of TV ads on children and adolescences and also estimated that TV food ads restriction would be effective on the reduction of demand for unhealthy-food among children and adolescents and reducing obesity among the current and future generation (Kelly et al., 2007; Chou et al., 2008; Magnus et al., 2009; Murphy, 2020) meanwhile, some ads influence violence and aggressive behaviors in children and adolescences (Vandewater, et al., 2006). Additionally, Islamic communities demand religious restrictions on the ads shown on TV, and there should take social responsibility in this regard (Jarad, 2018; Bilmuamar, 2017). The absence of restriction commercial advertising laws and regulations, mainly the ads directed at younger ages, has been a major problem in Iraq and Kurdistan region. Therefore, there should be strict government laws and regulations to control ads in the Kurdistan region of Iraq.

#### 4. CONCLUSIONS

From the results in this study, it is observed that children's demands have increased in purchasing products shown on ads. The denial responds of parents to children's request makes children often keep silent and feel sad and disappointment which negatively affect children's psychology or sometimes cause conflict between them. Therefore, the parents are mostly agreed that there should be strict government laws and regulations to control ads which need to be seriously taken in consideration to protect children.

Contemporary marketing strategies target children to create lifetime loyal customers. This has been noticed through the advertising campaign targeting children spread through whole the channels especially video ads which shown on TVs and the internet where children can be targeted easily. These ads have influenced the children's and adolescences' demand and purchasing behavior which directly affect their parents.

Therefore, further studies are recommended to be conducted in Kurdistan region and Iraq. These are to show the children interact with the ads and their effects on childhood life due to the increase of children screen viewing on the internet, mainly on smart devices such as tablets and smartphones.

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