LIST OF TABLES

Table 1.1: Table showing the hypothesis and its various aspect of testing 18
Table 1.2: Students at glance (North and South Goa) 25
Table 1.3: Students from South Goa 26
Table 1.4: Students from North Goa 26
Table 1.5: Girls over numbered boys 26
Table 1.6: Students from South Goa 27
Table 1.7: Students from North Goa 28
Table 1.8: List of institutions visited [South Goa] 34
Table 1.9: List of institutions visited [North Goa] 35
Table 2.1: Summary of the Review 95
Table 3.1: TV at Home and watching advertisements 102
Table 3.2: Pearson Chi-Square Test 103
Table 3.3: Factors attracting towards advertisements 106
Table 3.4: Pearson Chi-Square Test 107
Table 3.5: Time Spent in front of TV and watching of advertisements 107
Table 3.6: Pearson Chi-Square Test 108
Table 3.7: Pocket money and consumption of products 111
Table 3.8: Pearson Chi-Square Test 112
Table 3.9: Pocket money and Consumption of harmful Products 114
Table 3.10: Pearson Chi-Square Test 115
Table 3.11: Watching of advertisements and Consumption of products 116
Table 3.12: Pearson Chi-Square Test 117
Table 3.13: Watching of advertisements and Vices 120
Table 3.14: Pearson Chi-Square Test 120
Table 3.15: Table showing the Chi square Values 123
Table 4.1: Frequencies on general Impact (Gender) 138
Table 4.2: Table showing group statistics on General Impact (Gender) 139
Table 4.3: Table showing t-test analyses on general Impact (Gender) 139
Table 4.4: Frequencies on general Impact (Locality) 140
Table 4.5: Table showing group statistics on general Impact (Locality) 141
Table 4.6: Table showing t test analyses on general impact (Locality) 142
Table 4.7: Frequencies on General Impact (Region) 148
Table 4.8: Table showing group statistics on General Impact (Region) 149
Table 4.9: Table showing t-test analysis on General Impact (Region) 149
Table 4.10: Frequencies on General Impact (Educational) 156
Table 4.11: Table showing ANOVA Values on general Impact (Education) 157
Table 4.12: Table showing multiple Comparisons (Post HOC) 158
Table 4.13: Table showing a brief summary of different values on General Impact 179
Table 5.1: Table showing frequencies on various attitudinal statements (Gender) 187
Table 5.2: Mean score on attitude of the students (Gender). 189
Table 5.3: Table showing t-values on attitude of the students (Gender) 190
Table 5.4: Table showing frequencies on attitudinal statements (Locality) 205
Table 5.5: Table showing mean score on Attitude (Gender). 206
Table 5.6: Table showing t-values on Attitude (Gender) 207
Table 5.7: Table showing frequencies on attitudinal statements (Region) 219
Table 5.8: Table showing mean score on Attitude (Region). 220
Table 5.9: Table showing t-values on Attitude (Region) 221
Table 5.10: Table showing the frequencies on attitudinal statements (Education) 242
Table 5.11: Table showing ANOVA values on attitude of students (Education) 244
Table 5.12: Post Hoc test table showing multiple comparisons (Post Hoc). 246
Table 5.13: Tabular representation of the Hypothesis testing Carried out 254
Table 6.1: Table showing the frequencies on behavioral statements (Gender) 271
Table 6.2: Table showing mean score on Behavior Statement (Gender) 273
Table 6.3: Table showing t-values on Behavioral Statements (Gender) 274
Table 6.4: Table showing the frequencies on behavioral statements (Locality) 284
Table 6.5: Mean Score on Behavioral Statements (Locality) 285
Table 6.6: The table showing t-values on Behavioral Statements (Locality) 286
Table 6.7: Table showing frequencies on behavior statements (Region) 295
Table 6.8: Table showing mean score on Behavior (Region) 297
Table 6.9: Table showing t-values on Behavior (Region) 298
Table 6.10 Table showing Frequencies on behavioral statements (Education) 309
Table 6.11: Table showing ANOVA values on Behavior (Education) 311
Table 6.12: Table showing multiple comparison (Post Hoc) 312
Table 6.13: Tabular representation of the Hypothesis Testing Carried out 318
Table 7.1: Tabular representation of the Hypothesis 321
Table 7.2: Tabular representation of the Hypothesis Testing Carried out 322
### ABBREVIATIONS USED

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Stands For</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.A.A.I</td>
<td>Advertising Agencies Association of India</td>
</tr>
<tr>
<td>A.I.R</td>
<td>All India Radio</td>
</tr>
<tr>
<td>A.S.C.I</td>
<td>Advertising Standard Council of India</td>
</tr>
<tr>
<td>C.A.G.R</td>
<td>Compound annual growth rate</td>
</tr>
<tr>
<td>C.I.A</td>
<td>Central Intelligence Agency</td>
</tr>
<tr>
<td>C.S.E.</td>
<td>Centre for Science &amp; Environment</td>
</tr>
<tr>
<td>C.V.D</td>
<td>Cardiovascular diseases</td>
</tr>
<tr>
<td>CCC</td>
<td>Council for Consumer Complaints</td>
</tr>
<tr>
<td>D.D</td>
<td>Doordarshan</td>
</tr>
<tr>
<td>HSSCE</td>
<td>Higher secondary School Certificate</td>
</tr>
<tr>
<td>I.N.S</td>
<td>Indian National Survey</td>
</tr>
<tr>
<td>M.A.R.G</td>
<td>Multiple Action Research Group</td>
</tr>
<tr>
<td>N.C.D</td>
<td>Non-communicable diseases</td>
</tr>
<tr>
<td>N.G.O</td>
<td>Non Governmental Organization</td>
</tr>
<tr>
<td>O.R.G</td>
<td>Operations Research Group</td>
</tr>
<tr>
<td>PG</td>
<td>Post Graduate</td>
</tr>
<tr>
<td>SSC</td>
<td>Secondary School Certificate</td>
</tr>
<tr>
<td>T.V</td>
<td>Television</td>
</tr>
</tbody>
</table>