CHAPTER-VII
SUMMARY AND CONCLUSIONS

In recent years children’s market has become very important to manufacturers and marketers, even for goods traditionally targeted at adults. Exorbitant amounts are being spent on advertising to reach this segment. There are many aspects that make children an important segment. Children indulge in independent shopping at a much younger age than the earlier generations, and have an increasing influence on their families’ purchase (though their contribution varies by product category). The variety and number of products targeted at them have increased incredibly, but marketing to them is no child’s play. Children’s understanding and liking of TV ads, their involvement in product decisions, parental mindset and guidance to children, brand advertising, features that add to brand equity etc. will have direct and tactical implications for marketing and media strategies.

Nowadays media options extend far beyond TV. Though older children demonstrate awareness of the entire range of advertising media, research reveals that invariably children respond in terms of TV when asked about advertising. Generally for all, TV advertising is an integral part of the entertainment that TV provides. Children not only watch TV ads but also gather information and get inspired. They find swapping brand messages among their social circle or peers fun. Children today are more television-literate, advertising-literate and brand-literate than ever. They maintain a wider mental brand portfolio than their parents.

Children might appear to be more receptive to advertising but their critical abilities should not be underestimated; they are a tough audience to please. They may lack the so-called sophistication of adults yet children tackle the convincing intent of advertising, are selective and dismiss those messages that are not in tune with their particular taste and values. They will reject miscast actors, poor entertainment value, messages lost in too many words or images that fail to grab their attention.

Past research, using non-verbal interviewing techniques, shows that irrespective of the medium, children as young as three years old can recognize advertising. By the age of 7 or 8 years, most children are capable of understanding exactly what advertisers are trying to achieve and, by ten, children become adept critics and prove to be a tough audience to please. Many companies focusing on children have realized that there is a need for redefining the generally accepted definition of childhood from time to time.
The world of children has changed a great deal over the last decade. Children are getting older beyond their years. The past advertising research discloses that any message that observes the basics of communicating with children, at their level of understanding and in the manner that appeals to them, will be registered in their minds.

Children are like a sponge as they absorb things easily. Advertising affects their behaviour. Hence, there is an increased concern regarding the ethics of advertising practices aimed towards children; among their parents, government agencies, and the industry experts. There are ads that deliver social message as they advertise the product; that inculcate good habits of being kind to animals as well as extending a friendly hand to less privileged children; that endorse group playing as well as physical activity and active outdoor life; that teach hygiene as well as healthy eating and so on. On the contrary, there are ads that are not suitable for children’s viewing, those portraying adult subjects, unhealthy food, children nagging elders for products, ads inspiring children to act and behave like miniature adults, aimless aping of western culture, spreading materialism through messages that buying products makes life good and gives happiness and so on. Academicians, researchers, marketers and governmental agencies should strive to find a way out as to how the virtues of advertising should be availed without compromising children’s wholesome physical and mental growth and how vices of advertising should be shunned without compromising the growth of the economy. So, the need is to maintain a delicate balance between these two options.

OBJECTIVES

The major objective of this study was to find the impact of TV ads on children. The specific objectives of the study are as follows:

1. To study the ability of children to understand TV ads.
2. To find out children’s attitude towards TV ads.
3. To highlight intended and unintended effects of TV advertising on children’s behaviour, values and attitudes.
4. To determine various factors those contribute to children’s likeability of TV ads.
5. To analyze parents’ attitude towards TV ads, and also to investigate what they feel about TV advertising having an impact on their children.

**RESEARCH METHODOLOGY**

In order to achieve the objectives of this study, a sample of 400 children as well as their mothers was selected from the renowned private schools of three cities of Punjab: Amritsar, Patiala and Jalandhar. These cities represent three distinct cultural zones of the state, viz. ‘Majha’, ‘Malwa’ and ‘Doaba’ respectively. The data were collected through convenience sampling by conducting personal interviews in case of children and through survey method (by sending questionnaire through children) from their mothers by instituting a structured, non-disguised and pre-tested questionnaire. The questionnaire had two parts: the first part was designed for children and the second part was for their mothers. Two variables were taken to examine the influence on children regarding different parameters / particulars of TV ads. These variables were ‘gender’ and ‘age’. Similarly the respondent mothers were classified on the basis of ‘working statuses and ‘education’. The data was analyzed using ANOVA, Factor analysis and some other measures such as cross tabulation, weighted average scores, t-test, correlation and chi-square test.

**SALIENT FINDINGS OF THE STUDY**

The important findings of the study relate to the investigation of the pattern of TV viewing amongst children; their level of understanding of the TV ads; their interaction with parents regarding TV ads and the products shown in these ads; how and to what extent TV ads motivate them to buy advertised products; their choices and preferences over the kinds of ads they like and dislike; their attitude towards TV ads in general; and how their mothers feel about TV ads and the effects that TV ads have upon children. These findings are presented in summarized form in the forthcoming paragraphs.
TV Viewing Habits amongst Children

It is seen that 32 per cent (128) of children have their personal TV sets, of which almost 73 per cent (94 out of 128) are of above 12 years old. Also, 69 per cent (276) children indulged in bed time TV viewing. The overall average score of frequency of watching TV is 3-5 days per week with the approximate average time spent everyday is 2-4 hours. Female and older children watch less TV in comparison to male and younger children. Female and younger children watch TV with their parents and grandparents while male and older children prefer to watch TV alone. Most of the parents discuss TV programmes and ads with their children only when asked by them (36.25%), instead of taking initiative on their own. This is followed by 30 per cent of respondents where parents ‘never/seldom’ discuss TV ads with them and 27.50 per cent where parents ‘sometimes’ discuss the TV ads with their children. Only 6.25 per cent of the parents discuss TV ads with their children often. The frequency of discussion regarding TV programmes and ads by parents of female and older children is more as compared to parents of male and younger children.

Most children (38%) ‘switch channels’ during commercial break, followed by ‘watch TV ads as they don’t want to miss the main show’ (28.25%); ‘leave the room/ do some work’ (18%) and ‘watch ads with interest as they inform and entertain’ (10.75%). So, 39 per cent children exclusively watch ads during commercial breaks.

Relatively, a higher percentage of male children (42.72%) ‘switch channels’ during the commercial break as compared to female children (32.99%). On the other hand, greater percentage of female children (34.02%) ‘watch T.V. ads as they don’t want miss the main show’ than male children (22.82%).

The most common reason for watching TV is ‘entertainment’, followed by ‘learning/education’. Relatively more female and older children watch TV for reasons such as ‘learning/education’ and/or ‘combating loneliness’. The most preferred TV programme among children is ‘Children’s shows/serials’, followed by ‘Cartoons and animated programmes’; while in the third set of preference are both ‘Reality shows’ and ‘Music channels’. ‘Cartoons and animated programmes’, ‘Children’s
shows/serials’ and ‘Reality shows’ are significantly more preferred by male than female children, while ‘TV serials’ are significantly more preferred by female as compared to the male children. However, the preference level of ‘Knowledge based programmes’, ‘Music channels’ and ‘Movies’ are statistically at par among male as well as female children. ‘Cartoon and animated programmes’ and ‘Children’s shows/serials’ are significantly more preferred by younger age children whereas ‘Knowledge based programmes’, ‘Movies’ and ‘Reality shows’ are significantly more preferred by older age children. However, ‘TV serials’ and ‘Music channels’ are equally preferred by children of all the age groups.

Understanding of TV ads amongst Children

Children differ in their cognitive ability while trying to interpret TV ads and hence form different attitudes towards them. In both the academic and societal debates, it is widely assumed that cognitive advertising defences (advertising recognition and understanding of its selling/persuasive intent) can reduce children's susceptibility to advertising’s effects.

About 75 per cent children watch TV ads. An overwhelming majority of the children (91%) claim that they understand TV ads to be different from TV programmes. These 91 per cent children were asked to point out two key differences between ads and programmes out of the given five options. They were told that all options are correct, but they have to select two options that according to them are more appropriate in comparison to others. Majority of the children (53.02%) select that TV ads are mere persuasive efforts to sell products and fetch more customers, whereas TV programmes are meant for entertainment and education. As many as 42.58 per cent of the children opt for the option that TV ads give product information and talk about real things available in the market whereas TV programmes are both for fantasy as well as real situations. Both of these options highlight most important differences between TV ads and TV programmes.

More male children watch TV ads (81.07%) as compared to the female children (70.10%) but as far as distinguishing TV ads from TV programmes is concerned, a
significantly higher percentage of the female children (94.33%) claim that they understand it as compared to (88.35 %) the male children. Female children are also able to demonstrate superior level of understanding as significantly higher number of female (58.47%) than male children (47.51%) specify the most accurate option that ads are persuasive, while programmes are entertaining and educative as a major difference. Age-wise analysis depict similar pattern in case of watching TV ads in all the four age groups, but as the children grow older they are sure to differentiate TV ads from TV programmes. The important difference that ads are persuasive but programmes are entertaining and educative is selected significantly higher number of times by older children as compared to the younger ones.

Also, when asked to pinpoint one single motive behind ads out of the given choices, almost 44 per cent of children choose most accurately that it is to persuade viewers to buy products. Significantly, more female than male children confirm selling/persuasive intent to be the purpose behind ads. Female and older children show better understanding of TV ads than male children and younger children. This finding reaffirms that majority of the children have clear understanding about the ads shown on TV. They understood the TV ads from commercial/consumers’ point of view, although the level of understanding definitely improves with age. A large number, but not all children even in the oldest age bracket (14-16 years), could enlist selling/persuasive intent of ads either in the form of difference between ads and programmes or as a purpose of ads. Also, when it comes to comprehending the persuasive/selling intent of ads, female children certainly have an edge over male children.

Overall, female and young children watch TV with their parents and grandparents while male and older children prefer to watch TV alone. Children who watch TV in the presence of parents, have better understanding of TV ads as majority (50.77%) of them think that the purpose of TV ads is to persuade the viewers to purchase the product, followed by to inform about various offers available with product (26.15%) and to give product information (11.54%). A small number of children (11.54%) who watch TV with parents in comparison to almost half of the children who watch TV alone opted for irrelevant options (ads are to give a break in the programme or they
are for entertainment purposes). Hence, children who watch TV in the company of older people (like parents, grandparents and elder siblings) have better understanding of ads than children who watch alone.

Factors contributing towards the likeability of TV ads

Children were asked to think about their favourite TV ad and select reasons for liking that particular ad. The advertised product itself or the goodness of the brand (58.50%) is the most important reason, followed by models (47.50%), story line/theme (45.25%), music/songs/jingles (44.75%), picturization/filming (40.50%), animation/cartoons (39.50%) and slogan/one liner (33.25%) used in ads. Relatively, a higher number of male children mention slogans and models as the reasons for liking a TV ad; while female children prefer advertised product and storyline/theme. As children grow older, they find goodness of the product, picturization and story line as valid reasons for liking an ad. As the age of children increases, the reasons that become less important for liking an ad are slogans, models and animation/cartoons.

The advertised product itself or the goodness of the brand is the most important reason, followed by models used in ads. Advertised product is more important a consideration for female children and older children, while models are of more importance for male children and younger children. Also, a review of the liking and disliking pattern of TV ads suggests that children like or dislike ads due to similar reasons.

In the current study, two types of factors were enlisted behind TV ads’ influence on children’s product-purchase behaviour viz., product related and ad related factors/influences. The product related factors in ads that influence children’s product-purchase behaviour include (44.50%) ‘premium offers’ in the ads, followed by ‘product quality and attributes’ (37.25%) and ‘new product’ (18.25%) introduced through ads. Also, it is found that female children’s product-purchase behaviour is generally influenced by the ‘properties of the product’ while that of male children by ‘new products’. The younger children are influenced by the ‘new product offers’ while older ones are influenced by ‘premium/incentive offers’ and ‘characteristics of the product’ shown in ads.
Amongst the ad related factors/influences (54.75%) ‘health and nutrition’ conveyed through TV ads is the most important cause to influence the purchase decisions, followed by ‘fun and happiness’ (17.50%), ‘adventure and thrill’ (16.25%) and ‘dream and fantasy’ (11.50%) as depicted in ads. More number of female children consider ‘health and nutrition’ important and a greater number of male children get influenced by ‘adventure and thrill’ and ‘dream and fantasy’ depicted in ads. The influence of ‘fun and happiness’, ‘adventure and thrill’ and ‘dream and fantasy’ in messages is found to decline significantly with age; and the reason of ‘health and nutrition’ become more prominent as children grow older. Thus, it can be said that the advertising messages related to ‘health and nutrition’ exert greater influence on the product purchase behaviour of female and older children. Also, male and younger children get more carried away by ‘adventure and thrill’ and ‘dream and fantasy’ depicted in ads.

There are various appeals used in the ads regarding which children may have different liking or disliking. Seven types of appeals were identified which were thought of high relevance in influencing children. Out of these, the overall ranking is in favour of ‘informative/utility’ appeal, followed by ‘celebrity’ appeal and ‘emotional’ appeal. More females are in favour of ‘innovative/unique’ appeal and relatively more male children are in favour of ‘informative/utility’, ‘entertainment/humorous’, ‘celebrity’ and ‘brand’ appeal in comparison. Age-wise comparison shows that the extent of liking for ‘informative/utility’ and ‘innovative/unique’ content in ads increases with the age. On the other hand, younger children favour ‘celebrity’ appeal more as compared to older ones. Male and younger children favour ‘celebrity’ appeal while female and older children favour ‘innovative/unique’ appeal more in comparison.

**TV ads’ Influence on Children**

Children’s behaviour is indeed influenced by TV advertising in many ways. The ads not only influence their product choices but also influence their lifestyles, involvement in family purchase decisions, interaction with parents, etc. In the present study, the children feel that their purchase decisions or product requests from parents are due to their ‘real needs’, followed by influence of ‘social or peer group’, ‘TV ads’ and ‘attractive display at the stores’ in that order. Thus ‘real needs’ are the most important source of motivation for making purchases/purchase requests by children.
In comparison with other sources of motivation, ‘TV ads’ did not emerge as an important source. ‘Real needs’, ‘social groups’ and ‘TV ads’ are stronger sources of motivation for making purchases/purchase requests for female children as compared to male children. ‘Real needs’ as a source of motivation for purchases/purchase requests gains significance and ‘TV ads’ lose importance as children grow older.

Most children (41%) buy/ask for the products ‘sometimes’ after watching TV ads; followed by those who buy/ask the products ‘rarely’ (31%), ‘often’ (15.25%) and ‘never’ (12.75%) in that order. Almost 20 per cent male children state that they ‘often’ buy themselves or ask their parents for advertised goods in comparison to about 10 per cent female children. Both the extreme options ‘often’ and ‘never’ are more opted for by male children (19.90% and 13.59% respectively) than female children (10.31% and 11.86% respectively). The mid track options ‘sometimes’ and ‘rarely’ are more opted for by female children (42.78% and 35.05% respectively) as compared to male children (39.325 and 27.18% respectively). As children grow up, there is a rise in percentage of children who ‘rarely’ buy or ask for products after watching ads from 21.28 per cent (8-10 years) to 61.11 per cent (14-16 years). On the contrary, the percentage of children opting for the extreme options: ‘often’ and ‘never’; falls down drastically as children grow older (from 27.66% and 14.89% to 4.44% and 2.22% respectively). Hence, as children grow older, their frequency of asking parents for products after watching ads, comes down.

Around 36 per cent of children buy clothes or footwear after watching related ads on TV, followed by 24 per cent who buy stationery/books/CDs, 21 per cent toiletries, 20 per cent toys/games, 15 per cent soft drinks/health beverages and about 14 per cent eatables/food products. It is found that if food items and drinks are clubbed into one category then there are 29 per cent children who buy them. Relatively, a higher percentage of female children buy stationery/books/CDs etc. (25.73%) and toiletries (24.27%) as compared to male children (19.90% & 16.50% respectively) after watching TV ads. It is seen that toys/games, clothes/foot wear and eatables/food products are such categories which are more popular amongst younger children. On the other hand, as children grow in age, they buy/request for more stationery/books/CDs etc. and toiletries after seeing ads.

In the purchases that parents make for themselves or for the household, about 46 per cent of the children perform the advisory role; however female children assume the
role of an advisor more often in comparison to the male children. Overall, female children seem to be more interfering in their parental product choices.

Children under study interact with their parents quite respectfully while requesting for advertised products. As children grow older, their methods for asking products become more tactful. Female children apply better tactics than male children to ask for the desired product. The method which is ‘always’ adopted by most of the children is that they resort to ‘sweet talk, unexpected nice behaviour’ (30.50%), in order to get the parents in good mood first and then put forward the request for the product-purchase. This is followed by the method of ‘simply ask/request’ (24.25%), and ‘get approval of elders/seek help of close contacts’ (16.25%). On the other hand, majority of children (65.25%) report that they ‘never’ adopt the method of influencing the parents through ‘emotional motivation/blackmail’. This is followed by nearly half the children (47%) saying that they have ‘never’ used the method of ‘demand, threats, tantrums’ and method of ‘plead, implore or nag’ (44%). The overall weighted average scores of different methods range between as low as 0.97 for ‘emotional motivation/blackmailing’, and as high as 2.64 for ‘simply ask or request’ the parents to get the advertised products. The adoption of the method such as ‘simply ask or request’, ‘get approval of elders/seek help of close contacts’, ‘plead, implore or nag’ and ‘sweet talk, unexpected nice behaviour’ are higher in case of female than male children. On the other hand, the extent of adoption of methods like ‘bargain, offer to do something in return’, and ‘demand, use threats, show tantrums’ are greater in case of male than female children. The extent of adoption of method ‘simply ask or request’ and ‘demand, threats, tantrums’ are higher among the lower age groups as compared to the higher age groups. On the other hand, the extent of adoption of all other tactics such as ‘Bargain, offer to do something in return’; ‘Getting approval of elders/help of close contacts’, ‘Pleading, imploring or nagging’ and ‘Sweet talk, unexpected nice behaviour, then ask’, is higher among older children in comparison with younger children.
There are different types and extent of reactions by children if parents refused to buy the requested products. Most of the children (42%) stated that they ‘always’ react by ‘accepting the situation, and understanding the denial’, followed by ‘make another request for an agreeable option’ (18.50%), and ‘keep sulking for long or till parents agree’ (15.75%). There are some reactions which children feel they would ‘never’ exhibit, if their parents refused to buy them their requested products. Most of the children said that they ‘never’ would ‘get angry or show tantrums’ (49.50%); followed by ‘keep sulking for long or till parents agreed’ (39%), and ‘show silent resentment’ (37.50%). The overall weighted average scores of reactions range from as low as 1.27 in case of ‘get angry, show tantrums’ to as high as 2.93 in case of ‘accept the situation, understand the denial’. Gender-wise analysis indicates that a considerable number of female children react by ‘accepting the situation, understanding the denial’, ‘requesting for an agreeable option’ and ‘getting depressed/disappointed’. However, greater numbers of male children report to show their reaction to parents’ request refusal by ‘keep on nagging/requesting till they agree’ and ‘getting angry or showing tantrums’. Age-wise analysis conveys that relatively higher proportion of older children react in the form of ‘make another request for an agreeable option’ as compared to younger children. On the other hand, considerable number of younger children as compared to older children ‘get depressed or disappointed’ if parents refuse their request. The tendency of children to think of agreeable options from parents’ viewpoint increases; whereas the tendency to get depressed or disappointed over parents’ request refusal diminishes as children mature. So, when it comes to reacting over parents’ request refusal, children more or less behave in a responsible manner. Most of the children accept the denial and understand the situation, followed by those who are clever enough to make another request for an agreeable option. Female and younger children get depressed or disappointed more often in comparison to male and older children. Male children opt more for extreme options such as ‘keep on nagging till parents agree’ and ‘showing anger over request refusal’ than female children. Older and female children come out to be more tactful as they are quick to ‘make another request for an agreeable option’ when they are denied a request.
Children’s Attitude towards TV Ads

Children were asked to give their responses to a list of twenty-six statements regarding attitude towards TV ads in general and impact of TV ads on children in particular. The children were asked to express their level of agreement/disagreement with respect to various statements based on a five-point Likert scale, ranging from ‘strongly agree’ to ‘strongly disagree’. The total weighted average score (WAS) of agreement among children ranges from as high as 3.74 on the statement, ‘I learn a lot from watching TV ads’, to as low as 2.69 on the statement, ‘Many TV ads are better than TV programmes’.

Out of twenty-six statements, majority of the children agree to 10 statements to quite an extent (WAS range from 3.74 to 3.50). These statements deal with children being the ardent followers of ads; TV ads are a learning platform; a shopping guide; the product knowledge base of children being wider than their parents due to TV ads and the urge to try the advertised products. However, certain weak points of TV ads are also talked about in these statements, such as ads being highly persuasive, showing only one side of the coin; and that children buy advertised product only if they find that the ad is really convincing. For the remaining sixteen statements, the WAS range from 3.42 to 2.69. These statements are regarding ads being entertaining; interesting to discuss with friends; give information about new products; premium offers; brands; fashion trends; increase standard of living and show real picture of society. There are also statements relating to the negative attitude towards ads, such as ads being interrupting; waste of time; not for information, entertainment or social purpose; giving little or misleading information and liking ads do not mean liking products. The children have shown a medium, a neutral or a near neutral level of agreement to these statements. So the crux is that the children keep a track of ads and advertised products but at the same time they are also aware of the intent of the ads, therefore cannot be carried away easily by TV ads.

Male children feel that ads have made them more product literate than their parents, ads lead to a better lifestyle, premium-offers on products are attractive and advertised products (like toys, games, fashion or stationary goods, gadgets etc.) create a desire to own them. At the same time, they understand that advertised products do not always match up to expectations. On the other hand, female children find that ads sometimes are more interesting than TV programmes, make use of ads’ influenced one liners in
their conversation, and learn about brands and fashions in vogue through ads but at the same time realize that liking of an ad does not mean liking of the product; ads do not give relevant information, and ads persuade people to buy things not needed by them. So, where male children feel that ads improve living standards, motivate them to try new and premium-offer products, female children consider ads as brand and fashion guide and find them interesting to watch. Also, it is seen that female children are more doubtful and cautious about TV ads.

Similarly, it is observed that older children have more sceptical attitude towards TV ads. Most of the older children show agreement to a higher number of negative statements about ads, such as ‘Many TV ads contain little information and many other unnecessary things’; ‘I like TV ads but don’t buy things because of them’ and ‘TV ads persuade people to buy those things they do not really need’. Nonetheless, ads are not only a product informing source for older children but touch their life and become part of it in many ways. TV ads are their learning pads; brand and trend guide; they are using ads’ influenced one liners in their conversation; they try the advertised food products and agree that ads are a reflection of the society. For younger children, on one hand, ads are a product guide; informing them about attractive premium-offers, making their product knowledge better than their parents and ads come up as a motivation for people to try new products and on the other hand, they realize that TV ads can make misleading claims and not deliver promises.

It is interesting to note that there is lot of similarity between the responses of younger children and male children and the responses of older children and female children. There have been more agreement among younger children and male children as compared to older children and female children, on statements pointing out that by seeing TV ads children know more about product choices available than their parents; they ask their parents for products that they find good in ads and those with premium-offers, and ads help in improving living standards; but at the same time they are aware of the fact that ads do not always deliver promises.

There has been statistically significant and higher level of agreement among older children and female children on statements highlighting that children use ads’ inspired language during conversation; ads give them idea that which brands have features that they desire; and they follow the fashion trends shown in ads. Also, TV ads contain little relevant information; they may like ads but do not buy goods because of them.
and ads persuade people to buy things they do not really need. So, it is observed that female and older children follow the trends and language featured in ads but at the same time they are more sceptical towards TV ads in comparison with male and younger children.

Further these twenty-six statements have been factor analyzed. In all, seven factors emerged in an attempt to access the attitude of children towards TV ads and its influence on them. The total variance explained has been 57.52 per cent. The four factors: ‘TV Ads as a Shopping Guide’, ‘Educative and Entertaining Ads’, ‘Integral to Lifestyle’ and ‘A Quay to Superior Product Knowledge’ together explain 42.61 per cent of the variance; indicating how important are ads in their lives. Advertising is very important for children as a shopping guide and to remain knowledgeable about products (together explaining 22.36% of the variance). Advertising being a source of entertainment and education and being integral to the lifestyle followed, together explain 20.25 per cent of variance. These four factors together indicate a positive approach towards TV ads. There are three factors in total (explaining 14.98% variance) that highlight sceptical attitude towards ads. Out of which the two factors that indicate negative attitude towards ads: ‘A Futile Exercise’ and ‘Unscrupulous Ads’, together explain 12.71 per cent of the variance, and ‘Judicious Buyers’, the factor that shows practical and intelligent approach explains 2.18 per cent of variance. So, children have an overall positive yet pragmatic attitude towards TV ads.

A comparison of the sub-samples of male and female children reveal six dimensions but the factors emerging from both the sub-samples are different in constitution and importance attributed to each factor. The comparison reveals that in case of male children, the factors discovered in gauging their attitude towards TV ads include: ‘Permeability of Ads’, ‘TV ads as a Shopping Guide’, ‘Ardent Ad Followers’, ‘Unscrupulous Ads’, ‘Judicious Buyers’ and ‘Mirror Images of Society’ in that order of importance. While the attitude of female children towards ads is reflected through following factors in same order of importance: ‘Educative and Entertaining Ads’, ‘Integral to Lifestyle’, ‘A Quay to Superior Product Knowledge’, ‘A Futile Exercise’, ‘Unscrupulous Ads’ and ‘Judicious Buyers’.

The first factor for males denotes that advertising touches our lives in more than one way; while for females it reveals that advertising can be both informative and interesting. The second dimension of TV ads for female children covers different
ways in which ads influence their living style in general and their conversation, dressing sense, shopping, product choices, eating habits in particular. On the other hand, for male children the second factor focuses on how TV ads help in product purchase decisions. The third factor for female children highlights that children have better awareness on available product choices as they view more ads and ads are a good source of product information. While the third factor for male children highlights how children have better product knowledge and how diligently they follow ads for choosing the products they eat, wear, play or use. The factor ‘Unscrupulous Ads’ focusing on the dishonesty in ads comes at fourth level of importance for male children, while it is at fifth level for female children. ‘A Futile Exercise’ emerges as the fourth factor for female children conveying uselessness of TV ads. ‘Judicious Buyers’ emerges at fifth level for male and at sixth level for female children, conveying that children remain unaffected by ads and are intelligent enough to buy goods on the basis of their own choice. The sixth factor for male children with a single statement highlights how TV ads reflect true images of the society.

It can be seen that all factors are different except for two: ‘Unscrupulous Ads’ and ‘Judicious Buyers’, but these two dimensions also have been prioritized at different levels for male and female children. For female children, ‘A Futile Exercise’ constitutes a separate factor and does not combine with ‘Unscrupulous Ads’ and ‘Judicious Buyers’ as in case of male children; there by highlighting the importance of this factor for them. The fourth and fifth factors for males denoting scepticism towards TV ads explain 14.80 per cent of variance, whereas for females, scepticism is denoted through three factors: fourth, fifth and sixth that explain 22.08 per cent of total variance explained. Hence, it is clear that female children have a more pronounced sceptical attitude towards ads than male children.

A comparison of the four sub-samples of different age-groups of children illustrate that the factors are different not only in constitution but also in relative importance attributed to each factor. The factor analysis shows that 55.00 and 62.67 per cent of variance is explained by the factor solution of 8-10 and 12-14 years old children, respectively. Almost similar extent of variance is explained by the factors in case of 10-12 and 14-16 years old children that is, 66.48 and 66.50 per cent respectively. So,
the expression of 10-12 and 14-16 years old children has been clearer and better than those of 8-10 and 12-14 years old children.

The two factors, that is, ‘Unscrupulous Ads’ and ‘Judicious Buyers’ have been expressed by all the age-groups; though the relative importance given to them by each age-group varied. These two factors have in fact appeared in overall sample and in all categories of the sample. This makes clear that children are sceptical towards ads and they indulge in shopping pragmatically and not by falling into the traps laid by ad makers. The oldest age-group has added an additional factor at 5th level of importance, ‘A Futile Exercise’, without combining it with ‘Unscrupulous Ads’ and ‘Judicious Buyers’ as in case of other age-groups. It explains 8.30 per cent of the total variance explained. Thereby the importance of this factor for 14-16 years old children is more in comparison to others. Similar trend was also visible in case of female children.

‘Permeability of Ads’ which highlights that TV ads are pervasive in various forms in the life and routine of children, appears as the first factor for 8-10 and 12-14 years old age-groups, explaining 15.97 and 18.34 per cent of the variance respectively. ‘Ardent Ad Followers’ which is about children following ads in numerous ways appears as the 4th factor for 8-10 years old children, explaining 8.24 per cent of the variance. While this factor appears at the second stage of relevance for 10-12 and 12-14 years old age-groups, explaining 15.88 and 15.25 per cent of the variance, respectively. ‘Educative and Entertaining Ads’ which highlights that TV ads are both a source of information and amusement for children, appears as the first factor for 10-12 years old and as the third factor for 14-16 years old, explaining 18.39 and 12.17 per cent of the variance, respectively. ‘TV Ads as a Shopping Guide’ is the first factor for 14-16 years old children, fifth factor for 12-14 years old and third factor for 10-12 years old children explaining 16.22, 7.21 and 13.24 per cent of the variance, respectively. ‘A Quay to Superior Product Knowledge’ which enumerates that TV ads are a good source of product information, children become more aware about product choices by seeing ads than their parents and ask parents to buy products that they find good in ads. This factor only appears in the age bracket of 8-10 years old children at the third stage explaining 10.84 per cent of the variance. ‘Integral to Lifestyle’ is about how TV ads influence and form part of the lifestyle of children. It appears at the second stage of importance for 14-16 years old only, explaining 13.55 per cent of the variance.
Thus, it can be concluded that the constitution and the importance of different factors expressed through statements regarding TV ads vary with the age-groups of children. Overall, it may be said that TV ads interest, influence and integrate as a part of the life and lifestyle of the children. At the same time, children understand the motives of ads, therefore, cannot be befooled by them easily.

**Mothers’ Attitude towards TV Ads**

It is a well researched finding that mothers’ attitude towards TV ads has an impact on attitude of children towards them. The present study pertains to mothers only, as they cast an indelible influence on their children and keep a detailed track of their behaviour and activities. Although fathers also play a similar role in many ways, they were not included in the study as their responses would have been different from mothers, leading to confusion and inconsistency in the results.

Mothers were asked to express their level of agreement/disagreement with respect to thirty-two statements based on a five-point Likert scale ranging from ‘strongly agree’ to ‘strongly disagree’. The WAS among mothers range from as high as 4.13 (I am generally interested in watching TV ads) to as low as 2.92 (It is possible for parents to exercise restrictions regarding TV programmes but not regarding TV advertisements).

It is seen that mothers have not shown clear cut disagreement to any of the statements. The higher WAS (4.13 to 4.01) for the four statements reveal favourable attitude of mothers towards TV ads: ‘I am generally interested in watching TV ads’; ‘I have an overall good image of TV ads’; ‘If my children want to follow the clothes/foot wear trends of TV ads, I see no harm in it’; and ‘There is no problem if children memorize catchy jingles/one liners and use them in their conversation’. The WAS of agreement ranges from 3.88 to 3.51 on seventeen statements dealing with adverse effects of TV ads. (These statements are regarding TV ads urging children to live by the standards of the rich; TV ads are persuasive; make children materialistic; dictate carefree / careless attitude; lead to waste of time; longer sedentary viewing; unsafe behaviour; children get impressed by the dangerous activities shown in ads; lead children to pester parents; increase in conflict between parents and children; children interfere in the products that parents buy; premium offers affect children’s purchase requests; lead to unnecessary desires amongst children thus the rising dissatisfaction amongst them; shorten children’s attention span; children develop unhealthy eating habits; get
negatively affected by adult advertisements which are for products not related to children; lead to embarrassment for parents in watching some ads with children; show children as miniature adults and TV ads have potential to incite violence, aggression or tension amongst children.)

There are eleven statements where the majority of the respondents have shown neutral or near neutral responses with mean values ranging from 3.44 to 2.92. These statements can further be divided into three groups. The statements: ‘There is a lot of objectionable content in TV ads which leads to sexual awareness or an undesired curiosity at a young age’ and ‘TV ads many times show such things which contradict my family values’ with WAS 3.44 and 3.40, respectively relate to TV ads showing inappropriate things. The statements: ‘TV is an educator for children, it complements formal school learning’; ‘TV advertising has a progressive and educative influence on my children’; ‘TV advertising shapes child’s beliefs about the world around by the messages that cast deep impressions’; ‘TV advertising makes kids smarter than my generation’; ‘TV advertising has a civilizing influence and lead to socially desirable behaviour amongst children’ and ‘TV advertising can explain to children how to handle a fearful situation’ deal with the idea of TV ads being an educator and having progressive influence on children in general. The WAS of agreement for these statements range from 3.33 to 3.15 which imply that such specific benefits of TV ads are a bit far fetched for majority of respondents. The following statements are relating to imposition of legal and regulatory checks on TV ads in general: ‘There should be a strict government control on TV advertisements’; ‘TV ads aimed specifically for children or portraying children should be banned’; ‘It is possible for parents to exercise restrictions regarding TV programmes but not regarding TV advertisements’. The WAS for these statements range from 3.04 to 2.92 which is so far the least level of agreement indicating a neutral response of the majority. This implies that most of the respondents agree for a check on ads but it is not a priority issue for them.

The overall analysis highlights that though in general most mothers have shown agreement to the four favourable statements towards TV ads, which is that they don’t mind children picking up fashion and language trends from ads (WAS range from 4.13 to 4.01). Also, when it comes to peculiar negative effects of ads they show moderate level of agreement (WAS ranges from 3.88 to 3.40). For specific benefits of TV ads, most of the mothers show neutral response (WAS range from 3.33 to 3.15).
Also, when it is about imposing restrictions on ads they also neither agree nor disagree with such statements (WAS range from 3.04 to 2.92). So, the educated and financially sound mothers agree to the adverse effects of ads but imposition of some prohibitive measures on ads is not a priority matter for them. So, it seems they have accepted ads as part and parcel of their lives, but want certain changes for the overall good of their children.

The Undergraduate mothers have expressed relatively higher level of concern on statements regarding children developing unhealthy eating habits due to ads; unsolicited exposure to ads dealing with adult subjects and products; showing children doing things beyond their age and featuring ads that are not fit for family viewing. This reveals that Graduate mothers are more favourable and liberal while Undergraduate mothers are more conservative and disapproving of TV ads. It is observed that higher the level of education amongst mothers, higher is the acceptance of TV ads. They regard TV ads as educational tools; having a progressive and civilizing influence on children; they do not mind children picking up fashion trends and one-liners. Although, when it comes to statements relating to materialism and persuasiveness of ads, the Graduate mothers hold a stronger opinion in comparison to the Undergraduate mothers. So, where Undergraduate mothers are worried with the TV ads featuring adult content and unhealthy eating habits, Graduate mothers are more bothered about ads being persuasive and materialistic.

The Homemaker mothers have voiced their opinion more strongly than Working mothers on many statements dealing with negative effects of TV ads. This reveals that Homemaker mothers feel that many ads are inappropriate for family viewing; are sexually oriented; deal with adult issues and products; dictate mature behaviour; lead to unhealthy food habits; time wastage and longer sedentary viewing; and ads aimed specifically for or portraying children should be banned. This indicates that Homemaker mothers are more conservative and negative in their attitude towards ads in comparison to Working mothers.

On the other hand, majority of the Working mothers have expressed agreement in possessing an overall fine image of advertising and positive influences of TV ads on children (like TV ads being an educator, having civilized and progressive influence) are noted more by them. Also, they accept that TV ads influence children’s dressing style and language, and have no objection to it. Nonetheless, certain ill effects like ads
being persuasive, instilling materialism, motivating children to copy rich people’s lifestyle and reducing children’s attention span have also been of more concern for most of the Working mothers.

It is seen that majority of the Homemaker and Undergraduate mothers have shown in common greater level of agreement to statements concerning adverse effects of ads, such as influencing children to eat unhealthy; showing things not fit for family viewing and against family values; showing children as miniature adults and showing products which are for adult use. There are certain statements that deal with other negative effects of ads on children’s behaviour on which only Homemaker mothers have shown a greater degree of agreement and not Undergraduate mothers, that is making them careless, sedentary viewing and wasting their time, arousing undesired curiosity amongst them and on imposing ban on ads meant specifically for children or portraying children. So, it may be concluded that both Homemaker and undergraduate mothers have similar opinion on ill effects of TV ads on children, but Homemaker mothers have additional reservations regarding certain other harmful effects of TV ads.

It has been observed that on five statements most of Working as well as Graduate mothers have given stronger and similar responses, which reflect their liberal and favourable attitude towards TV ads. These statements are concerning children treating ads as their fashion guide, picking up one-liners from ads, TV complementing education and TV ads having progressive and civilizing influence on children. Also, there are two issues dealing with negative effects of ads where both Working and Graduate mothers have come out strongly. These are the ads being too persuasive which make children materialistic. Further, Working mothers possess a higher level of agreement on two additional negative effects, that is, children copying lifestyles of the rich shown in ads and TV ads reducing their concentration span.

In order to understand the dimensionality of the belief structure of mothers in detail, Factor Analysis has been employed on same statements. The findings highlight that there are seven groups of perceptions of mothers about TV ads in order of importance as follows:

1. ‘Inciting and Inappropriate ads’: TV ads are inciting and adult oriented.
2. ‘Censorship over Ads’: Legal restrictions should be exercised on TV ads.
3. ‘Ads as a Window to the World’: TV ads have a progressive and an educative influence on children.

4. ‘Pester Power’: TV ads lead to parent-child conflict.

5. ‘Materialistic Tendencies’: TV ads promote materialism amongst children.

6. ‘Integral to Lifestyle’: TV ads are integral to lifestyle and can teach trends in vogue to children.

7. ‘Ads as an Unhealthy Persuader’: TV ads have many negative effects on children.

Overall, it may be concluded that mothers, in general are, not in favour of TV ads as four factors out of seven factors denote the negative effects of TV ads on children. These factors include: ‘Inciting and Inappropriate ads’, ‘Censorship over Ads’, ‘Pester Power’ and ‘Ads as an Unhealthy Persuader’. However, Factor 5 concerning TV ads dictating materialistic tendencies to children may also be added to the broad category of negative effects of TV ads on children. Out of 61.71 per cent of the total variance explained in the overall sample of mothers, 45.36 per cent is explained by factors indicating negative attitude and 16.35 per cent by those showing positive attitude of the mothers.

Application of Factor Analysis on the responses of Graduate and Undergraduate mothers reveals eight dimensions. Total variance explained by eight factors is 66.20 per cent in case of Graduate mothers and 57.94 per cent in case of Undergraduate mothers. This reveals that the expression of Graduate mothers has been better than that of Undergraduate mothers.

There has been similarity in case of two factors, viz, ‘Inappropriate and Inciting Ads’ and ‘Ads as a Window to the World’ as this have been expressed through first and second factors by Graduate as well as Undergraduate mothers. However, the ‘Pester Power’ appears as the third factor explaining 8.56 per cent variance in case of Undergraduate mothers, while it is the fourth factor explaining 7.98 per cent variance in case of Graduate mothers. ‘Integral to Lifestyle’ comes up as the third factor explaining 8.77 per cent variance for Graduate mothers, whereas it is the fifth factor explaining 6.23 per cent variance for Undergraduate mothers. ‘Materialistic Tendencies’ features as the fifth factor explaining 7.24 per cent of the variance in case of Graduate mothers while it features as the sixth factor explaining 5.91 per cent of the variance in case of Undergraduate mothers. ‘Censorship over Ads’ is the least
priority for Graduate mothers while it is desired as the seventh factor by Undergraduate mothers. The ‘Undesirable Exposure of TV Ads’ is observed as the second factor by Undergraduate mothers while it is at the sixth level in the case of Graduate mothers. Hence, it is seen that Undergraduate mothers are more conservative regarding TV ads showing adult-oriented and age-wise inappropriate things for children than Graduate mothers. Graduate mothers as compared to Undergraduate mothers are more concerned with TV ads spreading materialism and ads showing lifestyle and fashion trends. A comparison of the two sub-samples illustrates that the factors emerging from both Graduate as well as Undergraduate mothers are quite similar in constitution but they differ on account of their preference and importance attributed to each other.

Application of Factor Analysis on the responses of Working mothers reveals eight dimensions while for Homemaker mothers seven dimensions. The factor analysis shows that almost similar extent of variance is explained by the factors in case of Working and Homemaker mothers, that is, 63 per cent approximately; but there are some major differences among both the groups of mothers.

The first factor is ‘Inciting and Inappropriate Ads’ both for Working and Homemaker mothers. Although there are four similar statements loaded on the first factor of both the groups; the essence of the first factor for Homemaker mothers is specifically the adult content shown in ads whereas for Working mothers it is the ill effects of ads in general. ‘Ads as a Window to the World’ is the third factor in case of Homemaker mothers explaining 9.02 per cent of the variance with seven statements loaded on it. On the other hand, similar statements load on to two factors in case of Career women, together explaining 16.25 per cent of the variance. They are ‘Ads as a Window to the World’ and ‘Socially Desirable Behaviour’ which came up as the second (variance explained 10.38%) and the seventh (variance explained 5.87%) factor respectively.

‘Socially Desirable Behaviour’ constitutes a separate dimension for Working mothers. Hence, TV ads feature as an educational tool for Working mothers more strongly in comparison to Homemaker mothers. The content of ‘Pester Power’ is the second important factor for Homemaker mothers while it is at the fourth level of importance in case of Working mothers. Similarly, the content of TV ads as vogue guide is at the third stage of importance for Working mothers and the same is at the sixth stage of importance for Homemaker mothers. Also, ‘Premium offers as Baits’ features as a
separate factor with a single statement loaded on to it, explaining 6.39 per cent variance, which defines its importance for Homemaker mothers. ‘Censorship’ on objectionable TV ads also featured out to be more important for Homemaker mothers as compared to Working mothers.

Thus, it may be concluded that the importance of different factors expressed through statements regarding TV ads vary with the working status of mothers, and Working mothers have far greater acceptability of TV ads in comparison to Homemaker mothers.

CONCLUSIONS AND RECOMMENDATIONS

The foregoing findings and discussion reveal that this study has theoretical and practical implications for the manufacturers, marketers, government policy makers and parents of the children. On the basis of the findings, the following recommendations have been made:

1. Children after crossing 12 years of age become independent viewers as majority of them possess individual TV sets. Further, older and male children prefer to watch TV alone than in the company of family elders. TV advertisers and programmers should make such broadcasts that are specifically meant for older and male children.

2. A little before bedtime is a very suitable time for children oriented programmes and ads to take place because a large number of the children surveyed watch TV before retiring for sleep at night.

3. Most parents discuss TV ads and programmes with children only when they are asked by their children to do so otherwise they seldom discuss. Parents should encourage discussion regarding TV ads and programmes more often and out of their own initiative. Also, parents discuss TV ads and programmes more often with female and older children. It is even more essential for younger and male children as older and female children indicate better cognitive development regarding understanding of TV ads in the current study. Nowadays, TV broadcasts are such that they require adult supervision and guidance. It is also seen that children who watch TV under adult supervision demonstrated better understanding regarding TV ads.

4. Majority of the children swap channels or watch ads as they do not wish to miss the programme they are watching during the commercial break. Only a
few children watch ads out of their own choice during this time. So, marketers and advertisers need to take a cue from this and make efforts that their messages should be interesting enough to involve and reach the target audience effectively.

5. ‘Entertainment’ followed by ‘learning and education’ are the prime reasons for which children watch TV. Hence, both ads and programmes should keep the dual objective of entertainment and education in mind. If the older child audience is desired, the emphasis should be more on learning; and for younger child audience the focus should be entertaining time pass. Also, more female children in comparison to male children cite ‘learning and education’ and ‘combating loneliness’ as reasons for watching TV. So, the programmes meant for them should be more empathizing and should perform the role of providing company to the female children.

6. The most liked TV programmes by children are ‘Children’s shows and serials’ followed by ‘Cartoons or animated programmes’. Female children prefer ‘TV serials’ while ‘Children’s shows and serials’, ‘Cartoons or animated programmes’ and ‘Reality shows’ are preferred by male children. Older children like ‘Knowledge based programmes’, ‘Movies’ and ‘Reality shows’ while, ‘Children’s shows and serials’ and ‘Cartoons or animated programmes’ are amongst the favourites of younger children. The advertisers should consider the choice of programmes amongst different segments of children before aiming their ads at a particular group of children. Marketers and advertisers should sponsor such programmes which are more popular amongst children.

7. The advertisers should make honest ads as majority of the children can logically understand the difference between ads and programmes and also the selling intent of the marketers behind ads. Especially, while targeting ads towards female and/or older children, the advertisers need to be extra cautious, as they have better understanding of TV ads and are more sceptical towards them.

8. Children’s purchase decisions or requests from parents are governed by ‘real needs’, followed by ‘peer or social group’, ‘TV ads’ and ‘display or presentation at stores’. So, just advertising won’t suffice; manufacturers and marketers should notice or create a need gap in the minds or daily routine of
children, for the particular product. Also, social acceptability of the product amongst children would have to be formed. The ads should be focused more around their actual needs and their friend circle. Also, ads and the display at the outlets should reach children more effectively.

9. Children most often buy or request ‘clothes or footwear’, followed by ‘stationery/books/CDs etc.’, ‘toiletries’, ‘toys/games’, ‘soft drinks/health beverages’ and ‘eatables/food products’ after watching ads on TV. Female and older children buy more of ‘stationery/books/CDs etc.’ and ‘toiletries’. Young children buy more of ‘clothes or footwear’, ‘toys/games’, ‘soft drinks/health beverages’ and ‘eatables/food products’. This can be of consideration for marketers aiming different segments of children for various products.

10. Most of the children (41%) buy/ask for the products ‘sometimes’ after watching TV ads; followed by those who buy/ask the products ‘rarely’ (31%). As children grow older, there is a significant rise in percentage of children who ‘rarely’ buy or ask for products after watching ads. Hence, it is seen that many times ads do not yield a purchase or purchase request from children. Children are no easy catch for marketers and certainly they become a tougher bet as they grow older. So, there is a definite need for ads to be convincing enough to yield a purchase or purchase request from children.

11. Nearly half of the children perform the advisory role in the purchases that parents make for themselves and the household. Female children are more involved or said to be participative when it comes to product decisions. Overall, children play an important role in purchases that parents make. So, even for ads aiming the adults; there is a need to appeal to the children as well. The ads should be such that they aim their point not only on adults but on children also.

12. Children like or dislike TV ads due to similar reasons. Majority of the children find the advertised product, followed by the model/models in the ad and the storyline or theme of the ad as the most important reasons for liking or disliking the ad. Hence, both manufacturers and marketers should understand that product is of primary consideration for children. Ads for products meant for both male and younger children should be particular as regards to the choice of models acting in ads as they are of high relevance for them.
13. The product related reasons that influence children’s product purchase or request behaviour are the premium offers on the product followed by the product quality or attributes of the product. So, where marketer should concentrate on tempting children with premium offers, parents should counsel children to concentrate on the utility of the product along with the premium offer on it.

14. The ad related reasons that influence children’s product purchase or request behaviour are ‘health and nutrition’ for majority of the children (around 55%), followed by ‘fun and happiness’ (around 18%). The advertising messages related to ‘health and nutrition’ exert greater influence on female and older children. Hence, both health and humour related aspects should be included in ads for children, wherever possible.

15. There are various ad appeals which the children hold in high relevance in influencing their likeability about ads and the products advertised by them. ‘Informative/utility’ appeal followed by ‘celebrity’ appeal and ‘emotional’ appeal are of high consideration amongst children. Male and younger children favour ‘celebrity’ appeal while female and older children favour ‘innovative/unique’ appeal more. The ‘informative/utility’ appeal has again brought product into focus. So, whether it is liking of an ad because of the advertised product, or product quality or attributes influencing children’s product purchase/request behaviour, or it is the utility appeal of the product conveyed through ads; both manufacturers and marketers should get it clear that nothing is beyond product for children. Models or celebrities who endorse the products in ads are the second most important reason for likeability of ads amongst children.

The findings relating to children’s responses reveal that children agree that TV ads are their learning pads, as they watch ads regularly so they get informed about products and their knowledge about the available product portfolios is far deeper and wider than their parents, while shopping they give ads a consideration and their many daily and occasional purchases are influenced by TV ads. But at the same time they realize that ads persuade people to shop for unnecessary things, ads just highlight the positive attributes of the product, completely hiding the negative aspects. Hence, children buy goods only if they are really convinced by the ads. So, the manufacturers and marketers should take note that children have an overall positive attitude towards TV
ads but are not carried away by them easily. Children are sceptical about ads and they indulge in shopping thoughtfully and not by falling into the trap laid by ad makers. Female and older children have more pronounced analytical and apprehensive attitude towards ads.

Responses regarding the mothers’ survey indicate that they are logical enough to see TV ads from both positive and negative angles. They possess an overall fine image of ads, are interested in watching ads, and do not mind children picking fashion or conversation styles from ads. On the other hand, they are also highly aware of the adverse effects of TV ads. They find ads too persuasive, trapping children with premium offers, instilling materialism, unnecessary desires, unhealthy eating habits, careless attitude, unsafe behaviour, shortened attention span, time wastage, undesired exposure to adult ads and products, inciting aggression and dissatisfaction amongst children and giving rise to conflict between parents and children. They agree for imposition of legal checks on ads but it is not a priority issue for them. Mothers find that where ads are inciting and inappropriate for children, there they also feel that ads are educational and are their window to the world. Overall, the negative attitude of mothers has been more pronounced towards TV ads.

In the end, it can be said that children have a positive yet pragmatic attitude towards TV ads. On the one hand, ads are their learning pads about products, trends and lifestyle, while on the other; they understand the motives behind ads. They indulge in shopping judiciously and the product is of foremost importance to them. Mothers do not mind TV ads being trends-guide for children, but hold ads responsible for rising materialism, undesired exposure to adult content and pestering parents. Hence, manufacturers and marketers should note that the product is the best motivation for children and everything else is secondary. They need to be more thoughtful and responsible while developing ads to gain the confidence of mothers. Therefore, the emerging conclusions are pointers to the direction in which government policymakers, manufacturers, marketers and advertisers need to focus their attention.

**DIRECTIONS FOR FURTHER RESEARCH**

- The present study is time specific and brings out aspects relating to present era. However, longitudinal studies may also be conducted to compare and
contrast the impact of TV ads vis-à-vis the nature of marketing strategies adopted earlier, to see the path of change in roles over a period of time.

- The current study has only taken in to consideration the urban and the economically stronger sections of the society. The future studies can be made further exhaustive by including rural and different socio-economic sections of the population and comparative research can be done amongst different marketing segments.

- The scope of the study is limited to the geographical boundaries of the state of Punjab. An inter-state study can provide a better glimpse of the Indian perspective.