CHAPTER 5
INFLUENCES OF TELEVISION ADVERTISING ON CHILDREN CONSUMER

5.1 INTRODUCTION

5.2 INFLUENCE OF TELEVISION ADVERTISING ON CHILDREN’S PURCHASE REQUEST

5.2.1 CHILDREN’S PURCHASE POWER

5.2.2 INFLUENCE OF TELEVISION ADVERTISING ON CHILDREN’S PURCHASE REQUEST

5.2.3 CHILDREN’S PURCHASE REQUEST - DISTRIBUTION BY SEX

5.2.4 CHILDREN’S PURCHASE REQUEST- DISTRIBUTION BY INCOME

5.2.5 INFLUENCE OF PURCHASE CONSIDERATION OF CHILDREN’S PURCHASE REQUEST

5.3 ROLE PLAYED BY CHILDREN IN FAMILY’S PURCHASE DECISION
5.3.1 PARENTS' PERCEPTION OF CHILDREN'S ROLE IN FAMILY'S PURCHASE DECISION

5.3.2 CHILDREN'S AGE AND THEIR INFLUENCE EFFORTS

5.4 EXTENT OF PARENTS' INTEREST IN TELEVISION ADVERTISING

5.4.1 PARENTS' PERCEPTION OF TELEVISION ADVERTISING INFLUENCE CHILDREN'S BUYING DECISION

5.4.2 PARENTS' PERCEPTION OF CHILDREN'S PURCHASE REQUEST

5.4.3 PARENTS' EDUCATION AND PERCEPTION OF CHILDREN'S PURCHASE REQUEST BEING INFLUENCED BY TELEVISION ADVERTISING

5.5 CONCLUSION
CHAPTER 5

INFLUENCES OF TELEVISION ADVERTISING ON CHILDREN CONSUMER

5.1 INTRODUCTION:

The child, who once had to say in which refrigerator the family would buy or which car the family would purchase now is a lot more involved. Even Papa’s office shirt is often selected democratically with the husband, wife and children all voting and with the majority decisions making the final choice (1). This is happening due to advertising effect.

Advertisers have understood the growing influence of children in making decisions on which brand is finally brought to the house, which is why eveready batteries, which always targeted the 15-24 age group; now has advertising catering to the 8-12 year old, ‘points out Jayashree Moheniks, vice president, marketing, Eveready (2). Sandhya Sawant of Thane justifies her child’s influence over her purchases whereas Sunil Dalvi, Advertising viewer echoes the view ‘children have access to various information channels and are thus much more aware. I, for instance, do not only take my 13 year olds’ opinion on which new mobile phone or computer to buy, I tell him to decide for me and pick it up.’ These are the some of the opinions of surveyed parent, which indicates children’s involvement in purchase decision is increasing. This is due to TV advertising it is assumed here. Therefore it is interesting to assess the influences of television advertising on children’s purchase request and family’s purchase decision. An attempt is made in this chapter to study and assess (i) the influences of Television advertising on
children’s purchase request and (ii) how children influence family’s purchase decision. In
order to study these objectives, the chapter is divided into five subsections as under:

5.1 Introduction
5.2 Influences of television advertising on children’s purchase request
5.3 Role played by children in family’s purchase decision
5.4 Extent of parents’ interest in television advertising and conclusion

5.2 INFLUENCE OF TELEVISION ADVERTISING ON CHILDREN’S
PURCHASE REQUEST:

Commercials constantly intrude upon the consciousness of viewers, interesting
with the normal process of thinking and feeling and many of these are aimed at children
(3). The most disturbing and ethically reprehensible development in media and marketing
during the past few years has been the selling of children as consumers to advertisers(4).
Children are regarded as an important market by advertisers(5).

TV Viewing creates a desire to purchase advertised products in moderate viewers.
Yadava (6) points out that advertisements stimulate psychological needs and desires in
the audience. Advertisements are so sophisticated that they play an important role in
purchase decisions and actual purchase. When children spend time watching TV, they are
constantly bombarded by advertisements. These advertisements are repeated so many
times that children start singing jingles from advertisements during their play. This
repeated exposure and brand awareness leads to desire in children to purchase these
products. Advertising has influence on purchase behaviour of children.

Heavy viewers are successful in persuading their parents to buy product
advertised on TV. They frequently make purchase request to their parents. As Chauhan
(7) indicates, even if parents are unwilling to buy whatever their child demands, they give in to pacify the pestering child. Usually when the child demands chocolates, toys and other child-related items, parents are indulgent and buy them the same (8). In this chapter an attempt has been made to find out the influence of Television advertising on children’s purchase request and how children influence family’s purchase decision. Findings are presented in four subsections, namely

5.2.1 Children’s Purchasing Power

5.2.2 Influence Of Television Advertising On Children’s Purchase Request

5.2.3 Children’s Purchase Request - Distribution By Sex

5.2.4 Children’s Purchase Request - Distribution By Income

5.2.1 Children’s Purchasing Power:

Children between the ages of 6 upto 14 had access to money either through gifts or pocket money which able to build up their purchasing power. For many children interviewed (only 7 to 14 years olds were asked), assessing the amount of Pocket money they received every month was not easy. As the age of 6 years old children are too young to be given any amount for self purchase by their parents so they were not considered. With the increase in age, children started enjoying some purchasing power. Survey results of our interviewed regarding the Pocket – allowances of children is presented in Table 5.1.
TABLE 5.1

CHILDREN’S MONTHLY POCKET ALLOWANCE

<table>
<thead>
<tr>
<th>Children’s Monthly Pocket-Allowance</th>
<th>Frequency Of Children</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upto Rs.50</td>
<td>63</td>
<td>63</td>
</tr>
<tr>
<td>Rs.51 to 100</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>Rs.101 to 200</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>above Rs.200</td>
<td>06</td>
<td>06</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

As shown in the table, 63 percent children said that they receive upto Rs. 50 per month as their pocket money. 19 percent said that they receive Rs. 51 to Rs. 100 and further 12 percent said they receive Rs. 101 to 200. very few 06 percent said that they receive more than 200 Rs. Per month. On the whole, children were not seen enjoying much of the purchasing power, as most of them did not get a significant amount as pocket-allowance (9). This point clearly shown by Table 5.1 as about 82 percent children’s monthly pocket – allowance has not more than Rs.100.

5.2.2 Influence Of Television Advertising On Children’s Purchase Request:

While pocket money may be sufficient to buy candy, toys, snacks and other consumables, it may not be enough to buy clothes, bicycle, videogames, and other accessories their friends might have. To buy these, children depend upon their parents. Therefore it seems that large majority children were found requesting their parents for the purchase of advertised product. Responses of the children with regard to their purchase request being influenced by TV advertising, are presented in Table 5.2
TABLE 5.2

CHILDREN’S PURCHASE REQUEST INFLUENCED BY TV ADS

<table>
<thead>
<tr>
<th>Purchase Request Influenced By TV Ads</th>
<th>Frequency Of Children</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always</td>
<td>47</td>
<td>47</td>
</tr>
<tr>
<td>very often</td>
<td>36</td>
<td>36</td>
</tr>
<tr>
<td>Rarely</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Never</td>
<td>05</td>
<td>05</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 5.2 shows that a large number 83 percent of respondents reported that their purchase request got influenced by the TV advertising, out of those 47 percent children said that their purchase request to be influenced always by advertising, 36 percent of them said that they got influenced very often by TV advertising. Further 12 percent were seemed rarely influenced by TV advertising and very few number 5 percent were said that they never got influenced by the TV advertising. The data showed that over all (83 percent) Purchase request is made by children being influenced of TV advertising, it means TV advertising playing a significant role in influencing the children’s purchase request.

5.2.3 Children’s Purchase Request - Distribution By Sex:

An attempt was made to find out whether sex of child play an important role in the children’s purchase request being influenced by TV advertising. The results are depicted in Table 5.3
TABLE 5.3
CHILDREN'S SEX AND THEIR PURCHASE REQUEST

<table>
<thead>
<tr>
<th>Children's Sex</th>
<th>Children's Purchase Request Influenced By TV Ads.</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Always</td>
<td>Very Often</td>
<td>Rarely</td>
</tr>
<tr>
<td>Male</td>
<td>22</td>
<td>16</td>
<td>5</td>
</tr>
<tr>
<td>Female</td>
<td>25</td>
<td>20</td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
<td>47</td>
<td>36</td>
<td>12</td>
</tr>
</tbody>
</table>

It is revealed from Table 5.3 that both the male and female child asked for the advertised products, in the category of always and very often to the extent of 47 and 36 percent, together 83 percent. Out of it, ratio between male and female in always was 22:25 and in very often it was to the extent of 16:20, clearly indicating that female child’s purchase request influenced by TV advertising is higher than that of male child. The overall results also shows male and female child’s purchase request influenced by TV advertising was to the extent of 45 percent and 55 percent respectively. It means sex of child did not played important role in the children’s purchase request being influenced by TV advertising. This is due to mumbai effects. However the extent to which they ask their parents to buy them things advertised on TV depends how frequently they consume them or how much the articles interest them (10).

5.2.4 Children’s Purchase Request - Distribution By Income:

The distribution of children’s purchase request influenced by TV advertisement by income is given in Table 5.4.
### TABLE 5.4
CHILDREN'S FAMILY INCOME AND THEIR PURCHASE REQUEST

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Family Income</th>
<th>Children’s Purchase Request Influenced By TV Ads.</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Always</td>
<td>Very Often</td>
<td>Rarely / Never</td>
</tr>
<tr>
<td>I</td>
<td>Upto Rs. 5000</td>
<td>01</td>
<td>08</td>
<td>01</td>
</tr>
<tr>
<td>II</td>
<td>5001 to 10000</td>
<td>04</td>
<td>17</td>
<td>01</td>
</tr>
<tr>
<td>III</td>
<td>10001 to 15000</td>
<td>06</td>
<td>16</td>
<td>02</td>
</tr>
<tr>
<td>IV</td>
<td>15001 to 20000</td>
<td>09</td>
<td>13</td>
<td>04</td>
</tr>
<tr>
<td>V</td>
<td>Above 20000</td>
<td>09</td>
<td>07</td>
<td>02</td>
</tr>
<tr>
<td>VI</td>
<td>Total</td>
<td>29</td>
<td>61</td>
<td>10</td>
</tr>
</tbody>
</table>

To measure the impact children have on parents in India, Disney and Global advertising giant group carried out a massive survey, named kid-sense, covering 3400 children in the 4-14 age group along with their mothers. The study found 44 percent of the children surveyed suggest a particular brand of cellular phone, 43 percent named a particular television set, and 14 percent even suggested the insurance firm (11). This indicate that income is no barrier on result. Our study shows that family income did not play an important role in the children’s purchase request being influenced by TV advertising. It was found out that comparatively purchase request goes down with income as lower income groups children made less purchase request as compared to higher income group after even getting exposed to the TV advertising. As per income group distribution of children’s request for purchasing advertised product was to the extent of in upto Rs. 5000, 10 percent, in Rs. 5001 to 10000, it was 22 percent, 10001 to 15000, it was 24, 15001 to 20000 it was 26 percent and above 20000 income group it was
18 percent. The overall purchase request under always and very often it were to the extent of 29 and 61 percent; total being 90 percent respectively.

5.2.5 Influence Of Purchase Consideration Of Children’s Purchase Request:

An effort was made to identify the various purchase considerations used in TV advertising from which the children’s purchase request got influenced. The results are summarized in Table 5.5.

### TABLE 5.5

**PURCHASE CONSIDERATION AND CHILDREN’S PURCHASE REQUEST**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Purchase Consideration</th>
<th>Influence Of Purchase Consideration On Children’s Purchase Request</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Fun and Happiness</td>
<td>Strong 58</td>
</tr>
<tr>
<td>II</td>
<td>Health and Nutrition</td>
<td>Strong 47</td>
</tr>
<tr>
<td>III</td>
<td>Action and Strength</td>
<td>Strong 41</td>
</tr>
<tr>
<td>IV</td>
<td>Adventure and Thrill</td>
<td>Strong 28</td>
</tr>
</tbody>
</table>

The table showed that purchase request for fun and happiness was to the extent of 58 percent, whereas 47 percent were said that their purchase request got strongly influenced by the claims of health and nutrition. 41 percent children rated action and strength as a strong influencing consideration on their purchase request. There were only 28 percent of them who fascinated by adventure and thrill in the TV advertising. Their purchase request was strongly affected by adventure of doing something exciting and different from others. Most of them make purchase request for Thumps up thinking that it would give them Zeal and energy which Salman Khan had enjoyed. Thus, it seemed that
the purchase consideration played a significant role in influencing the children’s purchase request.

5.3 ROLE PLAYED BY CHILDREN IN FAMILY’S PURCHASE DECISION:

Studies in India and abroad show that children are the main viewers of television. They form a large majority of TV audience for all programmes(12). In study conducted by operation research group of vadodara in four metropolitan cities, the average percentages of viewing for adults and children were in the ratio of in Delhi 26:72, Kolkata 29:68, Mumbai 30:64 and Chennai 37:57 respectively(13). This study showed that children are watching TV longer duration. Therefore today children play different roles such as the information gatherer, influencer, decider and buyer for the variety of products include personal products, consumables, toiletries, household durables and so on. Further peer pressure not only make the children heavy consumers of media but also consumers of products advertised on TV. Some of the advertisements promote competitive spirit among children making them run to the shop, to be the first person to buy the product(14). That is why role play by children in purchase decision is assessed here and in the present study role played by children in family’s purchase decision is seen as (a) information gatherer, (b) influencer, (c) decider, (d) buyer and no role. 13 products are purposely selected for understanding role, and table 5.6 summarised the responses about the role played by children in the family’s purchase decision.
TABLE 5.6
ROLE PLAYED BY CHILDREN IN FAMILY’S PURCHASE DECISION

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Product</th>
<th>No. Role</th>
<th>Information Gatherer</th>
<th>Influencer</th>
<th>Decider</th>
<th>Buyer</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Clothes</td>
<td>4.2</td>
<td>15.0</td>
<td>32.6</td>
<td>34.0</td>
<td>14.2</td>
</tr>
<tr>
<td>II</td>
<td>Chocolates</td>
<td>2.0</td>
<td>8.2</td>
<td>13.8</td>
<td>37.5</td>
<td>38.5</td>
</tr>
<tr>
<td>III</td>
<td>Toys</td>
<td>1.8</td>
<td>12.2</td>
<td>26.0</td>
<td>30.2</td>
<td>29.8</td>
</tr>
<tr>
<td>IV</td>
<td>Soft drinks</td>
<td>2.3</td>
<td>3.5</td>
<td>15.0</td>
<td>37.0</td>
<td>42.2</td>
</tr>
<tr>
<td>V</td>
<td>Tooth paste</td>
<td>4.5</td>
<td>19.5</td>
<td>32.8</td>
<td>36.2</td>
<td>7.0</td>
</tr>
<tr>
<td>VI</td>
<td>Bathing soap</td>
<td>5.0</td>
<td>20.8</td>
<td>25.6</td>
<td>42.2</td>
<td>6.4</td>
</tr>
<tr>
<td>VII</td>
<td>Bicycle</td>
<td>4.2</td>
<td>16.8</td>
<td>32.2</td>
<td>45.0</td>
<td>1.8</td>
</tr>
<tr>
<td>VIII</td>
<td>Ice-cream</td>
<td>3.0</td>
<td>4.0</td>
<td>15.6</td>
<td>38.0</td>
<td>39.4</td>
</tr>
<tr>
<td>IX</td>
<td>Biscuits and wafers</td>
<td>2.3</td>
<td>3.2</td>
<td>14.5</td>
<td>38.0</td>
<td>42.0</td>
</tr>
<tr>
<td>X</td>
<td>Tea and coffee</td>
<td>38.0</td>
<td>32.4</td>
<td>16.6</td>
<td>10.4</td>
<td>2.6</td>
</tr>
<tr>
<td>XI</td>
<td>Hair oil</td>
<td>31.0</td>
<td>28.3</td>
<td>28.7</td>
<td>10.1</td>
<td>1.9</td>
</tr>
<tr>
<td>XII</td>
<td>Laundry soap</td>
<td>41.3</td>
<td>32.8</td>
<td>18.4</td>
<td>4.3</td>
<td>3.2</td>
</tr>
<tr>
<td>XIII</td>
<td>Shampoo</td>
<td>16.5</td>
<td>17.3</td>
<td>27.2</td>
<td>30.0</td>
<td>9.0</td>
</tr>
</tbody>
</table>

It can be seen from Table 5.6 that the role played by children in family’s purchase decision were in case of the products soft drink 42.2 percent, Biscuits and wafers 42.0 percent, Ice cream 39.4 percent, Chocolate 38.5 percent and Toys 30.2 percent respectively. The role played by children in family’s purchase decision was between 30-45 percent as a decider in case of 10 product, out of 13 products served in the order of...
Bicycle (45.0 percent), Bathing soap (42.2 percent), ice-cream and Biscuits and wafers (38 percent), soft drink (37 percent), toothpaste (36.2 percent), clothes (34 percent) and toys (30 percent). The least role as a decider was in case of laundry soap, it was only 4.3 percent. The highest and lowest role played by children in family’s purchase decision as influenced were in toothpaste and chocolates to the extent of 32.8 percent and 13.8 percent respectively. More than 20 percent but less than 32.8 percent role played in case of clothes 32.6 percent, toys 26 percent, toothpaste 36.8 percent, Bathing soap 25.6 percent, Bicycle 32.2 percent, Hair oil 28.7 percent and shampoo 27.2 percent. As against this more than 10 but less than 20 percent role played in case of all other products and some were found gathering information of products such as Laundry soap (32.8), Tea and Coffee (32.4), Hair Oil (28.3) and bathing soap (20.8). In case of products such as Laundry Soap (41.3) Tea and Coffee (38.0), Hair Oil (31.0), majority children were not found playing any significant role.

Thus it may be concluded that children played differential role like information gatherer, influencer, decider, buyer and help their family in the purchase decision and hence played significant role in family’s purchase decision.

5.3.1 Parents’ Perception Of Children’s Role In Family’s Purchase Decision:

An attempt was also made to know parents’ perception about children’s role in family’s purchase decision. The question was asked that do you always try to meet your child’s purchase request for TV advertised product? Table 5.6 presents parents’ perception of children’s role in family’s purchase decision, after received responses were properly tabulated.
TABLE 5.7
PARENTS' PERCEPTION ABOUT CHILDREN'S ROLE IN
FAMILY'S PURCHASE DECISION

<table>
<thead>
<tr>
<th>Parents' Perception</th>
<th>Frequency Of Parents</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>75</td>
<td>75</td>
<td>75</td>
</tr>
<tr>
<td>No</td>
<td>25</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

As shown in table, when parents were asked do they make participate their child in their family’s purchasing decision, (75 percent) of parents respondent reported yes they make participate their child in their family’s purchase decision. On the other hand 25 percent were not seemed to agree to make participate their children in family’s purchase decision. Thus it may be depicted that 75 percent children play an important role in their family’s purchase decision.

5.3.2 Children’s Age And Their Influence Efforts:
Children practiced their role in the family’s purchase decision with the help of some kind of an influence efforts. The influence efforts made by children more often in following means:
1. Requesting purchase
2. Sweet talk
3. Reasoning
4. Demand
5. Manipulation
6. Negotiation
7. Pleading
8. Bargaining
9. Nagging
10. Humour
11. Screaming

Out of these, 4 influence efforts made by children are considered. An attempt was made to ascertain children’s influence efforts according to their age, in terms of sweet talk, request, humour and bargaining modes. This is presented in Table 5.8.

**TABLE 5.8**

**CHILDREN’S AGE AND THEIR INFLUENCE EFFORTS**

<table>
<thead>
<tr>
<th>Children’s Age</th>
<th>Influence Efforts</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sweet Talk</td>
</tr>
<tr>
<td>6 upto 12</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>(52)</td>
</tr>
<tr>
<td>12 upto 14</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>(14)</td>
</tr>
</tbody>
</table>

Note: Figures in Parentheses are percentages.

52 percent of children respondents in age group of 6 upto 12 years’ old found to use sweet talk as a mode to purchase advertised product. Further 34 percent were used the tactic of request. Humour and bargaining was also used in this age group as a influence effort upto 7 percent. Further 14 percent of children in the age group of 12 upto 14
seemed using tactic of sweet talk, 21 percent used request and 28 percent used humour. Most of those age group of children 37 percent were seemed to using tactic of bargaining.

Thus it may be concluded that age was significantly related to children’s influence efforts. 6 upto 12 years old children mostly found to using sweet talk and request. As against this, 12 upto 14 years’ old children were mostly found using humour and bargaining.

5.4 EXTENT OF PARENTS’ INTEREST IN TV ADVERTISING:

Parents’ interest in TV advertising was determined by asking them whether they see advertising appearing on TV. This ascertain from the parents their perception about the various aspects of TV advertising and its influence on their children for this purpose a survey was conducted with 100 parents of the children interviewed. The findings are presented in the Table 5.9 to 5.12

**TABLE 5.9**

<table>
<thead>
<tr>
<th>Parents’ Watching Ads On TV</th>
<th>Number Of Parents</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>90</td>
<td>90</td>
<td>90</td>
</tr>
<tr>
<td>No</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Table 5.9 revealed that majority (90 percent) parents said, yes they do like to watch advertising appearing on TV. Very few (10 percent) parents said they don’t like to watch advertising on TV at all. Most of the parents said that they like to see advertising with their children. Further some parents gave list of current top advertisements projected
on TV. From this, it may be concluded that not only children but also their parents have
great interest in TV advertising.

5.4.1 Parents’ Perception Of TV Advertising Influence Children’s Buying Decision:

As Chatterjee(15) points out transnational media have a major influence on ideas,
opinions and life styles, and therefore one changes for better or worse. Due to this it
appeared that parents were agreed with the fact that TV advertising is playing an
important role in their children’s lives. The study also tried to seek parents’ perception of
the influence of TV advertising on their children. Parents’ responses in this regard are
presented in Table. 5.10.

TABEL 5.10

PARENTS’ PERCEPTION OF INFLUENCE OF TV
ADVERTISING ON CHILDREN

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Parents’ Perception Of Influence Of TV Ads On Children</th>
<th>Number Of Parents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Negative</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>II</td>
<td>Positive</td>
<td>68</td>
<td>68</td>
</tr>
<tr>
<td>III</td>
<td>Both</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>IV</td>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

As shown in the above Table, it was only the marginal percentage (12 percent) of
parents who held a negative opinion about the influence of TV advertising on their
children. Majority (68 percent) perceived that advertising were having a positive
influence and near to one-third (20 percent) were opinioned that TV advertising had the positive as well as the negative influence on their children.

5.4.2 Parents’ Perception Of Children’s Purchase Request:

Table 5.1 pointed out that 82 percent children’s monthly income had not more than R.100 and hence most of the children resorted to purchase request to their parents (Table 5.2). Therefore here an attempt was made to know parents’ perception regarding to their children’s purchase request for advertised products. The parents were asked how oftenly their children make purchase request for advertised product and their perception presented in Table 5.11.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Frequency Of Children’s Purchase Request</th>
<th>Number Of Parents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Never</td>
<td>05</td>
<td>05</td>
</tr>
<tr>
<td>II</td>
<td>Sometimes</td>
<td>42</td>
<td>42</td>
</tr>
<tr>
<td>III</td>
<td>Quite Often</td>
<td>29</td>
<td>29</td>
</tr>
<tr>
<td>IV</td>
<td>Always</td>
<td>24</td>
<td>24</td>
</tr>
<tr>
<td>V</td>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

It can be seen from Table 5.11 that 42 percent of parents out of 100 percent, admitted that their children asked advertised product sometimes. As against of this 29
percent of them who agreed that their children asked advertised products quite often and 24 percent parents admitted that their children always make purchase request for advertised product and this the interesting result from business point of view and negligible number (5 percent) parents admitted that their children never asked or make purchase request for advertised products.

5.4.3 Parents’ Education And Perception Of Children’s Purchase Request Being Influenced By TV Advertising:

**TABLE 5.12**

PARENTS’ EDUCATION AND PERCEPTION ABOUT CHILDREN’S PURCHASE REQUEST BEING INFLUENCED BY TV ADS

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Parents’ Perception</th>
<th>Parents’ Educational Level</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Never</td>
<td>2 (40)</td>
<td>2 (40)</td>
</tr>
<tr>
<td>II</td>
<td>Sometimes</td>
<td>25 (59)</td>
<td>10 (24)</td>
</tr>
<tr>
<td>III</td>
<td>Quite-often</td>
<td>12 (41)</td>
<td>9 (31)</td>
</tr>
<tr>
<td>IV</td>
<td>Always</td>
<td>2 (8)</td>
<td>3 (12)</td>
</tr>
</tbody>
</table>

It is revealed from Table 5.12 that 58 percent, 21 percent, 12 percent and 40 percent respondents from graduate level admitted that they influence always, quite often, sometimes and never. On the other hand it was observed from this table that 22 percent, 7
percent, 5 percent and 20 percent post graduate respondents felt the influence of always, quite often, sometimes and never.

It is interesting to note that HSC level respondents responses TV advertising influence were always, quite often, sometimes and never to the extent of 12 percent, 31 percent, 24 percent and 40 percent respectively, at SSC level it were to the extent of 8 percent, 41 percent, 59 percent and nil percent in case of always, quite often, sometimes and never respectively. Thus table shows that as level of education increases influence decreases.

It may be depicted that educated parents taught their children about the various aspects of TV advertising and their children asked fewer advertised products. Less educated felt less to stimulate various aspects of TV advertising to their children so that children always asked advertised products to them.

5.5 CONCLUSION:

The major conclusion emerged out of from the study that children are strongly influenced by TV advertising and it definitely influences on children’s purchase request and family’s purchase decision.

Parents from all income group admitted that they give monthly pocket – money to their children. This create self spending power in them. Children’s sex did not found very important in children’s purchase request being influenced by TV advertising. However children from lower income group were found to make comparatively less purchase request always. It was found that majority children purchase product for fun and happiness projected in TV advertising.
Majority parents admitted that they make participate their children in their family’s purchase decision. Most of the children found playing the role as buyer, decider and influencer. In case of primary product most of the children found playing role as buyer. Some of them role was only upto information gatherer. Sex has found to have mixed relationship with regard to children’s role in family’s purchase decision. Children’s age was found significantly related to children’s influence efforts. with increasingly children’s age their influence efforts found changed.

Majority parents admitted that they do like to watch ads appearing on TV. Parents’ interest was found as same as children in TV advertising. Most of the parents opinioned that advertising provide good quality and meaningful information. Majority parents admitted that their children asked advertised products sometimes and they buy it for them. Educated parents found to teach their children various aspect of TV advertising, so their children found to ask fewer advertised products. Less educated found less to stimulates the various aspects of TV ads to their children.

Thus parents accept that TV ads strongly influence on children’s purchase request and teach their children good consumer value and skill. It provide good quality information to children about the product which children use to give advice in the family’s purchase decision.
REFERENCES


2. Ibid. 106-107.


