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Evaluating Non-Animated Advertisement's Impact on Moral Behavior of School Children of Lahore City

Abstract

Non-animated advertisements are strongly signifying that people are related to different cultures and languages in the same country, but their choices are affected by what marketers do and divert their minds. The study aims to measure the impact of non-animated advertisements on the moral behavior of school going children living in Lahore. The study is conducted through quantitative design; the data was collected by caretakers and parents of children aged 6 to 12 years with an 863-sample size. The sample was collected from 9 schools of Lahore, Pakistan, and in this way, the research was conducted. The findings from the regression analysis shows that "excitement and respect to the community" variables have negative effect on the moral values of the children. However, other variables have strong constructive influence on the moral values of the children who have more interaction with non-animated advertisements.

Key words: Non-Advertisements, Children, Advertising Literacy, Media Literacy, Moral Behavior

1. Introduction

According to Maikoo, (2016) in the past two centuries, the increase in understanding of the advertisements by the children is evident, as the children serve as a profit-making business in the capacity of three different markets, they also spend their pocket money to meet their needs and requirements, the most impressive market is highly increasing the family spending in the future market that presents the customers to facilitate the industries. . In addition, the advertisements broadcast on television is a source of awareness so that children can become a customer of a product. In this manner, the children watch advertisements for products and become customers at a young age and the children habits change according to the factors of products. Kashif et al., (2012) proposed an outcome with two methods of research on products of sugar and snacks. As a result, it was stated that useful arrangement and presentation in non- animated advertising can generate interference and efficient effect on children to purchase the product more appropriately. Along with that, there is one main variable which helps in finding out the efficiency and relativity of the non-animated advertisement on the behaviour of children, is the age group to which children falls in (Ali et al., 2012). But keeping in mind the age group of children, the children who are younger are unable to define a line between television programs and advertisements. So, in this way, they show more importance to young children than adults in sense of non- animated advertisements.

In addition, the advertisement through television have three times more emotional power to directly influence the audience than the advertising through radios, the Internet, and newspapers due to its ability to involve all the senses of audience. In contrary, in the present times, the advertisements have a tendency to damage the community and which further can be a reason to many difficulties (Ali et al., 2012). Furthermore, the non-animated advertisement plays a crucial role in changing the lives of children, if it continues in this manner the advertisement can create problems in the future. Therefore, the marketers design the advertisement in such a way that their products bring luxurious lifestyles into their lives (Nassar, & Al Zien, 2012).

Moreover, westernization is also spreading in culture through TV advertisements, and in this way, cell phones and cellular networks are powerful tools in increasing social culture attacks. However, the children admit that targeting such non-animated advertising on television and media develops the facet of materialism that changes and leaves the cautious to meet the materialistic requirements and adopt the same behaviour as presented on the non-animated advertisement on media (Hassan, & Daniyal, 2013). the advertisement companies in Pakistan generally target the children, through cartoon characters and with different stories, for example, Cocomo advertisement with small biscuits filled with chocolate, Safeguard soap broadcasts a telefilm for kids, happy meals by McDonald's, Jazz for children, and the Fancy Brand in the confectionery industry. However, these are the different brands that put an impact on the lives of children Crane & Weisengoff, 2012).In

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the meantime, there is enough evidence to show that Pakistani companies are known to make advertisements for children in the market strategies.

In the same manner, the goal of this study is to recognize the importance and the effect of non-animated advertisements and behaviour on the children's selections of content. Therefore, the attitude of children puts great importance on the affective and cognitive aspects that the marketers create the advertisements. Therefore, after the exposure of the advertisement, the characteristics, the contexts, and the information play a vital role in sharing the experience. The study is interested to find out the effect of moral values shown in the advertisements. There is change in these advertisements. Now we see a different approach of social and moral values like helping elders, respecting elders, tolerance, sharing, care, justice being shown in the advertisements. And the main characters of the advertisements are usually the children of young age. So, the problem of the study is to investigate the needs of these advertisements and their effect on the children. These non-animated advertisements are directly targeting the young children with a strong and constructive message.

The depth of the study of the correlation of the literature shows that most studies (Sidhu, 2013; Saleem and Abideen, 2011; Kashif & Basharat, 2014; Ali et al., 2012; Davis, 2016; Nassar, & Al Zien, 2012; Langas, 2018; Kashif et al., 2012) were conducted for the protection of the efficiency of marketing and advertising as the centre point of the studies that concentrated on the particular elements of marketing and its output. In the context of the Pakistani framework, the detail of the study in the chosen firm is less. Furthermore, the scarcity of research focusing on non-animated advertising techniques and their impact on children's behaviour within Pakistan also exists. And all the researches which are carried out have found the negative effect of the advertisements, leading to poor lifestyle and increase in materialistic approach. But this study is intended to find out the effect of such non-animated advertisements which are showing social and moral values.

1.1. Objectives of Research

The investigations, like any other research, this study has particular objectives that are designed to be met at the end of the study

1. To assess the effect of non-animated advertising on children's moral values.
2. To assess the effect of non-animated advertising on children's traditional values.

1.2. Questions for Research

To carry out this research, the associated research questions have been developed

1. What influence do non-animated commercials have on children's moral values?
2. What influence do non-animated commercials have on children's traditional values?

1.3. Hypothesis of Research

The following are the study hypothesis:

H0 1: Non-animated advertisements have a negative impact on children's moral values.

H0 2: Non-animated advertisements have a negative influence on children's traditional values.

2. Review of The Literature

2.1. Empirical Evidence

Non-animated advertising, according to An, Jin, and Par (2014), contributes to the enhancement of social values including their educational activities in addition to providing entertainment for children. Non-animated, on the other hand, are utilized to help youngsters develop their personalities and expand their knowledge. Furthermore, these advertising promote social ethics in youngsters by assisting them in the development of their perceptions. The ongoing advertisement is designed to be seen and used to determine whether or not to accept it. The advertising, on the other hand, features certain people who help to bring about good change and remove odds. As a result, the youngsters understand the distinction between good and evil and follow these beneficial behaviours (Anderson, & Hanson, 2017).

As per Banaji (2017, p. 87), children in society try to live autonomously, which is a major issue. If the young children are asked about their time spending habits on the media of the media that can be any form of electronic media, new media print media or even the outdoor media the responses clearly tells that it becomes difficult for not letting advertising a part of their media consumption. They learn from the advertisements and the role of those advertisements which are intentionally directing the children with some social and moral lesson giving content because they know the worth of the media in development of children's character, their ability to acknowledge their own self and others and their learning how they can protect themselves in this world.

Simultaneously, the most important point which should be considered is to understand the attitude of children, which level perception they are at because the children can utilise their learning from media and consider the messages importantly and act accordingly (Lee, & Horsley, (2017). On the other hand, the advertisements consider it as their responsibility for showing the reality to children and in return the children sometimes do consider the message that has been given through advertisements.

2.2. Children's Adaptiveness to Advertisements

Children from various social-class backgrounds, racial groups, and geographic places spend a significant portion of their youth watching television (Ali et al., 2012). In academics, the word understanding means to be very clear: it refers to the degree to which a toddler is able to grasp the subject. In his study, Young (1998) found that youngsters below the age group of six years old regard commercials as a way of fun and delight. At the age of eight or above that, youngsters recognize the specific goal for which the commercial is intended. Young went on to say that a child must be able to understand that a source is available which is purposefully providing this stuff in order to grasp the advertising. They should also be informed that this content is intended to sell things.

As a youngster gets older, his or her knowledge of advertising improves (Goel, & Upadhyay, 2017). Haroon et al., (2011) stated that the children are the most susceptible members of society, easily form associations with brands. Advertisements have a unique power as they can affect a child's behaviour for the better or for the worse. For example, if a child watches a soap commercial and washes their hands often afterward, it is a good shift. On the other side, if kids view a commercial with content that is inappropriate for them it will create a negative impact. Furthermore, advertising plays the part of influencers that it controls children, who subsequently manage their parent's purchasing behaviour, so increasing the sale of specific items or brands.

2.3. Children and the Media

According to the study of Cohen, & Dromi, (2018), which was done on family and media by the National institute, the most of the time of children daily routine is spent while consuming the media devices for at least three to four hours a day and the next main activity of children is sleeping. Whereas, children should spend most of their time on physical activities. However, children are highly attached and exposed to media compared to other age groups, and as time passes the side effects become clearer with time. When the children spend more time on media rather than physical activities, reading, and other games, they do not give time to their friends and families (Crockett, 2017). According to the statement of Crone, & Konijn, (2018), if children are exposed to the appropriate media tools then, television can be one of the sources of learning and entertainment. In contrast, some of the studies have highlighted the impact of Television negatively on the daily activities and behaviour of children. In adding to, some research has found that more a child is exposed to media more are the chances that they can have lesser attention span, which further can change the body image and make them inclined towards the obesity thus lack of working or physical activities is rising as major reason for obesity and aggressiveness in children (Davis, 2016). In the meantime, antisocial behaviours can have a negatively stimulate the children if they are not timely intervened by the parental guidance. Children exposure to television begins even when they are not able to say any word. Therefore, their exposure to advertisements is beyond the control and happens at very young age. And it is beyond their comprehension to differentiate the advertisements and other programs so they get easily motivated (D'Arma, & Steemers, 2010, p. 23).

2.4. Children's Literacy and Advertising

According to the statement of Campbell, Martin, & Fabos, (2018), children's reactions regarding advertising depend on their age, experience, and knowledge about some particular things, their numbers, and the practices to analyse some important matters and evaluate them while watching them on television. Moreover, according to latest research 40000 young children all over the world observe television advertisements. Around more than 13 billion are spent by US on the advertisements just to keep the little children busy in fantasy world they show through advertisements (Cohen, & Dromi, 2018, P.96). In the meantime, some numbers are increasing after the 1970s when children become addicted to television. In addition, the research has found that children are attracted to TV according to their age groups, in the same way, it is also significantly important to measure the advertisement in the literacy of children. Therefore, it has been found that education and rules are mainly focused through advertising as advertising is an important component of media and Television and it is the responsibility of media to keep in mind the education of children (Maikoo, 2016). Therefore, the media has pointed through "Cognitive Persuasion Theory" that in the Twenty-First-century children do not access and understand all the importance, and visual sound has been illustrated in advertisements and to show the impact of advertising and its knowledge. In addition, the children who are concerned with the knowledge related to the

advertisement are promoted through their point of view (De Abreu, Mihailidis, Lee, Melki, & McDougall, 2017).

2.5. Children's Moral Development as a Function of Advertising Medium

In the learning procedure, the children help other children to bring change in the behaviour due to learning values and new things in communicating with parents, siblings, and society. In the same manner, children learnings from the advertisement channels are also connected with the social development of a child. For instance, in advertisements if non-appropriate attitude is shown such as shouting, bullying, snubbing, snatching it will put a negative impact on the behaviour of children (Duffett, 2017). In comparison to this, to avoid the negative behaviour of children the parents play an important role in building a positive behaviour of children in a fruitful way. With the help of parents and teachers, the children can earn confidence in their daily behaviour and face every situation in their lives. Therefore, children showing negative behaviour can be changed by the demotivation of parents on such negative and unacceptable behaviour. In the same manner, the parents need to encourage their children in productive and learning values (Fedorov, 2017). Moreover, the role of teachers informing about the advertisements and parents works in a parallel way, if the children start developing negative behaviour then parents are held accountable for that and as well the educators in helping children to adopt acceptable and positive behaviour. So, the children would avoid attempting negative tasks. Whereas, media education is highly important for children especially for those who like to watch more advertisements and promotions (Frau-Meigs, Velez, & Michel, 2017).

3. Methodology

In this study, the quantitative study is included for the estimation of the effect of non-animated advertisements on social including the moral development of children. The population in the given study are children having ages between 6 to 12 years. The sample is collected from the parents and caretakers of Lahore from nine subdivisions. In the province of Punjab, the Lahore city and nine zones are selected including Data Gunj Baksh Zone, Samanabad Zone, Gulberg Zone, Aziz Bhatti Zone, Shalimar Zone, Ravi Zone, Allama Iqbal Zone, and Wagah Zone. In continuation to that, in the second phase the researcher has chosen some private schools from the nine zones of Lahore.

1. Data Gunj Baksh Zone (Educators, City Campus School, W_iii 10/S_47, Mohni Road)
2. Ravi Zone (Educators, Jia Musa, Stop # 25, Shahdara)
3. Allama Iqbal Zone (Educators 41 Rachna Block, Allam Iqbal Town)
4. Samnabad Zone (LGS 845_N Poonch Road, Samanabad)
5. Gulberg Zone (Beaconhouse, 1_H Jail Road, Gulberg Ii, Lahore)
6. Nishtar Zone (Beaconhouse Askari X Campus, Lahore)
7. Aziz Bhatti Zone (Askari School System, Canal Road, Canal View Park, Aziz Bhatti Town, Lahore)
8. Wagah Zone (City Grammer School, The Product of Candle Light School system, Fateh Garh Road, Fatehgarh)
9. Shalimar Zone (City School, Shalimar Campus)

The mentioning the name of the schools from where the researcher has collected the data is worth mentioning because they are the leading schools of Lahore zones to show that the parents and children are from educated backgrounds and classes. This way the survey becomes impactful also for parents. The sample is selected from 6-12 years old children that fall in primary and early secondary classes.

Moral behaviour is calculated through Excitement, Power, Kindness, and Materialism which are calculated through 6 items that are: "(1) Forgiving people who have hurt your children is important to them. They try to see what is good in them and does not hold a grudge. (2) Your children need to respond to the needs of others. They try to support those they know. (3) Your children need to be loyal to their friends. They want to devote themselves to the people close to them. (4) Your children need to help the people around them. They want to care for their well-being. (5) Your children like to give sacrifice for their friends, siblings, and family at the time when it is required. (6) Your children show the spirit of sportsmanship when they win in a competition by encouraging their opponents or not bullying them". Excitement was measured through 4 items "(1) your children like surprises. It is important to them to have an exciting life. (2) Your children like to take risks. They are always looking for adventures. (3) Your children think it is important to do lots of different things in life. They always look for new things to try. (4) Your children take care of others' emotions because they think emotions are more important". Power is calculated through 3 items that are: "(1) It is important to your children to be rich. They want to have a lot of money and expensive things. (2) Your children always want to be the one who makes the decisions. They like to be the leader. (3) Your children need to be in charge and tell others what

to do. They want people to do what they say". The variable of Materialism is calculated through items that are: "(1) Comparison with idealised images in advertisements lowers satisfaction with the self among children. (2) Advertisements lure/coerce children to buy products beyond their parent's capacity. (3) Advertisements encourage the adoption of unethical ways of fulfilling materialistic desires among children. (4) Advertisements encourage children to spend money on goods and services, which they do not need".

Tradition is calculated on three items "(1) your children think it is best to do things in traditional ways, it is important for them to keep up the customs they have learned. (2) Religious belief is important for your children; they always try hard to do what their religion requires. (3) Your children think it's important not to ask for more than what you have, they believe that people should be satisfied with what they have." Moreover, Respective of the Community is calculated on 5 items "(1) It is important to your children to be polite to other people all the time. They try not to disturb or irritate others. (2) Your children believe they should always show respect to their parents and older people. (3) Your children believe they should always be obedient to their parents and older people. (4) It is important for your children to always behave properly. They want to avoid doing anything people would say is wrong. (5) Your children believe that people should do what they're told. They think people should follow rules at all times, even when no-one is watching". In addition, Advertisements Negatively affects family and ties is calculated in 4 items "(1) Advertisements create conflict between parents and children over the purchase of products advertised. (2) Advertisements encourage children to circumvent parental authority. (3) Advertisements encourage aggressive behaviour among children with their siblings, friends, or in the family. (4) Advertisements encourage irritating behavior among children". The caretakers and parents of the children from the 9 schools selected from different divisions were chosen to participate in this study.

4. Results and Findings

4.1. Analysis of Normality

The table 4.1 mentioned below shows the results from the analysis of the normality. It is found that the kurtosis value of kindness is -0.606 and its skewness value is 0.136. Meanwhile, it is found that the kurtosis value of excitement is -0.097 and its skewness value is -0.123. In addition to this, it is found that the kurtosis value of power is -0.490 and its skewness value is -0.146. At the same times, it is found that the kurtosis value of materialism is -0.468 and its skewness value is -0.109. Furthermore, it is found that the kurtosis value of tradition is -0.573 and its skewness value is 0.441. Likewise, it is found that the kurtosis "Respective to the Community" of tradition is -0.596 and its skewness value is 0.354. Similarly, it is found that the kurtosis "Advertisements Negatively Affect Family Ties" of tradition is -0.851 and its skewness value is 0.381. In this way, it is found that the data in this study is normally distributed and it can be applied for the main analysis.

Table 4.1: Analysis of the Normality

		Kindness	Excitement	Power	Materialism	Tradition	Respective to the Community	Advertisements Negatively Affect Family Ties
N	Valid	863	863	863	863	863	863	863
	Missing	4	4	4	4	4	4	4
Std. Deviation		5.381	3.676	2.979	4.004	2.931	4.683	3.843
Variance		28.959	13.510	8.874	16.030	8.590	21.932	14.770
Skewness		.136	-.123	-.146	-.109	.441	.354	.381
Std. Error of Skewness		.083	.083	.083	.083	.083	.083	.083
Kurtosis		-.606	-.097	-.490	-.468	-.573	-.596	-.851
Std. Error of Kurtosis		.166	.166	.166	.166	.166	.166	.166
Range		21	16	12	16	11	18	14

4.2. Analysis of the Reliability

In table 4.2.1 there is Cronbach's Alpha of variable is called tradition which has 0.650 with the rate of 65.0 percent which is a normal and acceptable range. Whereas, the Cronbach's Alpha values that have respect in the tradition's items are 1=0.527, 2= 0.341, and 3= 0.567.

Table 4.2.1: Tradition's Cronbach's Alpha Score

Reliability Statistics	
Cronbach's Alpha	N of Items
.650	3

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item 1	5.74	3.931	.527	.454
Item 2	5.98	4.496	.341	.738
Item 3	6.04	5.032	.567	.464

In table 4.2.2, the Cronbach's Alpha of variables is called "Respective to the community" that has 0.808 with the rate of 80.8 percent which lies in the normal and acceptable range. Therefore, in the Cronbach's Alpha values concerning the items of "Respective to this Community" are "1= 0.555, 2 =0.534 and 3= 0.498, 4=0.633, and 5= 0.804".

Table 4.2.2: Cronbach's Alpha Score of "Respective to the Community"

Reliability Statistics	
Cronbach's Alpha	N of Items
.808	5

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item 1	11.96	15.395	.555	.782
Item 2	11.72	14.865	.534	.790
Item 3	11.94	14.433	.498	.807
Item 4	11.96	15.680	.633	.765
Item 5	11.88	13.183	.804	.703

In table 4.2.3 the Cronbach's Alpha, the variable is named is "Advertisements Negatively Affect Family Ties" that is 0.773 with a rate of 77.3 percent that is acceptable and normal. Whereas, Cronbach's Alpha concerning the items of "Advertisements Negatively Affect Family Ties" and that are "1=0.536, 2=0.466, 3=0.657 and 4= 0.716".

Table 4.2.3: Cronbach's Alpha Score of "Advertisements Negatively Affect Family Ties"

Reliability Statistics	
Cronbach's Alpha	N of Items
.773	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item 1	8.76	8.723	.536	.742
Item 2	9.06	8.803	.466	.789
Item 3	9.10	9.913	.657	.699
Item 4	9.01	8.305	.716	.644

In table 4.2.4, Cronbach's Alpha is the variable concerning Kindness that is 0.777 with the rate of 77.7 percent that is normal and acceptable. Cronbach's Alpha with respect to items of kindness are "1=0.595, 2=0.545, 3=0.571, 4= 0.624, 5=0.428 and 6=0.436".

Table 4.2.4: Kindness's Cronbach's Alpha Score

Reliability Statistics	
Cronbach's Alpha	N of Items
.777	6

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item 1	15.06	19.819	.595	.725
Item 2	15.39	20.040	.545	.739
Item 3	15.39	22.633	.571	.740
Item 4	15.35	20.669	.624	.721
Item 5	15.01	21.542	.428	.769
Item 6	15.29	21.331	.436	.768

In table 4.2.5, the Cronbach's Alpha named Excitement that is 0.770 with the rate of 77.0 percent and it also falls in the acceptable and normal range. Whereas, Cronbach's Alpha with the respect to its items are "1=0.553, 2=0.654, 3=0.476 and 4= 0.632".

Table 4.2.5: Excitement's Cronbach's Alpha Score

Reliability Statistics	
Cronbach's Alpha	N of Items
.770	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item 1	9.08	9.101	.553	.729
Item 2	8.98	7.685	.654	.670
Item 3	8.88	8.025	.476	.776
Item 4	9.11	7.916	.632	.683

In table 4.2.6 the Cronbach's Alpha the variable of Power is 0.705 with the rate of 70.5 percent that is considered an acceptable and normal range. Meanwhile, Cronbach's Alpha values concerning its items are "1=0.620, Item 2=0.617, and item 3=0.366".

Table 4.2.6: Power's Cronbach's Alpha Score

Reliability Statistics	
Cronbach's Alpha	N of Items
.705	3

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item 1	6.18	3.825	.620	.481
Item 2	6.16	3.728	.617	.485
Item 3	6.45	6.025	.366	.779

In table 4.2.7, the Cronbach's Alpha of variable of materialism is 0.799 with a rate of 79.9 percent that lies in the acceptable and normal range. Whereas in the Respective items to the materialism are "1=0.769, 2=0.461, 3=0.641 and 4= 0.611".

Table 4.2.7: Materialism's Cronbach's Alpha Score

Reliability Statistics	
Cronbach's Alpha	N of Items
.799	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item 1	8.96	9.014	.769	.673
Item 2	8.99	9.971	.461	.831
Item 3	9.03	9.724	.641	.736
Item 4	9.01	9.774	.611	.749

4.3. Analysis of the Pearson Correlation

In this study, Pearson's correlation coefficient is shown in the non-parametric test. Therefore, it is applied when there is an independent variable and more dependent variables. In this manner, there is only 1 independent variable to non-animated advertisement, and more dependent variables that are: "Power, Tradition, Kindness, and Respective to the Community, Excitement, Advertisements Negatively Affect Family Ties and the Materialism". In this manner, the analysis and a result are shown in table 5.15 and which has seen the tradition contains positive relation with "Respective to the Community" and the value is 0.697 based on the p-value of 0.05. In the meantime, tradition has found positive relation with "Advertisements Negatively Affect Family Ties", with the coefficient value of the value of 0.628, the kindness has the coefficient value had 0.692, the excitement has the value of 0.769, and power coefficient value is 0.654 and the last value of materialism has a coefficient value of 0.528.

However, it has been considered that "Respective to the Community" has a positive relationship with "Advertisements Negatively Affect Family Ties" where the coefficient value is 0.645, the kindness has the coefficient of 0.669, the excitement has the coefficient value of 0.726, mainly the correlation of power has the value of 0.537 and there is a positive relationship with materialism has the coefficient value of 0.780. In contrast to this, the "Advertisements Negatively Affect Family Ties" has a positive relation with kindness and the coefficient value is 0.630, the coefficient of excitement has the value of 0.634. The coefficient of power has a value of 0.675 and it has positive correlation with the materialism with the coefficient value of 0.700. In addition, the study has indicated that kindness has a positive relationship with excitement having the coefficient value of 0.749, and the power has a coefficient value of 0.747 with materialism has a positive impact with the coefficient value of 0.718. However, it is found that excitement is positively correlated with power with the

coefficient value is 0.733 and has positive correlation with materialism with the coefficient value of 0.781. Meanwhile, it is also found that power has positive correlation with the materialism with the coefficient values of 0.432.

Table 4.3: Analysis of the Pearson's Correlation

		Tradition	Respective to the Community	Advertisements Negatively Affect Family Ties	Kindness	Excitement	Power	Materialism
Tradition	Pearson Correlation	1	.697**	.628**	.692**	.769**	.654**	.528**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	863	863	863	863	863	863	863
Respective to the Community	Pearson Correlation	.697**	1	.645**	.669**	.726**	.537**	.780**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	863	863	863	863	863	863	863
Advertisements Negatively Affect Family Ties	Pearson Correlation	.628**	.645**	1	.630**	.634**	.675**	.700**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	863	863	863	863	863	863	863
Kindness	Pearson Correlation	.692**	.669**	.630**	1	.749**	.747**	.718**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	863	863	863	863	863	863	863
Excitement	Pearson Correlation	.769**	.726**	.634**	.749**	1	.733**	.781**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	863	863	863	863	863	863	863
Power	Pearson Correlation	.654**	.537**	.675**	.747**	.733**	1	.432**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	863	863	863	863	863	863	863
Materialism	Pearson Correlation	.528**	.780**	.700**	.718**	.781**	.432**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	863	863	863	863	863	863	863

** . Correlation is significant at the 0.01 level (2-tailed).

4.4. Analysis of Regression

After the conduct of the ion of reliability test, Pearson correlation, and description analysis, the regression analysis was also conducted to check the regression analysis is shown below, which tells that there is a significant impact of independent variables on the dependent variable. Moreover, the dependent variable in this study is "Advertisements Negatively Affect Family Ties" and the independent variables are "Tradition, Respective to the Community, Kindness, Excitement, Power, and Materialism". In the analysis the coefficient of r-square is 0.834 and the adjusted r-square coefficient results in 0.832, and its percentage is 83.2. It represents that the 83.2 percent of the data variation is discussed in this model, which shows that the model is fit. Moreover, the ANOVA table has found the p-value is 0.000, it is found that there is a significant impact on the predictor on social and moral attitudes of children, therefore it is below the p-value of 0.05. The findings from the regression analysis shows that "excitement and respective to the community" variables has negative impact

on the social and moral values of the children. However, other variables has positive influence on the social and moral values of the children who watch more non-animated advertisements.

Table 4.4.1: Summary of the Model

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.913 ^a	.834	.832	1.573
a. Predictors: (Constant), Materialism , Power , Tradition , Respective to the Community , Kindness , Excitement				

Table 4.4.2: Analysis of the ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10612.326	6	1768.721	714.429	.000 ^b
	Residual	2119.211	856	2.476		
	Total	12731.537	862			
a. Dependent Variable: Advertisements Negatively Affect Family Ties						
b. Predictors: (Constant), Materialism , Power , Tradition , Respective to the Community , Kindness , Excitement						

Table 4.4.3: Analysis of the Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.549	.208		2.645	.008	.142	.957
	Tradition	.798	.036	.609	22.424	.000	.729	.868
	Respective to the Community	-.197	.022	-.240	-8.804	.000	-.241	-.153
	Kindness	-.420	.022	-.589	-	.000	-.463	-.378
	Excitement	-1.032	.039	-.987	-	.000	-1.109	-.954
	Power	1.283	.036	.994	35.234	.000	1.211	1.354
	Materialisam	1.276	.035	1.330	36.469	.000	1.208	1.345
a. Dependent Variable: Advertisements Negatively Affect Family Ties								

5. Discussion and Conclusion

5.1. First hypothesis of the study

In the study, the second hypothesis was disproved, and it was discovered that non-animated advertisements have a favourable influence on children's moral standards. In the same way, Lee and Horsley (2017) have noticed the context-oriented as well as social attitude of supporting and moral activities in adolescents in this manner. Moreover, children at this age find it difficult to understand advertisements on television. However, the television advertisement rating grows with the demands and age of children. With the growth of children, their authoritarianism increases with the awareness of advertisements. There the children with the least understanding of what to perform during the traffic jams will push to convince more effectively in wealthier children.

5.2. Second Hypothesis of the Study

In this study, the third hypothesis is rejected and found that there is a positive impact on the non-advertisement of the traditional values. Pakistan has its own culture, religious beliefs, and traditions that show its importance through the teachings of Islam and the Indian advertisements and culture are erasing the Islamic culture from Pakistan (Hassan, & Daniyal, 2013). Nowadays, mostly young people watch television and spend quality time on television and stick to it. Therefore, in this way the youth are targeted with advertisements. Hence, the advertisement is not only affecting the purchasing power of the children but also changing their lifestyle

6. Conclusion:

Nowadays, most young people watch television and devote a significant amount of time to it. As a result, ads are aimed towards the youth in this manner. Similarly, teens are the target population, as their parents are the purchasers. As a result, the commercial has an impact on the children's spending power as well as their lifestyle. According to social learning theory, everyone interacts with society and learns diverse social situations through social learning, observation, and human attitude (Nassar, & Al Zien, 2012). Similarly, the main purpose of conducting this research was to measure the extent to which non-animated advertisements have influenced the moral behaviour of children living in Lahore. In addition, these young people realize that the focus of such non-animated TV commercials develops a component of realism that is a barrier to satisfy their worldly addictions and adhere to the behaviours which are portrayed in these non-animated TV commercials. Young people benefit from the meetings and activities around them. They spend a lot of energy watching TV and trying to imitate them. Accordingly, the advertising agencies are directed to make moral advertisements with a positive message so that young people can perceive and accept positive moments from non-animated advertising. Children are not very capable of understanding they only have imagination, so sending them messages via notifications through media should have their care takers/parents/elders in line as most important, for the sake of their upbringing and also in making them a socially and morally strong person.

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