Table 6.2: The identified factors

<table>
<thead>
<tr>
<th>Factor</th>
<th>Statements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benefit to marketer</td>
<td>Product information, application, rational purchase decision, availability</td>
</tr>
<tr>
<td>Benefit to consumer</td>
<td>Quality of life, competitiveness, decrease prices, quality of life</td>
</tr>
<tr>
<td>Benefit to child</td>
<td>Scope to show talent, real life experience, money, name and fame</td>
</tr>
<tr>
<td>Loss</td>
<td>Loss od education, friends, moral values, project child with bad image, exploitation of innocence, legitimise false claim</td>
</tr>
<tr>
<td>Falsity</td>
<td>Deceitful and misleading, false claims, exaggerates usefulness, excessive emotional appeal</td>
</tr>
<tr>
<td>Exploitation</td>
<td>Make to live in fantasy world, makes consumer more than means, presents luxury as necessity, promotes useless products, exploits inferiority complex, manipulation of mind</td>
</tr>
<tr>
<td>Degradation</td>
<td>Copy western culture, moral, value and overall degradation, exploitation of innocence</td>
</tr>
<tr>
<td>Behavior</td>
<td>Convinced to buy, makes act irrationally, switch to other product, muting, physical zapping</td>
</tr>
<tr>
<td>Regulation</td>
<td>Inadequate law, silent monitoring body, poor conviction, parents to say no, strict law implementation, society to say no, code of conduct for companies</td>
</tr>
</tbody>
</table>

6.4 Findings

The objective wise findings are presented as under,

Objectives 1: To understand the conceptual bases of marketing promotion ethics and study the benefit and cost of using children in marketing promotion.
The objective has been analyzed based on responses received and by conducting factor analysis to identify nine factors of benefits and cost and by conducting chi square test for testing the hypothesis. The test were conducted to understand the conceptual basis for marketing promotion ethics enquiry and test the hypothesis H1.

**H1** There is no significant relationship between responses on benefit and cost of using children in marketing promotion

This objective was studies through theoretical perspective in chapter one of introduction and two of literature review. Questions were framed for getting responses on the factors of benefits and cost of ethical evaluation of children being used in marketing promotion. Chi square test was conducted to test the hypothesis one for understanding significance of relationship between benefit and cost factors.

Test result for chi squares test calculated value was 2.84, which is less than the table value of 3.84, and it was inferred that the responses on benefit and cost are independent of each other. It is evident from the Chee Square Test that respondents do not see benefits and cost factors as interdependent. Consumers look at the problem of using children in marketing campaigns from a rational perspective and the factors of benefits and cost are evaluated on their own merits.

Response percentage for entire, benefit and cost factors suggests,

Seventy two per cent of respondents said that there were benefits of using children in marketing promotion while about sixty seven percent of respondents felt that there was cost of use of children for marketing promotion.

Compared to the percentage of responses, it indicates that the benefit factors responses are more than the cost factors. Which clearly shows that business organizations have more benefits to using children in marketing promotion and consumers evaluate the two rationally and independently. Thus, H1 is accepted.

**Objective 2:** To measure the perception of women and men towards the use of children in marketing promotion.
The objective was analyzed based on responses to Hypothesis H2.

The hypothesis statement,

**H2** There is no significant difference in responses based on gender on use of children in marketing promotion

It has been tested by conducting a T-test to identify the difference in the responses of men and women respondents and finding the significant value (P value).

1. The significant value was calculated for individual statement and results were present as groups of statements as identified by factor analysis.

2. Overall results for individual statement found that there was significant difference in response for thirty (35) statements, between the men and women respondents (P value being less than 0.05). While responses to only twelve (12) statements is seen to be homogeneous (P value being greater than 0.05).

3. For individual factors of benefits the results of the test were,

   i. For factor of benefit to marketer the responses of men and women were homogenous for all the statements.

   ii. There was a statistically significant difference in the response of men and women the statement on the use of children leading to competitiveness within market participants. For other statements the responses to men and women were homogenous. Overall for the factor this indicated difference in the response of men and women respondents.

   iii. There was a statistically significant difference in men and women response to statements on the benefits to children on their use for marketing promotion. Except for the statement of children getting name and fame by appearing in advertisement or promotion, for which the responses were homogeneous for both men and women. This indicated a significant difference between men and women respondents' response.

4. Overall, there are significant statistical differences in response of men and women respondents for three factors of benefit of use of children for marketing promotion.
5. For the factors of cost, responses were grouped in to six factors. The factors were, loss to children and society, falsity, exploitation of the consumer's psychology, degradation in the society, behavior of consumer and regulation.

The group wise response was,

i. There was homogeneity of responses for statement of loss of education and friends for the child and promotion projecting bad image of the child. For other four statements of loss factor there was statistically significant differences in response to both men and women responses for the other four statements.

ii. There was a statistically significant difference in response to men and women respondents for the groups of statements made on second loss factor of falsity.

iii. In the third group of consumer psychology exploitation, there was a significant difference in response to the responses of men and women respondents, except for the statement of promotion leading to manipulation of consumer mind, where the responses were homogenous.

iv. There was a statistically significant difference in the responses of men and women respondents to the statements of the fourth group of the statement for the factor of degradation. This clearly shows that the difference between the responses of both men and women respondents.

v. In the five statements grouped for the factor of behavior when exposed to promotion using children there was statistically significant different in responses of men and women except for the statement of avoiding the promotion using children, where the responses of both men and women for the statement were homogeneous.

vi. Customer's responses to the factor of regulation were mentioned in eight statements and presented as a group. The responses of men and women had a statistical significant difference for the statements of monitoring body being silent, parents to say no to their children being used and society to reject such promotion using children. For other statements, the responses of both the men and women were homogenous.
The overall result showed that there was a statistically significant difference in the responses to men and women respondents for the benefit and cost of children being used in marketing promotion. Thus the hypothesis H2 is rejected.

**Objective 3:** To analyse the influence of age on the perception towards the use of children in marketing promotion.

It has been analyzed based on responses to Hypothesis H3. Since the hypothesis statement,

**H3** There is no significant difference in responses based on age of the respondent on use of children in marketing promotion

The percentage of respondents in five different ages was compared to the statistical enquiry. The response indicated that 20-30, 30-40 and 50-60 years of age surveyed found that the benefits of using children in marketing promotions were high, while respondents of the age group of 40-50 and 60 years thought that the ethical cost of using children for promotion were more than the benefits. It also shows the difference between the understanding of the responses to the ethical issues of using children for marketing promotion. This is the study area that the author feels need to be investigated further.

The results of the responses comparisons have been made by finding the significance value (P value) and difference in responses by conducting Anova test. PostHhoc test was conducted to validate the Anova results. Results of the posthole test showed responses as pairwise responses. Pairwise comparison of 10 values for each statement is shown (5 age groups response compared to each other). Significance values were calculated for individual statements and were presented as groups of statement identified by factor analysis.

1. The outcome indicates that there was a significant difference between the thirty eight statements, the response of the respondents to different ages (P value is less than 0.05).

2. The results for benefit factors statements were as follows:
i. For the factor of benefits to marketer by using children in promotion, the ANOVA results indicated that there is significant difference between three statement’s mean Squares between and with the groups. For statement of promotion by children providing information about application of products the difference between mean Squares between and with the groups’ was not significant. Overall this indicates the difference in the responses based on age of the respondent.

The PostHoc test results of the pairwise responses statements showed that for each of the individual statements there was difference of responses between seven age groups pairs. Second statement had one pair of age group responses had significant differences in responses. This was in line with the Anova result indicating homogeneity of response.

ii. For the factor of benefits to consumer by promotion using children, the ANOVA result indicated that there is significant difference between the mean Squares between and with the groups for all the five statements in the group of statements.

The PostHoc test results of the pairwise responses showed that there was difference in the responses of different age groups for each of the statements.

iii. For the factor of benefits to children by promotion using children, the ANOVA results indicated that there is significant difference between two mean Squares between and with the groups, for two of the four statements in the group of statements. While two statement of benefit to the child in getting scope to show talent and getting reputation showed a significant difference in responses of different age groups.

The PostHoc test results of the pairwise responses showed that there was difference in the responses of different age groups for each of the statements. Significant difference seen between age groups of 30-40 with 50-60, 60-70, and 20-30 with 40-50, 50-60).

3. For the factors of cost, the responses were grouped in to six groups. The groups of responses were loss to children and society, falsity, exploitation of consumer’s psychology and degradation, behavior and regulations.

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The groupwise response was,

i. For the factor of loss to the children and society by promotion using children, the ANOVA results indicated that there is significant difference between the two mean Squares between and with the groups, and the difference was statistically significant. For the statement of loss of moral values, the responses between different age group showed homogeneity of response. The PostHoc test results of the pairwise responses showed that there was difference in the response of different age groups. Significant difference was seen between age groups 30-40 with 40-50, 50-60, 60-70, 50-60 and 60-70, and 20-30 with 30-40, 60-70.

ii. For the factor of falsity loss to the children and society by promotion using children, the ANOVA result indicated that there is significant difference between the mean Squares between and within the groups, and the difference was statistically significant for all the four statements of the factor of falsity in promotion. The PostHoc test results of the pairwise responses showed that there was difference in the response of different age group.

iii. For the factor of exploitation of consumer psychology by using children in marketing promotion, the ANOVA result indicated that there is significant difference between the mean Squares between and within the groups, and the difference was statistically significant for four statements of the factor of exploitation of consumer psychology. For the statements of promotion by children making people live in a fantasy world and luxury being presented as necessity there was homogeneity in responses. Overall, the responses indicated significant differences. The PostHoc test results of the pairwise responses showed that there was difference in the response of different age groups. The difference was seen between age groups of 40-50 with age groups 20-30, 30-40.

iv. For the factor of degradation of consumer and society by using children in marketing promotion, the ANOVA result indicated that there is significant difference between the mean Squares between and within the groups, and the
difference was statistically significant for all the five statements of the factor of degradation.

The PostHoc test results of the pairwise responses showed that there was differences age groups of respondents.

v. For the factor of consumer behaviour and responses to the promotion by children, the ANOVA result showed that there is difference between three mean Squares between and within the groups for the statement.

The statements of, consumer convinced to buy the product being promoted by children, children in promotion making consumer act irrationally and the response to promotion by children being to engage in other work, being less indicating homogeneity in responses. While the difference between mean square within and between groups being significant and different for the other two statements. Overall, the responses indicated significant differences.

The PostHoc test results of the pairwise responses showed difference between age groups. The differences were seen between age group 30-40 with 50-60.

vi. For the factor of regulation of promotion by children, the data analysis done with ANOVA indicated that there is significant difference between the mean Squares of responses between and within the groups for all the statement.

Overall, response to PostHoc test results showed a significant difference in the response, the survey of the pre-60-70 age group showed the difference among all other age groups.

Therefore, it can be concluded that the hypothesis H3 not being true and is rejected.

Objective 4: To Study the relationship between the town of residence and perception towards use of children in marketing promotion

It has been analyzed based on responses to Hypothesis H4

The hypothesis statement being,
H4 There is no significant difference in responses based on respondent’s town of residence on use of children in marketing promotion.

The response to the percentage of respondents in six divisional headquarter towns was compared. Responses indicated that the respondents of Amravati, Aurangabad and Nagpur felt that the ethical cost of using children in marketing promotions was high, whereas respondents of Nashik, Mumbai and Pune were felt that the ethical benefits were more. This also represents a metropolitan or urban and rural difference in attitude towards ethical issues in use of children in marketing promotion. And this is the study area that the authors need to investigate further.

The results of the response comparison were tested by conducting an anova test and finding the significant value (P value) to find the differences in responses from different town. The results were validated by conducting PostHoc test. PostHoc test showed different age group responses in pairwise response, for each statement. The pair wise comparison for each of the statement revealed 15 values (received responses of 6 towns compared with each other).

Significance values were calculated for individual statements and the results were presented as groups of statements as identified by factor analysis.

1. The result indicated that for fourty six (46) statements there was significant difference is responses between different town of respondents. While for only one statement the responses were seen to be homogeneous.

2. For individual factors of benefits the results of the test were,

i. For the factor of benefits to marketer by using children in promotion, the data analysis done with ANOVA indicated that there is significant difference between the two mean Squares between and with the groups for all the four statements resulting in a significant difference. This indicates the difference in the responses based on town of the respondent.
Overall, this indicating that there was significant difference between the responses of respondents from different towns to the factor of benefit to marketers by using children in promotion. Thus the hypothesis being accepted. The PostHoc test results of the pairwise responses showed difference between responses of Nagpur respondents were different from all other towns.

ii. For the factor of benefits to consumer by promotion using children, the ANOVA results indicated that there is significant difference between the two mean Squares between and with the groups, for all the five statements in the group of statements. This indicates the differences in the responses based on town of the respondent for the factor of benefit to consumer by using children in promotion. The PostHoc test results of the pairwise responses between towns showed differences of responses between towns.

iii. For the factor of benefits to children by promotion using children, the ANOVA results indicated that there is significant difference between the mean Squares between and with the group for all the four statements. The PostHoc test results for pairwise responses of towns showed differences of responses between towns.

3. For the factors of cost, the responses were grouped into four groups. The groups of responses were loss to children and society, falsity, exploitation of consumer’s psychology and degradation in the society. The group wise responses were,

i. For the factor of loss to the children and society by promotion using children, the ANOVA result indicated that there is significant difference between the two mean Squares between and with the groups, and the difference was statistically significant. Except for the statement of loss of education values where the responses between different towns showed homogeneity of response between different towns.

The PostHoc test results of the pairwise responses showed difference between responses of different towns.

ii. For the factor of falsity loss to the children and society by promotion using children, the ANOVA results indicated that there is significant difference
between the mean Squares between and within the groups for all the four
statement. The PostHoc test results of the pairwise responses between towns
showed significance differences in responses between towns.

iii. For the factor of exploitation of consumer psychology by using children in
marketing promotion, the ANOVA results indicated that there is significant
difference between all the mean Squares between and within the groups, and the
differences were statistically significant for all the six statements of the factor of
exploitation of consumer psychology. The PostHoc test results of the pairwise
responses showed significance differences between responses of different
towns.

iv. For the factor of degradation of consumer and society by using children in
marketing promotion, the ANOVA results indicated that there is significant
difference between all the mean Squares between and within the groups, and the
difference was statistically significant. Overall, the responses indicated
significant differences. The PostHoc test results of the pairwise responses
between towns was significantly different.

v. For the factor of consumer behaviour and responses to the promotion by
children, the ANOVA result indicated that there is difference between all the
mean Squares between and within the groups for the statements. Overall, the
responses indicated significant differences. The PostHoc test results of the
pairwise responses between towns.

vi. For the factor of regulation of promotion by children, the ANOVA results
indicated that there is significant difference between the mean Squares of
responses between and within the groups for all the statement. Overall, the
responses indicated significant differences. The PostHoc test results of the
pairwise responses between towns showed significance differences between
towns.

Therefore, it can be concluded that the hypothesis H4 not being true and is rejected.
Table: 6.3: Result of Hypothesis testing

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Hypothesis statement</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>There is no significant relationship between responses on benefit and cost of using children in marketing promotion</td>
<td>Accepted</td>
</tr>
<tr>
<td>H2</td>
<td>There is no significant difference in responses based on gender on use of children in marketing promotion</td>
<td>Rejected</td>
</tr>
<tr>
<td>H3</td>
<td>There is no significant difference in responses based on age of the respondent on use of children in marketing promotion</td>
<td>Rejected</td>
</tr>
<tr>
<td>H4</td>
<td>There is no significant difference in responses based on respondent’s town of residence on use of children in marketing promotion</td>
<td>Rejected</td>
</tr>
</tbody>
</table>

6.5 Managerial implications of the study

The results of this study are suggestions for professionals for marketing organizations. Most importantly, it is such that the management can reduce the waste of the campaign by modifying resources that do not comply with the ethical standards of creativity. As a rational marketer, they can review message based on the results of this study. It is important to help these conclusions to plan and implement strategic for clear and concise publicity for their evaluation.

These study conclusions are an effective indicator of advertising and its effectiveness of advertising related to use of children in marketing promotion.

The present study outcomes can be expanded to address the existing conflict of the ethical designs. In this study, it has been stated that the consumers view the use of children on a rational comparative perspective of benefits and cost. Marketing managers can consider these factors while creating an advertising campaign.
6.6 Suggestions for practice

In the study, in the factor of regulation the respondents were asked with five suggested conditions to monitor the use of children in the marketing campaign. Most of the respondents in the survey gave similar responses of agreeing to the creation and enforcement of strict laws. Responses were also agreed with the statements of self-regulation by parents by saying no to using their children in marketing promotion.

Respondents also agreed to the suggestions of society to say no and organization to follow the Code of Conduct of not using children for marketing promotion.

1) The need for a clearly defined and regulated regulation is highlighted by business enterprises. As stated in the first chapter, marketing organizations clearly state that their focus on this issue is, clearly and completely following the law of land. A look at present child labor laws shows that laws are silent on definition of audio visual industry that can employ a child as its medium of in marketing campaigns.

2) Marketing promotion has many dimensions of ethical issues, this requires many variables to consider for any study. In the study it has been observed that respondents view the ethical issues of children used in marketing promotion through benefit and cost approach. The marketers must consider these for designing marketing strategies.

Other studies with similar findings suggest that marketing professionals should not underestimate ethical values in its impact and it should be given due weight for the marketing campaign. In fact, these results are interesting for marketing managers and
advertisers for many reasons. The marketing manager may be reluctant to the use of children in creative yet questionable advertisements. In response to such concerns, marketing executives can use the current study as a base. In addition, this study provides more 'tangible' evidence to consider the ethical policy of advertising.

From an advertising message perspective, the results guide you to the ethical policy and guidance for improving message. The main contribution of study is in implementation of the ethical standard. Ethical factors used in the study give marketers a clear standard of determining their strategy of success. The findings provide insights for developing their organizational ethics and guidelines on use of children for marketing promotion.

Based on this study, marketers can understand how the customer behaves as a result for their use of children for promotion and plan for brand growth. In light of these results for the study, researcher wishes to make some recommendations for marketing professionals to implement conclusions.

1) Pre-test marketing campaigns with targeted customers before the launch so that the ethical standards of the campaign will be ensured.

2) Effectively pretested advertising promotion is so that the Marketing promotion meets objectives and helps in setting clearly defined the method and medium.

6.7 Conclusions

Generally, people have mixed reaction to marketing promotion. These reactions fall in to the benefits and cost areas. Researchers examine these from various scenarios, there is no limit to these dimensions for analysis, and therefore there is an opportunity to adopt various methods of studying the use of children in the promotion of marketing.

This is an attempt to review the problem with a wide range of current studies, which is within forty seven statements grouped under 9 factors of benefits and cost. The study was conducted by involving the perception of 548 respondents under general analysis and under group analysis. Group analysis is being examined by the differences based on gender, age and town.
From the standpoint of universal analysis, according to the results, it was found that benefits are more than the cost of using children, in such a way that broader conclusions showed that the use of children in marketing promotion was not a waste of marketing.

There were other broad conclusions that men were in more agreement about the benefits of using children in marketing campaigns against women. The results of the survey are influenced by the demographic of the respondents, but the results for most variables have not been found to be significant in the statistical form. Study showed a relationship between regulations, ethics and marketing promotion. By recognizing this, if the values are to be followed, a strong regulatory environment and its implementation are needed.

In order to understand the perspective of professional organizations, interviews of the marketing managers and executives were conducted on the issue of the use of children in marketing promotion by commercial management. A common theme of the response received by industry professionals was to ensure that the laws of land are flowed. This means that from consumers view the issue of compliance of regulation.

Response received clearly indicates that consumers are primarily in favor of a strong law and its compliance. And it is necessary to strengthen it to regulate the use of children in marketing promotion.

One aspect of the current regulatory environment in India shows that the main law regulating the use of promoted children is the Child labour law. As per the law currently the use of children in the audio visual industry is permitted and the definition of industry is not explicitly given. It has also been found that most of the studies conducted by researchers are focused on the impact on advertisers on children. This has shown that there is a gap in literature on ethical issues in use of children for marketing promotion.

In the study, it was found that responses to responses, responses to the defendant's gender and the defendant's residence were different. The study also analyzed what factors the marketers should consider when using the kids in promotions. In addition, it provides a window that can be used.
Responses to the behaviors of the respondents when it comes to marketing promotion using children, was not to avoid it. The responses were taken for statement of switching attention, of doing other work or switching off the TV channels or muting.

The behavioral response clearly acknowledge that the strongest empowerment law, strict and effective monitoring of the implementation of the law, are the remedial actions for ensuring regulation.

Study proven clearly that, based on the responses, there are commercial organizations have no moral issues in using children to promote marketing. The results have an application for marketing, as the findings provide a framework for identifying factors and segments of the consumers to focus in use of children for marketing promotion.
Table 6.4: Responses ranking for factors – Marketers check sheet framework for use of children in promotion.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Gender (mean value ranking)</th>
<th>Age (mean value ranking)</th>
<th>Town (mean value ranking)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Men</td>
<td>Women</td>
<td>20-30</td>
</tr>
<tr>
<td>Rank</td>
<td>Rank</td>
<td>Rank</td>
<td>Rank</td>
</tr>
<tr>
<td>BENEFITS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Benefit to marketer</td>
<td>4</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Benefit to society</td>
<td>3</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Benefit to child</td>
<td>6</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>COST</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Loss</td>
<td>5</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Falsity</td>
<td>7</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Exploitation of consumer psychology</td>
<td>8</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Degradation of society</td>
<td>2</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>Behavior</td>
<td>9</td>
<td>8</td>
<td>9</td>
</tr>
</tbody>
</table>

Red = Marketer may not to use children for promotion to this segment

Yellow = Marketer to check for further information

Green = Marketer may to use children for promotion to this segment
6.8 Future Research

'Study findings provide some context for further studies. Through this study some preliminary conclusions are given and it to encourages more research on the subject.

For the comprehensive implementation of this study's findings, this study has introduced fields for further work. The study has the scope of extended, systematic replications. It is necessary to confirm the conclusion of this study and to make sure the reasons for these findings are to be substantiated.

Additional academic research is required to describe the performance of different ethical factors as identified in this study. This will help in development of ethical techniques, which will be useful for marketers to communicate with consumers.

It is assumed that the procedure used in this study will be helpful to conduct similar research to study the effectiveness of different ethical issues of marketing research communications.

It is important to find out how to expand this research and count the changes that occur every year, which will provide useful guidance to researchers and marketers.

This is a simple study for testing hypothetical. The responses from the consumers of six divisional headquarter town of Maharashtra State have been studied. Responses received responses can be different from other geographical location. The reliability of current study findings should be checked using other demographic.

Further research is needed to consider accepted statements, especially with the increased focus of digital direct marketing.

A quasi-experimental research design with more sophisticated statistical analysis should be used to learn the exact direction and strength of relationships between variables.

A longitudinal study design that calculates customer responsiveness in two times periods is appropriate for further study on this topic to get more precise results.

Research is needed to find a potentially practical problem for current study, the benefits and cost on the use of children in promotions.
The study of ethical issues related to the use of children should be studied for marketing promotion with the alternative measures of ethical measures in future studies.

Current studies along with future studies will help the marketing professionals gain a good understanding of ethical issues regarding the use of children in marketing campaigns and help them build better and more effective promotional campaigns.

It is also expected that research on ethical values on the use of children in promotions will be promoted in the university and professional organizations' settings where this can be presented for critical test.