Introduction
CHAPTER – I

INTRODUCTION

Academic research on children’s consumer behaviour dates back to the 1950’s; it blossomed in the 1970s and 1980s, but soon began to disappear despite the dramatic changes in children’s family and media environments. The rapidly changing pace in our society regarding technology, information processing, transportation etc. had made it possible for children, as well as adolescents, to experience purchasing and consumption at a rate faster than that of their elders. Children and adolescents represent a heterogeneous group whose profile is difficult to describe. Little is known about the characteristics of their current living condition and environment that may affect the socialization of their current and future consumer behaviour. Their likes and dislikes changes faster than any other consumer group, especially the 8-14 years old. They have grow up faster, are more connected, more direct and more well-informed. They have more personal power, more money, influence and attention than any other generation before them. (Lindstrom, 2003)\(^1\).

Children’s direct spending of their own money in the USA has steadily increased for the past three decades, and has tripled in the 1990s. Preadolescent children aged four to 12 years spent $4.2 billion in 1984, $17.1 billion in 1994, and over $40 billion in 2002. Children’s huge increase in spending is characteristic of developed nations around the world. This sharp increase in the last decade is due to the arrival of Generation Y, those children born in the USA between 1979 and 1994. Children today, have huge influence on their parents’ purchases. Parents today, have a larger income and a higher education level; there are more single parent families, more liberalization of parent-child relationship, which has resulted into more open negotiation between parent and child rather than relationship regulated by authority and command. As a consequence, children are receiving now days more love and attention from both parents and have being described as “Little Emperors and Empresses” (Cheng, 1993)\(^2\).

1.1 DEVELOPMENT OF CHILD AS CONSUMER IN THE 1990’S AND BEYOND

The children’s market, throughout its long history became something of an enigma to many marketers and retailers in the 1980s and 1990s. Despite increasingly
robust sales of children goods – estimated at as much as $30 billion USD in 1995 (McNeal, 1999)\(^3\) there were few way to gauge with confidence the role of the child directly in influencing parents, in making purchases of his or her own or how investing in brands and products at one point in time would translate into future sales and long-term loyal customers (McNeal, 1992)\(^4\). The child himself or herself as a customer – also infused a measure of uncertainty, as many product developers and entrepreneurs were unsure as to how to communicate with children of different ages with market messages. Also the reputation of children as fickle minded and easily influenced added to the worries about the robustness of the children’s market generally, especially outside traditionally successful areas like toys, cartoons, candy and fast food (McNeal, 1992\(^4\); Guber and Berry, 1993\(^5\)).

In the early 1992, James McNeal\(^4\), a marketing professor and pioneer in children’s market research, and Guber and Burry (1993)\(^5\), both of Children’s Market Research, published in their books admiring the strength and possibilities of the ‘kids market’ and making a strong claim for the persona of the child consumer (age 4-12), what he termed ‘kid-customer’ whose time had come and is now worthy of recognition from marketers. McNeal honed in on the child’s experience and knowledge in different contest-like retail outlets– and at different ages. He demonstrated that children do have knowledge of goods, shopping and brands which can be put to use, if tapped properly. McNeal (1992)\(^4\) presents children’s nature as compatible with the marketplace when addressing the issue of needs.

“Kids do have needs that must be satisfied. In fact, as far as we know these are the same needs as those of adults. Given the chance, the children will select products and services that best satisfy their needs” (McNeal, 1992)\(^4\).

Hence, the task of marketer is to uncover children’s way of thinking and thus their ‘true’, un-coerced, unarticulated (and perhaps previously unarticulatable) needs and desires so as to give the child the chance to select appropriate products and marketers the knowledge to offer products and services that satisfy these needs. The transition partly indicated by these writing turns developmental understanding on their side is, that it is children’s needs that connect them with adults – that make them nearly complete persons, if you will - and that the child his or herself can satisfy these needs ‘if given the chance’. The child merely needs to be liberated from its diminutive physical and social stature and subordinate position and treated as a
person, ‘a consumer’. In the 1990s, and into the 2000s, a number of market research firms entered the ‘children’s knowledge’ market (e.g. Kids Eyes, Geppetto Group, Just Kid, Wonder Group). Some advertising firms like Leo Burnett added their own research divisions devoted exclusively to children. *The ‘child view’ itself became a commodity.* So, deeply had the connection between the consumer market and children’s selves penetrated that marketers touted their products not simply to satisfy children’s desires or answering a need, but as positively ‘empowering’ children, sometimes to the point of absurdity (Cook, 2007)⁶.

Now, for markets and researchers there are five different addressable targets in the kid’s world. The thinking of marketers from targeting kids 2-11 as one segment has expanded over time to five segments. The newest of these segments is responsive to the idea that today, kids are growing older younger. This new toddler segment, kids 3 and under, is a group that is influencing brand and purchase decisions like never before. Increasingly, they are a group which can be targeted directly.

**Table 1.1: Children age targeted over time by marketers**

<table>
<thead>
<tr>
<th>Market segment</th>
<th>60s</th>
<th>70s</th>
<th>80s</th>
<th>90s</th>
<th>Now</th>
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<tr>
<td><em>Toddlers</em></td>
<td>---</td>
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<td>---</td>
<td>---</td>
<td>0-2</td>
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<tr>
<td><em>Preschoolers</em></td>
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<td>2-5</td>
<td>2-5</td>
<td>2-5</td>
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<tr>
<td><em>Kids</em></td>
<td>2-11</td>
<td>6-11</td>
<td>6-8</td>
<td>6-8</td>
<td>6-8</td>
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<tr>
<td><em>Tweens</em></td>
<td>---</td>
<td>---</td>
<td>9-12</td>
<td>9-12</td>
<td>9-12</td>
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<tr>
<td><em>Teens</em></td>
<td>---</td>
<td>---</td>
<td>13-15</td>
<td>13-15</td>
<td></td>
</tr>
</tbody>
</table>

Source: http://www.aef.com/on-campus/classroom/speaker-pres/data/35

Children today, in the new era, play an important role in consumer environment. A lot of potential was developed during the 1990s that children had enormous market potential. They may be lesser than the average consumer, but they have lots of money to spend and just as many ideas as to how to spend it. *Kids present a big business.*

**1.2 CONSUMER SOCIALIZATION OF CHILDREN**

Young children influence family purchase decision as they acquire the basic communication skills needed to interact with other family members. As the children grow old they develop more sophisticated buying skills and abilities. They become
aware of different socialization agents that convey norms, attitudes, motivations and behaviour to the learner (McLeod and O'Keefe, 1972)\(^7\). Much evidence shows that parents, peers, mass-media, stores, schools, brands and product themselves and their packages are all sources of information namely socialization agents (Ward, 1974\(^8\); Dotson and Hyalt, 2005)\(^9\). Children move through various cognitive and social phases in their journey from birth to adolescence and adulthood.

The ‘socialization of the customer’ approach was suggested by (Ward, 1974)\(^8\) as a tool to be used to study consumer behavior. Ward describes the socialization of the consumer as a process in which "young people acquire the relevant skills, knowledge and attitudes necessary to act efficiently in the market as consumers". The concept of socialization of the consumer only includes young people in this description, whereas the scope of the concept today, has been broadened to include also the development of relevant cognitions, attitudes, and behaviors about consumption in childhood and adult periods (Ward, 1974)\(^8\).

Hypotheses that take socialization of the customer as a model argues that customer behavior among is acquired through interaction between the individual and various socialization agents in certain social environments that are directly or indirectly related to consumption. Within the process of socialization of the consumer, the knowledge, norms, beliefs, attitudes, and behaviors related to consumption are transferred to the child through specific resources that are also known as socialization agents (Dursun, 1993)\(^10\). It is possible by taking into consideration these aspect to describe the socialization of the child as a consumer as: ‘the process where the child learns the knowledge, skills, attitudes, values and incentive factors related to consumption behaviors as a result of his/her interaction with socialization agents which include various social institutions and persons such as family, fellows, media and school’ (Shim and Gehrt, 1996)\(^11\).

The learning process undergone by the consumer can be studied both as a cognitive and psychological adaptation process and a social process. Accordingly, an appropriate model could be used. The model introduced in Figure 1 includes all levels of the consumer socialization process and addresses the major variables influencing childhood period (Carlson and Sanford, 1998)\(^12\).
1.2.1 Individual Factors

Individual factors include elements that are related to the past experiences of the individual and arise from his or her macro surroundings. These include socioeconomic level, gender, and age.

Socioeconomic level: The socioeconomic level affects children’s preferences for brands and shops. Income distribution and differentiation may result in considerable differences in the purchasing power of the individual. Therefore, the criterion employed by low-income families for evaluation of a good (cheapness, endurance, etc.) is generally different from those of high-income families (quality, elegance, famous brand, etc.). This situation may naturally have direct influence on the child's learning about being a consumer and their acquisition of some of the basic consumer skills.

The socioeconomic level also affects the child’s relationship with family and friends. Children at a high socioeconomic level interact more with their families in matters related to consumption and take their family's consumption habits as models. According to the study by Moschis and Moore, 1979\textsuperscript{13}, families at high socioeconomic levels approach the views of their children with a more modern attitude, allow the children to influence purchasing behavior of the family, and approve of their consumer identities. However, friends play an effective role in socialization of children from low socioeconomic level, whereas mass media tools such as newspapers and television are more effective in socialization of children.
from higher socioeconomic levels (Ozgen, 1995)\textsuperscript{14}.

Age and life period: Age has been addressed as a major explanatory variable in many studies on the socialization of the consumer. Piaget (1952)\textsuperscript{15} argued that a large part of socialization develops until the age of 15. Child of 15 years and older possess more information on prices, have strong materialist values, and also socially accepted behaviors regarding consumption. Therefore, as they get older, children use more information resources in purchasing, behave more objectively in evaluating goods, and better understand marketing practices and policies.

Gender: A close relationship is observed in contemporary societies between gender and consumption. Differences in gender in consumption tendencies emerge during childhood. One of the differences in adolescents regarding consumption because of gender difference is about physical appearance and clothes. Differences in tendencies may reflect physical and psychosocial maturity.

The socialization practices of families may also change depending on the gender of their children. Gender characteristics also affect the use of mass media tools in childhood and adolescence. It has been observed that choices regarding range of television programs, newspapers, and periodicals are influenced by the gender factor. Girls display attitudes more in line with television advertisements and have the ability to differentiate advertisements (Moschis and Churchill, 1979)\textsuperscript{16}.

1.2.2 Socializing Factors

Environmental factors (family, school, friends, mass media tools, and advertisements) play an important role in the socialization of the child. These factors are also called socializing agents.

Family: This is the first and most effective instrument among socializing agents. The overall atmosphere in the family, family-child relationships and the views of the adults about activities within the family are important factors for the child to understand life and for development of their values (Guneyli, 1984)\textsuperscript{17}.

The roles of children within the family are determined. The child adopts these roles either by observation or by the education provided by the family. Families provide their children with direct opportunities to adopt their roles as consumers by realizing their purchase demands, giving them pocket money and taking them for shopping (John, 1999)\textsuperscript{18}. Therefore, they teach their children how to use money, buy quality goods and about the price-quality relations, and thus have an
influence on their children's choices of brands (Ozgen, 1995\textsuperscript{14}; Shim and Gehrt, 1996\textsuperscript{11}).

The child also observes the parents while they use credit cards or check expenditures by writing down on paper; thus the child develops ideas as to how money is spent and put into bank accounts. Observing the use of coupons or similar tools during shopping by their families, the child learns to be economic and the change of money resources in time (Martin and Oliva, 2001)\textsuperscript{19}.

Families intentionally or unintentionally employ five different methods when teaching their children how to be a consumer. These are the following:

- prohibiting certain activities
- advising on consumption
- exchanging ideas on consumption decisions
- providing examples to the child by their own behaviors, and
- allowing the child to learn by his or her own experience (Dursun, 1993)\textsuperscript{10}

The degree and frequency of the family's communication with the child affect indirectly the relationship he or she has with socializing agents in adopting consumer information, skills, and behaviors. The less the frequency of communication, the stronger the influence of television advertisements and friends. Children in such families gain their consumer information from their friendship groups or mass media tools rather than their families. In families where children can express their opinions more freely, they have more information on issues related to consumption. Children of such families eliminate nonrealistic elements in advertisements and have more information regarding diversity of products (Carlson and Walsh, 1994)\textsuperscript{20}.

*Peer group: *Peer groups are important socializing factors that contribute to effective learning about consumption elements such as monetary values and social motivation. A child's friends influence his consumption by making him or her familiar with products and brands, changing his or her beliefs and information on the product, helping him or her to try products, teaching him or her how to use the product, and showing how his or her needs can be met with what product (Ozgen, 1995)\textsuperscript{14}.

The wish to belong to a group or to be accepted by the group may require the child to learn or perform different actions or behaviors. When certain products and
brands that are significant for children become prominent in adolescent groups and positive feelings and materialist values develop in each of the group members for these products and brands. There are studies that suggest that children learn the symbolic meaning of most of the products from their friends. (Babaogul et al, 2002; Gonen, et al 2000).

School: School is a very important socialization factor in the childhood period. Children spend more time in school than they do with their parents both in preschool period and later in their school lives. The child spends more time at school with the teacher and friends than he or she does with the family. School, which is a social institution, is expected to reflect the requirements and objectives of society and to provide young individuals with necessary knowledge and skills about consumption. In this period, teachers play as important role as families in shaping the child’s consumption behaviors (Ozgen, 1995).

Introductory information provided at school regarding economic culture has important effects on the child in terms of gaining information, skills, and behaviors related to consumption (Varcoe et al, 2001).

Advertisements and mass media tools: Although families play a primary role in socialization of children as consumers, no other socializing agent attracts more attention than mass media in the children consumer behavior literature. Mass media such as television, radio, newspaper, periodicals, and internet are media’s that play important roles in the socialization of the children as consumer. Children learn many basic issues related to consumption from messages addressed to them by marketing experts through mass media advertising. It is well-known that television advertisements help children gain information on brands, stores, and products and affect their consumption behaviors. Television advertising is more effective on children because of its combination of sound and image. In France, including the advertisements before and after the news, a child of 8 to 14 years watches 10 to 20 advertisements daily, thus 3,600 to 7,000 advertisements a year (Köken, 1995). The basic role of television advertisements is to provide consumers with sufficient and true information about products and services, reach people who cannot be reached by the salesperson, and educate the consumer. It is designed to influence consumer behaviour either by encouraging consumers principally to switch from one
brand to another or to remain loyal to the one they currently buy. To some extent, advertising may also be concerned with creating markets for new brands. Advertisers operate to reach children by directly addressing children who have their own money or encouraging children to approach their parents with request to purchase items. However, the influence of advertisement decreases in the cases where families spend more time with their children and intervene in these messages (McNeal, 2000).

Indeed, advertisements have different effects on children of different ages, because there is a direct relationship between the age and general comprehension capabilities of children. Therefore, the increase in general comprehension capabilities in parallel with growth in age helps children to identify advertisements from various perspectives and to develop various defense mechanisms. For this reason, it is natural that an advertisement that influences children of 8 years does not influence those of 12 years. However, an important aspect that should not be ignored is that children of the same age can perceive the same advertisement differently (Temo, 1982).

A study on this issue asked 250 children of different age groups the question of what they wanted for Christmas, and 67% of those in the 7 to 8 age group, 49% of those of the 9 to 10 age group, and 40% of those in the 11 to 12 age group said that they wanted a product that had been advertised on television at least once (Buijzen and Valkenburg, 2000).

As, many advertisement broadcast on TV are the creation of brilliant minds, which aim to persuade people for purchase the product advertised. Most of the messages advertised get across the mind of consumer due to the beautiful audio and visual effects. They direct the attention of children to more striking and dashing products by promoting the items in a way that leads the child to think that possession of the product will attract attention of others and they will be taken seriously by others. Advertising is criticized on the basis that sometimes it encourages consumers to buy things that they do not need or sometimes to wastefulness. Thus, it may be argued that advertisements develop in children and adolescents the desire for whatever product they see, and this creates the spendthrift and wasteful type of consumer (Babaogul et al., 2002).

1.2.3 Learning Mechanisms

Research on factors involved in socializing the consumer focuses on
cognitive development and social learning theories.

Cognitive development theory: The cognitive development of children is about the process of organization of their skills and the information they obtained as to how to use what they had learned from their surroundings and how to develop interpersonal relations. This will help them not only to see their world from a multiple perspective but also to play their roles as consumers. The most important theory related to cognitive development that is acceptable is that of Swiss Psychologist Jean Piaget.

Social learning processes: Social learning theory argues for the importance of learning by observation in human life. During the socializing process, members of society are educated in socially accepted behaviors and gender roles. The individual creates standards for self-evaluation, although at the same time, he or she takes standards from the observed models as examples. This theory transcends traditional behavioralism and argues that all individual and environmental factors have effects as cross-cutting determinants. It covers observation learning reinforcing and social interaction.

Observational learning: Children constantly observe the behaviors of others (socializing agents) and the outcomes of these behaviors. Although they imitate the reinforced behaviors that they observe, they do not imitate those that do not have a positive outcome for them. Thus, children learn by observing the family's attitudes and behaviors related to consumption and their ways of receiving money. Children pay attention to their parents' discussions about consumption and patterns of shopping and spending money, who pays the bills, and who keeps the records and thus learn patterns of saving and spending (Nazik and Nakilcioglu, 2002)\textsuperscript{28}.

Reinforcing: The learning process by reinforcing is based on the mechanisms of reward or punishment. The individual will repeat the behaviors for which he or she was rewarded in the past by socializing agents and will refrain from repeating those for which he or she received punishment. Support given by the family for behavior of the child provides a positive reinforcement for him or her, whereas punishment for a behavior that they do not find appropriate, such as being prohibited from watching television or seeing friends, will provide a negative reinforcement. Buying a product desired by the child as a reward for positive behavior or denying the child the product or gift he desires for bad behavior significantly shapes the Child's behavior and also influences the child's attitudes to these products.

Social interaction: This affects the norms, attitudes, and behaviors of the child
related to his or her relationships with other individuals in society. Both observational and reinforcement behaviors can be observed in social interaction. Communication patterns between the parents and their child can be given as examples of learning by social interaction. Parents can give consumption information to the child during a discussion on consumption. The family talking to the child about the expensiveness of a product as compared to another product will help the child to get an idea about prices. The child will also gain much information on consumption concepts such as product-quality relation and brands by social interaction with his or her friends or family.

*The present study has been conducted with the understanding that of all the socialization agents, television happens to be an important socialization agent and has massive influence in children’s lives. Moreover, due to presence of cable and satellite televisions there has been a phenomenal increase in the TV viewing among children. This has resulted in an increase and exposure to advertisements appearing on television and affecting the consumer behaviour of children.*

### 1.3 TELEVISION–MAJOR CONTRIBUTOR TO MEDIA AND ENTERTAINMENT INDUSTRY

Television in India played second fiddle to the silver screen. Due to Social & Economic Reforms in 1991, under the new policies of the government, which allowed private and foreign broadcasters to engage in India, television for the Indian viewer has transformed itself from a single-channeled, largely indigenous, state controlled network to a system offering multiple options and unprecedented access to a vast range of domestic and foreign programs. Foreign Channels like CNN, Star TV and domestic channels such as Zee TV and Sun TV started satellite broadcasts from 41 sets in 1962 and one channel by 1985 and to more than 70 million homes, giving a viewing population of more than 400 billion individual through more than 700 channels by 2009. There are at least five basic types of television on the India broadcast, i.e. ‘over the air’ television, unencrypted satellite or ‘free to air’, Direct Broadcast Satellite, Cable Television and IPTV (Internet Protocol Television). Table 1.2 shows that the television industry is projected to continue as the major contributor to the overall media and entertainment industry revenue growing at a healthy cumulative rate of 12 percent up to 2009 to 15 percent till 2014. It’s
contribution to media industry has increased from 257bn in 2009 to 521 bn by 2014 (projected).

**Table 1.2: Projected growth of the media and entertainment industry (FY06-FY14)**

(Rs bn)

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</table>

Note: P Projected  
Source KPMG Analysis, Industry Discussion

The above table shows that television forms the largest component of the Indian Entertainment and Media industry. The driving force is the proliferation of television across households, 2009 was a good year for the Indian TV industry. Revenues rose to Rs. 257 bn in 2009, as per KPMG’s media and entertainment analysis. The industry transformed itself in the last few years by reaching almost 500 million viewers as per KPMG estimates.

### 1.3.1 Penetration of Television in India

Television forms the largest segment of the Indian Entertainment and Media Industry. TV remains an attractive medium due to its large reach and potential for increase in penetration. Penetration is increasing as can be seen by the fact that the number of TV households grew at a rate of 5 percent reaching 129 mn in 2009, compared to 123 mn in 2008. The penetration of TV in the country grew from 56 percent in 2008 to 58 percent in 2009, as per the KPMG statistics.

Overall TV penetration increased from 50 percent five years ago, to 60 percent today as per the KPMG figures. Hence, TV remains an attractive medium due to its large reach and potential for increase in penetration. The penetration for cable and satellite (C&S) households increased from 70 percent of total TV households in 2008 to 74 percent in 2009. The overall number of C&S households touched 95 mn, registering a growth of 10 percent as per the KPMG records. A large
part of this growth came from the homes with digital cable TV being added to homes.

*Figure 1.2: Growth in number of TV households in India*

![Chart 1.2 showing growth in TV households in India with numbers for 2008 and 2009.]

Source: KPMGAnalysis, IndustryDiscussions

*Figure 1.3: Growth in number of cable and satellite households*

![Chart 1.3 showing growth in cable and satellite households with numbers for 2008 and 2009.]

Source: KPMGAnalysis, Industry Discussions
1.3.2 Digitisation of Television in India

Digitisation has added value to the industry as it provides better quality transmission with the possibility of interactive and value-added services. Digital distribution comprises services which are provided by digital cable, DTH or IPTV platforms, as opposed to the traditional analog cable which still dominates the Indian market. The number of digital cable subscribers reached an approximate number of 4 mn in 2009. Apart from the government attempt to gradually shift towards digitalization, by making it mandatory to adopt Central Authentication Services in certain areas, voluntary CAS adoption also grew as consumers realized the benefits of analog cable subscribers is witnessing a decline with the increasing penetration of digital distribution systems.

1.4 INFLUENCE OF TELEVISION

Television is an influential model that provides the widest and most frequently used source of information for children. No other media has actually invaded their minds as television has done. Although children have everyday contact with other media and many other forms of expression and communication, visual media alone are seen as speaking a universal language, accessible regardless of age. Newspapers, radio, and magazines can only hold their attention for few minutes but television for hours. Children soak up millions of images, pictures, illustration, impressions, visions from their television viewing based on their choices. It is getting transformed rapidly into a primary source of information and entertainment for millions of children and is as influential as a parent or a teacher (Panwar and Agnihotri 2006).

"Television plays an effective role in disseminating information and knowledge and serves a powerful tool for reflecting and shaping human conditions and aspirations."

To children, viewing television is a dominant ‘Leisure time activity’. It is the only medium that attracts the attention of children from the age of three months, as it has edge of sight, sound, motion and colour as compared to other media. The communication process between the children and the television is very strong, and affects their behaviour and style. Some TV facts discovered by studies from time to time in the past are presented below to highlight the significance of TV in children’s life.
TV Facts

- American children, age 2-17, watch television on average almost 25 hours per week or 3½ hour a day. Almost one in five watch more than 35 hours of TV each week.
- Twenty percent of 2 to 7 years old, 46% of 8 to 12 years old and 56% of 13 to 17 years old have TVs in their bedrooms.
- Children spend more time watching television than any other activity except sleeping.
- Television’s impact on reading and other academic skills depends not only on the amount of television watched, but also on what is being watched as well as the age of the child.
- Sixty eight percent of 8 to 18 years old have a TV in their bedroom; 54% have a DVD/VCR player, 35% have cable/satellite TV and 20% have premium channels.
- In 63% of households, the TV is ‘usually’ on during meals.
- In 53% of households of 7 to 12 graders, there are no rules about TV watching.
- In 51% of households, the TV is on ‘most’ of the time.
- Kids with a TV in their bedroom spend an average of almost 1.5 hours more per day watching TV than kids without a TV in the bedroom.

Source: http://www.mediafamily.org/facts/facts_childrentv.shtml

A high proportion of toddlers and preschoolers (75%), school age children (84%) and adolescents (73%) watch television every day (Robert et al 2005).30

There are two dimensions of media that exert influence upon children, namely, advertising and editorial programming content, which specifically intend to inform young people about products and encourage them to purchase (Ward and Wackman, 197331; Chancy-Hepburn, et al, 197432; Galst and White, 197633). With the growing influence of media on children, an increasingly large number of advertisements are addressed to them. Television is the leading influence on children and the advertising seen on televisions serves as the primary source of information to children worldwide (Oates et al 2003).34

1.5 ADVERTISEMENT AND TELEVISION

Television and advertising together present a lethal combination. According to Zenith Optimedia the global advertisement expenditure is expected to rise by 0.9 per cent and the study also forecasts a 3.9 per cent growth in 2011 and 4.8 per cent
in 2012. The Indian advertising industry is expected to grow 61 percent by 2014 with advertising spend climbing to Rs 36731 crore. Television offers the advertiser the most effective way of reaching the consumer media. As Eric Barnouw says,

“To manufacture a product without at the same time manufacturing a demand ash become unthinkable. Today, the manufacture of demand means, for most large companies, television – its commercial as well as other program elements. The growing scale of mass production ash inevitably made advertising more crucial, but this understates the situation. As society becomes more product glutted the pressure on the consumer to consumer – to line up to higher and higher norms of consumption has become unrelenting’. Advertising has affected the fortunes of the media the world over. It has especially courted television and, in most countries become the major source of revenue of television networks. Today, television without advertising appears an unrealistic proposition. Advertisers are realizing the potential of television as main media of advertising especially in India and table 1.3 will clear that out of total advertisement expenditure made in India, 50 percent goes to television advertisements.

Table 1.3: Comparative ads expenditure in India on different medias

<table>
<thead>
<tr>
<th></th>
<th>Total Adspend</th>
<th>Total Newspapers</th>
<th>Total Magazines</th>
<th>Total Television</th>
<th>Total Radio</th>
<th>Total Cinema</th>
<th>Total Outdoor</th>
<th>Total Internet</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>1089.3</td>
<td>498.0</td>
<td>---</td>
<td>457.8</td>
<td>12.7</td>
<td>---</td>
<td>120.8</td>
<td>---</td>
</tr>
<tr>
<td>2002</td>
<td>1214.1</td>
<td>497.8</td>
<td>---</td>
<td>562.9</td>
<td>18.5</td>
<td>---</td>
<td>134.8</td>
<td>---</td>
</tr>
<tr>
<td>2003</td>
<td>1620.7</td>
<td>718.0</td>
<td>73.4</td>
<td>646.2</td>
<td>23.2</td>
<td>---</td>
<td>152.6</td>
<td>7.3</td>
</tr>
<tr>
<td>2004</td>
<td>1960.6</td>
<td>851.8</td>
<td>82.8</td>
<td>804.4</td>
<td>29.1</td>
<td>11.8</td>
<td>168.8</td>
<td>11.9</td>
</tr>
<tr>
<td>2005</td>
<td>2251.4</td>
<td>975.6</td>
<td>96.8</td>
<td>920.4</td>
<td>39.7</td>
<td>13.2</td>
<td>183.9</td>
<td>21.8</td>
</tr>
<tr>
<td>2006</td>
<td>2637.1</td>
<td>1103.8</td>
<td>116.9</td>
<td>1092.9</td>
<td>55.4</td>
<td>19.4</td>
<td>207.6</td>
<td>41.1</td>
</tr>
<tr>
<td>2007</td>
<td>3480.2</td>
<td>1450.7</td>
<td>129.9</td>
<td>1383.9</td>
<td>129.6</td>
<td>29.9</td>
<td>276.2</td>
<td>80.1</td>
</tr>
<tr>
<td>2008</td>
<td>3849.8</td>
<td>1578.6</td>
<td>156.5</td>
<td>1564.2</td>
<td>127.4</td>
<td>31.3</td>
<td>302.2</td>
<td>89.6</td>
</tr>
<tr>
<td>2009</td>
<td>3754.5</td>
<td>1478.0</td>
<td>144.6</td>
<td>1576.1</td>
<td>138.6</td>
<td>28.9</td>
<td>278.0</td>
<td>110.3</td>
</tr>
<tr>
<td>2010</td>
<td>4470.7</td>
<td>1742.1</td>
<td>164.4</td>
<td>1888.9</td>
<td>177.3</td>
<td>33.5</td>
<td>307.2</td>
<td>157.2</td>
</tr>
</tbody>
</table>


For every hundred rupee spent on advertisers, Rs. 91 is spent on television and the print media while the outdoor media account for Rs. 5. The rest is divided among cinema, radio and internet (PwC Analysis and Industry Estimates).
According to Market Research, India is expected to become the third largest TV advertising market by 2016 as shown in figure:

To reach the consumer mind advertisers risk money, resources and time carefully studying the intricacies of the human mind in order to understand where the individual vulnerabilities lie. It is on these vulnerabilities that they play in order to make the consumer feel that wisdom lies in the possession or use of a particular product or service. This role is ascribed to the advertisers whose aim is to find out where and how, are most likely to hurt has led to their being labeled “the mind manipulators” or “the hidden persuaders”.

Vance Packard, the celebrated author of ‘The Hidden Persuaders’, has attempted in his book to explore a strange and rather exotic new era of modern life. It is about the way many of us are being influenced and manipulated far more than one realizes the patterns of our everyday lives. Large scale efforts are being made, often with impressive success, to channel our unthinking habits, our purchasing decisions and our thought processes by the use of insight gleaned from psychiatry and the social sciences. The use of mass psychoanalysis to guide campaigns of persuasion has become the basis of multi-million dollar industry.

Packard describes a number of psychoanalytical techniques used by the advertising world to probe and manipulate consumers’ minds. Among these is what
he terms the ‘life-style approach to selling or psychographics, developed by psychologists to investigate the lifestyle variable of consumers. Describing these techniques, the British advertising journal, Campaign quoted:

“Psychographic tries to classify consumers and segment markets in term of psychological dimension. Instead of looking at demographic attributes like age, sex and social class, it looks at the motivation, needs and attitudes of consumers.” (Vance Packard, 1981)  

Psychographics are often developed on a product specific basis. This is one technique used by advertisers to understand and exploit the human psyche, but this one technique is used by advertisers to understand and exploit the human psyche. Newer techniques are constantly being developed by advertisers to study human frailties and some of which may evoke impasions, angry feelings and even distrust among consumer.

1.6 ROLE OF TELEVISION ADVERTISEMENT IN CHILDREN CONSUMER SOCIALIZATION

Find some consumer desire, some widespread, unconscious anxiety, think out some way to relate this wish or fear to the product you have to sell; then build a bridge of verbal or pictorial symbols over which your consumer can pass from fact to compensatory dream, and from the dream to the illusion that your product, when purchased, will make the dream come true.

.....Aldour Huxlay

Many ads broadcast on television are master pieces and most convenient route to reach the children’s mind. They are the creations of brilliant minds and wonderfully talented people who have but one mission in life: to persuade us to buy, buy and buy. All consumption messages get across well especially to children. Children learn many basic issues related to consumption from messages addressed to them by marketing experts through mass media. It is one of the effective tools of integrated marketing communication, emotionally, motivating the consumer to buy the products.

Advertisements showing products like snacks, toys, confectionaries, cookies, and fast food are specifically targeted at children in order to motivate them to try new brands more and more. It is well-known that television advertisements help children gain information on brands, stores, and products and affect their
consumption behaviors. A strong correlation has been observed between children and television advertisements, which are full of fascination and excitement (Blosser and Roberts, 1985).

Television advertisements are frequently watched by children. Children in the US view an estimated 30,000 to 40,000 television commercials in one year. Similarly in France, including the advertisements before and after the news, a child of 8 to 14 years watches 10 to 20 advertisements daily, thus 3,600 to 7,000 advertisements a year (Köken, 1995). In a free hour setting, a child may watch about 30 minutes of advertising, or between 20 and 40 advertisements per hour, depending on their length (Krack and Pelletier, 1998).

1.7 EFFECT OF TELEVISION ADVERTISING

In earlier research, the effects of television advertising have often been divided into two general types: unintended and intended effects. Unintended effects focus on the much undesirable side effects of advertising. Such effects stimulate materialism, parent-child conflict, or bad eating habits (Buijzen and Valkenburg 2003; Kunkel et al. 2004). An intended effect stimulates effects that advertisers wish to achieve with the advertisement. TV ads have three kinds of intended effects on children as given by Rossiter:

(a) Cognitive effects: It relates to ability of the children to understand the nature and intent of TV ads. Studies on cognitive effects focus on children’s recall or recognition of commercials or brands (Derscheid et al. 1996; Dubow, 1995; Fischer et al. 1991).

(b) Affective effects: They relate to the feeling children develop towards TV ads. Studies on affective effects concentrate on children’s liking of commercials and brands (Derbaix and Bree, 1997; Moore and Lutz, 2000).

(c) Behavioural effects: They relate to the extent to which children are persuaded by TV ads to ask for the advertised products. Studies of behavioural effects investigate the extent to which children are persuaded by advertisements. Since young children usually do not have the means to purchase products, behavioural advertising effects are usually measured by means of children’s product request (Buizen and Valkenburg, 2003).

This study would attempt to investigate all these effects by measuring children attitude towards TV ads and to consider the influence of these advertising
effects on children’s consumer socialization. An attempt will further be made to take into consideration three types of cognitive effects:

(a) **Attention**: The amount of attention children pay to various TV ads depends to a large extent on their level of interest in them and the various audio and visual techniques used in such ads.

(b) **Trust and Believability in TV Ads**: An effort will also be made to ascertain whether children’s trust and believability in ads increase with age.

(c) **Understanding of TV Ads**: Another important cognitive effect is children’s ability to understand the TV ads. An attempt will be made to identify whether children are able to differentiate a TV ad from a TV programme and understand their informative and persuasive intent.

Apart from the question whether children understand the TV ads or not is the question of children’s liking or disliking of these ads and how the effective feelings change with their age. The study would like to measure the amount of interest that children of different age-groups have in TV ads.

### 1.8 WHY MARKETERS TARGET CHILDREN?

Retailers and manufacturers have two sources of new customers, those whom they can persuade to change from their competitors and those who have not yet entered the market. Those who switch are less likely to be loyal than those who are nurtured from childhood. Marketers pay special attention to children, and the latter are considered by the formed as the most vulnerable audiences of the society because they enjoy advertisements to the maximum. Industry spending on advertising to children has explored in the past decade, increasing from a mere $100 million in 1990 to more than $2.5 billion in 2005. The repetition of TV ads leaves a mark on the young minds. Previous researches showed that children are more likely to make requests for products which are frequently consumed by them, such as breakfast cereals, snacks or sweets, or for products that are of particular interest to them, such as toys or those with special offers. Marketers are targeted them as future consumers, by making them conformable with brand name. A child makes his first brand and category choice in school canteen, when he is hardly four or five makes it clear the impact TV advertisement on brand recognition of children (Mizerski, 2005\(^4\)). Children initially take advertisement as entertainment and being innocent and gullible; force their parents for product purchase. This called a ‘Nag Factor’.
Parents today are willing to buy much more for their kids due to certain factors, such as smaller family size, dual incomes and postponing children until later in life. All this means that families have more disposable income. Also, a snice of guilt plays a role in spending decisions as time-stressed parents try to substitute material goods for less time spent with their kids. Moreover, due to the fact that children personal spending is also on rise marketers are showing great interest in this segment. The research facts that children under 12 years of age spend an estimated $25 billion and, through their parents, may influence another $200 billion of spending per year (Strasburger, 2001); Adolescents spend an estimated $140 billion a year on food and beverages and one of the latest estimates on spending by children in the US suggesting that children of 12 years and under spend $27.9 billion of their own income, while they influence approximately $249 billion of their parents’ finances (Lawlor and Prothero, 2003) provides a solid ground for the marketers to target the children. They are discovering that there’s lots of money to be made by treating children like teenagers. The marketing industry is forcing children to grow up quickly.

Table 1.4: List of some products advertized by marketers targeting children and youths

<table>
<thead>
<tr>
<th>Beverages</th>
<th>Cold drinks</th>
<th>Mobile phones</th>
<th>Snacks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycles</td>
<td>Cookies</td>
<td>Mosquito killer</td>
<td>Soaps</td>
</tr>
<tr>
<td>Bike</td>
<td>Cosmetics</td>
<td>Nail paints</td>
<td>Soda</td>
</tr>
<tr>
<td>Biscuits</td>
<td>Dolls</td>
<td>Noodles</td>
<td>Sports item</td>
</tr>
<tr>
<td>Body creams</td>
<td>Detergents</td>
<td>Note books</td>
<td>Telecom services</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(stationery)</td>
<td></td>
</tr>
<tr>
<td>Body spray</td>
<td>Fast food</td>
<td>Pen</td>
<td>Face Wash</td>
</tr>
<tr>
<td>Born vita/Horlicks</td>
<td>Garments</td>
<td>Pencils</td>
<td>Tours</td>
</tr>
<tr>
<td>Cadbury</td>
<td>Goggles</td>
<td>Perfumes</td>
<td>Toys</td>
</tr>
<tr>
<td>Candy</td>
<td>Hair colour</td>
<td>Rain coats</td>
<td>Umbrella</td>
</tr>
<tr>
<td>Cartoon network</td>
<td>Huggies</td>
<td>Sanitary Napkins</td>
<td>Video games</td>
</tr>
<tr>
<td>Chocolates</td>
<td>Ice-cream</td>
<td>School bags</td>
<td>Watches</td>
</tr>
<tr>
<td>Pens</td>
<td>Jeans</td>
<td>Shampoo</td>
<td>Water parks/fun parks</td>
</tr>
<tr>
<td>Coaching classes</td>
<td>Medicines</td>
<td>Shoes</td>
<td>Website</td>
</tr>
</tbody>
</table>
The present study has been conducted with the understanding of the above-mentioned facts and of all the audience, children deserve special attention because they are most likely to accept the ideas television advertising promotes.

It is not just the children in the US that are targets of the advertisers, but children in virtually every country of the world (Chan, 2000; Cheng, 2002; Kline, 1995). Rose (1999) estimates that there are over 200 million children from five to 14 years of age in the countries of Japan, South Korea, and the peoples’ Republic of China. The Population Reference Bureau estimates the population of children worldwide to be 32% of the total world population. McNeal and James (1999) notes, ‘there are nearly 2 billion children below the age of 15 worldwide, making the children of the world a handsome market for advertisers’. Of course, children may not give full attention to the screen during advertisement breaks, but unlike most of the adults they do not mentally switch off when ads appear on television. Taking into consideration these numbers, there is little wonder why children have become a target market, and why advertisers spend large amounts of funds on advertising to children.

An effort has been made in the present study to investigate the contribution of TV advertisements to children consumer socialization.

1.9 ATTITUDE TOWARDS TELEVISION ADVERTISING

Advertising is an important social phenomenon. It stimulates both consumption and economic activity and models life-styles and a certain value orientation. Consumers are given daily substantial dose of advertising in multiple media. Everyone seems to hold his own opinion about various aspects of advertising, ranging from amusement and admiration to cynicism and condemnation. On the one hand advertising is appreciation enough to be subject of TV talk’s shows and comedy skits, to have reels of award winning commercials, to have its art and slogans worn proudly on clothing, and to hear advertising phrases having become the idiom of every day speech. on the other hand, consumer fear covert manipulation and subliminal techniques and often complain about advertising clutter, banality, sexism, predation of children, and continuing proliferation into newer media and venues.

Attitude towards advertisement is defined as, “a learned predisposition to respond in a consistently favorable or unfavorable manner to a particular advertising
stimulus during a particular exposure or occasion” (Lutz, 1985). Many studies have also found that attitude towards television advertisements and is complex and composed of a number of belief dimensions related to social and economic factors. The studies state that more people hold favorable attitude towards advertised products than unadvertised products (Bauer and Greyser 1968; Anderson et al 1978; Sandage and Leckenby, 1980). As asserted in (Bauer and Grayser’s 1968) advertising attitudes consist of two dimensions i.e. the social and economic items. The details of these dimensions are presented as per table no. 1.5

Table 1.5: Dimensions of children attitude towards television advertisement

<table>
<thead>
<tr>
<th>Items of Economics Dimensions</th>
<th>Items of Social Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising is essential”</td>
<td>Advertising presents a true picture of the product advertised.</td>
</tr>
<tr>
<td>Advertising helps raises our standard of living.</td>
<td>Most advertising insult the intelligence of the average consumer.</td>
</tr>
<tr>
<td>Advertising results in better products for the public.</td>
<td>Advertising persuades people to buy things they should not buy.</td>
</tr>
<tr>
<td>In general, advertising results in lower prices.</td>
<td></td>
</tr>
</tbody>
</table>

Due to heavy growth in the amount of advertising, the increased use of television as an advertising medium, the rise in commercial clutter, the public sentiments towards advertising have become increasingly negative. The social effect of advertising desirable or undesirable has been a growing concern globally due to increasing climate of consumerism over the years.

The use of belief and growth measures, with some supplementation, continued till 1980's. This two factor model was not comprehensive and need improvement with additional items that capture belief factor likely to be determinants of attitudes. Many researchers added several belief factors so that this basic model of attitude towards advertising may cover other supplements of beliefs such as advertising as an information source (Muehling, 1987), materialism (Ford, Smith and Swasy, 1990), ethics in advertising (Triff, et al, 1987); enjoyment of advertising (Russell and Lane, 1989) and issues of poor taste and sexuality in advertising.
In 1993, Pollay and Mittal developed a more comprehensive model reflecting consumer's perception of advertising's social and cultural effects. The Model was built upon the fundamental distinction between attitudes and beliefs. Beliefs are descriptive statements about object attributes, (e.g. advertising is truthful) or consequences (e.g. advertising lowers prices), whereas attitudes are summary evaluation of object attitudes e.g. advertising is a good/bad thing. Attitudes emanate from beliefs, being the aggregation of weighted evaluation of perceived attributes and consequences. In social psychology, attitudes are recognized as categories of beliefs that can be rank-ordered from the very concrete to the very abstract, with the latter providing the basis for some fundamental social attitude. They also found that beliefs about advertising predict consumer's Attitude towards advertising.

Pollay and Mittal 1993 proposed a more thorough model consisting of seven-item scale to cover various attitude and belief dimension to assess the general attitude towards television advertisement. The model was based on two major sub components of societal and personal factors. Personal uses of media were measured by three scales (i.e. product information, social role and image and hedonic/pleasure). Four scales measured the social effects of advertising; these included goods for the economy, materialism, value corruption and falsity/no sense. The seven factor belief model concluded that general attitude towards advertising depends upon beliefs and beliefs about advertising predict consumer attitude towards it.

**Seven factors of belief determining attitude towards TV advertisements**

**A. Personal uses of television advertisements**

1. **Personal Information:** Much of the discussion by economist and advocacy justification of advertising rest on its role as a provider of information (Norris 1984). This information permits greater market efficiencies (i.e. more exact matching between consumer’s needs and wants and producer’s offerings).

2. **Hedonic/pleasure:** The experience of advertising can be a pleasure upon exposure or in recollection. Ads can be beautiful to look at touching in their sentiments, funny in their portrayed events or uplifting in their music, pace and attitude. The children quite often may find advertising amusing and entertaining.

3. **Social role and image:** Much advertising, especially at a national level, provides life style imagery and its communication goals often specify a brand image or personalities, the portrayal of typical or idealized users, associated status or
prestige or social reaction to purchase, ownership and use. Many consumers pay premium prices for conspicuously branded items and wear clothing featuring logos, slogans and corporate designs.

**Figure 1.4: Hypothesized primary structure of beliefs and attitudes**

B) Societal effects of television advertisements

1. *Good for economy:* Advocates of advertising claim that it speeds acceptance of new goods and technologies, fosters full employment, lowers the average cost of production, promotes a healthy competition between producers to all consumers’ benefit and generally is a prudent use of national resources that raises the standard of living.

2. *Materialism:* Advertising is alleged to preoccupy the consumers with commercial concern, at the expense of social, political, philosophical, and cultural concerns. Materialism is a set belief structures that sees consumption as the route to most, if not all, satisfaction. TV ads promote enticing array of material goods, which may promote materialism among viewers.
3. **Value corruption**: Advertising appeals are based on value premises. These values, it is alleged, do more to reinforce the seven deadly sins (greed, lust, gluttony, envy, sloth, pride and anger) than they do to the seven cardinal and theological virtues (prudence, temperance, justice, fortitude, faith, hope, and charity). Ads can contradict the values parents hope to instill in their children.

4. **Falsity/no sense**: Advertising can be seen as purposeful misleading or more benignly as not fully informative, trivial, silly, confusing, etc. Some of this characteristics impacts on the personal usefulness of advertising as an information source, but it also has potential societal consequences by making common place the telling of half-truths and others self-serving deceptiveness, justifying cynicism.

In this study efforts nas be made to determine the significant predictors of children’s attitude towards advertising on the roots of already researched dimension i.e. product information, entertainment, credibility, falsity and materialism.

### 1.10 ADVERTISEMENT EFFECTIVENESS ON CHILDREN BRAND RECOGNITION

Marketers are making every effort to develop the brand loyalty and retain the children as consumer. Retention is assessed through brand recall and brand recognition. Advertisers and marketers plant the seeds of brand recognition in very young children, with the hope that the seeds will grow into life long relationship. A commercial should be liked or disliked enough to register in a viewer’s easy recall and that a more creative commercial is more likely to register. The effectiveness of commercial depends upon its memorability i.e. recall and recognition of commercial. Memorability is measured as the ability to recall an advertisement. Recall is conceded to be a necessary condition of advertising effectiveness (Dubow, 1994)\(^{60}\). One of the confounding variables in recall in the brand awareness, which is thought to be of such powerful influence that researchers go to considerable lengths to try to control brand effects, usually with mixed results (Stewart, *et al* 1985)\(^{61}\). As brand awareness is a powerful tool to assess the advertising effectiveness, brand awareness of young children has focused on two aspects: brands recognition and brand recall. Both these variables are important when purchase decisions are made. In order to be able to function as consumer, a child must therefore be capable of both brand recognition and brand recall (Macklin, 1996)\(^{62}\).
While fast foods, toy and clothing companies have been cultivating brand recognition in children for years, adult oriented businesses such as banks and automakers are now getting in on the act. Valkenburg and Buijzen, 2005\textsuperscript{63} in their study reported that children as young as two years old easily recognize brand logos. Infants as young as two were able to recognize 8 out of 12 brands they were shown and the more TV they had been exposed to, the more brands they recognize. The research is based on previous correlation studies which stated that children’s brand recognition has consistently demonstrated a significant relationship between television exposure and brand recognition (Goldberg, 1990\textsuperscript{64}; Derscheid et al, 1996)\textsuperscript{65}. A child wakes up in Disney character pyyamas; the toothbrush; toothpaste and perhaps even the soap are covered in cute licensed characters, heavily advertised on television. They have highly advertised cereals for breakfast; gather their pokemon or Power Ranger cards and strap on their Nike backpack, wear branded shoes like Puma, Nike, Reebok and are well versed with different brands of almost every product advertised, may it relate to small chocolate or to a luxurious car.

In the present study efforts are made to assess the advertiser’s ability to retain children as consumer through their brand awareness. Further attempts are made to seek the gender differences in brand recognition and recall.

1.11 PROMOTIONAL STRATEGIES/APPEALS USED IN TV ADS

Advertising appeal is the main central purpose in the advertising message. It arouses the desires and addresses the human need that can be satisfied by the product which is advertised. Advertising appeal is something which attracts the consumers and develops interest in them. Additionally, an advertising appeal can be described as the persuasive strategy selected by the advertiser to make the product attractive to the consumer. Marketers, since decades are interested to investigate the type of advertising and specific advertising strategies to which children are attracted, thereby exploring the extent to which television advertising can constitute a resource for a child’s own use and enjoyment. It is the specific way in which a commercial relates to certain tastes and/or preferences of a target group. There are two ways in which the use of proper appeals- that is appeals that suit the tastes and preferences of the target group-can enhance the effectiveness of commercials: via its influence on (a) consumers’ brand attitudes and (b) their purchase intention. It has been repeatedly shown that both brand attitudes and purchase intention are largely
determined by consumers’ attitude towards the commercials. In earlier studies, the prominent appeals that aimed at children were happiness, fun, taste, and product performance, adventure, sports, humor, peer-popularity, feelings of power, and feeling of being grown up (Atkin and Heald, 1977⁶⁶; Kunkel and Gantz, 1992⁶⁷; Winick et al 1973⁶⁸).

Children tend to be attracted to modern music, product close-ups, swift and adventurous actions and attractive child models. Elsewhere, the entertainment aspect has been found to be a function of the use of humor, cartoon characters, famous people, animals and swift action in advertisements (Ward and Wackman, 1972⁶⁹; Gorn and Goldberg, 1978⁷⁰). It has also been found that children tend to be attracted to memorable advertising catchphrases and jingles. A celebrity’s appearance in advertising was also seen as a source of curiosity and/or knowledge for the viewer. Celebrities can positively affect children’s cognitive and attitudinal reaction to an advertisement. Celebrities attract attention to the advertisement and are seen by the public as interesting, authoritative, and credible. Such celebrities are often sports people, actors, or other personalities from the entertainment world. Their association with the advertised product ranges from a mere coincidental presence in the ads to open endorsements and testimonials. Celebrity endorsement and premiums and collectibles (e.g. dolls, movie action figures, trading cards) are promotional strategies that television commercials use to sell food to children (Story and French, 2004⁷¹; Connor, 2006⁷²). Critics of TV ads for children allege that the use of such celebrities in ads takes unfair advantage of the young viewers, as they can lead children to believe in the endorsed product qualities, which it might not have. Catchy songs, music, and jingles help children to remember the name of a product and enhance product appeal. (Scammon and Christopher, 1981⁷³; Schor, 2004⁷⁴). Audiovisual production techniques such as action, rapid pacing, rapid cuts, animation, animation mixed with live action, and loud music help capture and maintain attention of the viewers (Palmer and Carpenter, 2006⁷⁵).

In the present study an attempt is made to explore which promotional strategies are more liked and disliked by the children. Further efforts will be made to determine the effectiveness of various advertising appeals on children attention and purchase decisions.
Family decision – making research was initially directed by spouses, but recent changes in demographic and household structure have increased children’s impact both on parents’ purchasing decisions and the family decision making process. Children today, are seen as different from the past generation; especially the 8-14 years old. They have grown up faster, are more well-connected, more direct and well-informed. They have more personal power, more money, more influence and attention of parents than any others generation before them (Lindstrom, 2003)\textsuperscript{76}. The amount children spend in family purchase decision has risen over the last forty years (Shoham and Dalakas, 2005)\textsuperscript{77}. The Data monitor reports that children were no longer satisfied with snacks and sweets, instead they were longing for entertainment along with food.

Children’s influence differs by the stage of decision making process (i.e. problem recognition, information seekers, and choice) and product category. For few products, they are information seekers, active initiators and buyers, whereas for other categories of product, they influence the parents’ purchases (Kaur and Singh, 2006)\textsuperscript{78}. Today’s children have more autonomy and power in decision making within the family and are vocal about what they want their parents to buy. From buying white goods and cars to cell phones and grocery and even insurance policies, children under the age of 13 are deciding which brands their parents should or should not buy.

A number of different variables have been suggested for explaining children’s influence: parents having fewer children, parents having children later, at a time they are beyond the struggle phase in their career; number of dual-working parents has also increased. These parents often feel that they have less time for the children than they would like and frequently compensate for their guilt feelings with material things. Finally, in most western countries there is a shift from an authoritarian style of upbringing to a more democratic style, in which great value is placed on the opinion, individuality, and involvement of the child.

Children seem to exert influence on their parents in two ways, direct and indirect. Children exert direct influence when they actively ask for or demand a product and give hints and recommendations whether asked or not. Indirect or passive influence is the situation in which parents take account of the wants and
preferences of their children when shopping (Mangleburg, 1990; McNeal, 1999b; Williams and Burns, 2000). According to McNeal, many parents have a list in their heads of the favorite brands of their children, which they take into account when shopping.

India is not untouched from this global effect. Net scribers report that growing disposable income among parents which has grown to Rs. 44345 in 2009-10 as against, Rs. 40141 in 2008-09 as against, Rs 40141 in 2008-09; and decline in average family size to almost 4.3 from 5 has led to availability of more money used for betterment of child in India.

In the present study an attempt has been made to examine the influence of children in family purchase decisions, with regard to variety of products ranging from children major products; children minor products; family major products to family minor products. As, TV ads have strong influence on children, efforts is made to seek the contribution of television advertising in development of children buying behaviour. This is the first comparative study to my knowledge that will explore the children influence in family purchase decisions with regard to urban and rural children of Punjab.

1.12.1 Children’s influence efforts

In an attempt to get their parents meet their purchase request and play a significant role in the family’s purchase decision, children make use of a number of influence efforts. From a consumer socialization perspective it is highly significant to know how children learn ways to become successful influence agents through the use of increasingly sophisticated influence efforts. Toddlers and preschoolers exert their influence in a very direct way often pointing to products and occasionally grabbing them off the store shelves for deposit inside their parent’s shopping bag. With the increase in age, they become more verbal in their request and ask for the products by name, sometimes requesting, demanding, begging or screaming to get what they want. It is also important for the marketers to identify the most effective and the least effective influence efforts. The most effective influence efforts will be those reported as being the most successful in getting the child what he/ she wants, while the least effective will be those reported as not working at all in getting him/her what he/she wants. The study attempts to provide the comprehensive identification of influence efforts used by the children to affect the outcome of family’s purchase decision. In response to the childrens’ purchase request, parents
not always agree to for getting them the things asked for. They also respond in various ways. Further, efforts have been made to identify the parents; responses to children purchase request.

*The present study would try to reveal the relationship between the children’s influence efforts and the parents’ response.*

### 1.13 PARENT’S ATTITUDE AND PERCEPTION OF TV ADVERTISING ON CHILDREN

Young children are trusting and imaginative and ‘rosy commercials’ prey on them through their selling techniques. Television advertisement has both intended and unintended effects on children. There are several intended i.e. cognitive, affective and behavioral effects associated with exposure to advertising. A great deal of concern has been shown with regard to unintended effects: parent-child conflict; unhappiness, unhealthy eating habits; materialism and negative self perception. Parents have deep concern about the impact of depiction of violence; sex drugs and profanity have on their children. Parents are quite frustrated with the current state of television advertising to children. The majority of parents still believe that advertising to children is “misleading, boring, irritating, offensive, silly, and trivial” (Austin *et al*, 1999). Parents have every right to be concerned about the effect of television and advertisement in particular, because even a bride exposure to the television can rapidly place many damaging images in a child’s brain and can cost them their innocence. Children and teens are particularly vulnerable to images of sex, drugs, violence and profanity increase, at this stage of psychological development as do not tend to think though”. They are associating pleasure with something that might be evil. Research has concluded that parents feel their children need protection from outside sources of knowledge, and because the parents have more knowledge and are more rational they must be the protector (Cowell, 2001). There are four potential ways in which parents can influence their children., including; (a) rule–making(censorship), (b) modeling behaviour that confirms or disconfirms media messages (co-viewing and everyday behaviour), (c) general communicating of norms that influence children’s information-seeking patterns, and (d) active discussion of media content (called mediation) (Austin *et al*, 1999).
In the present study attempts have been made to explore, what perception parents hold with regard to intended and unintended effect of television advertisement on children?

1.14 SIGNIFICANCE OF STUDY

The children, who were born in India after 1985, have been brought up with a wholly positive approach towards consumption. They are truly a ‘dissonance generation’. While twenty years ago, one could safely say that children were not spoken of as spenders or customers but as savers and future consumers who had money, but only for saving & not spending where parents usually dictated the amount that could be spent and would justify this strict guidance as ‘a penny saved is a penny earned’ showing their dominance, but today’s children have grown up faster both in terms of information and influence, perceived as world’s computer literate generation and being in general, better travelled than their parents (Tully, 1994). They are caught between two sets of very different discourses- at home with their parents and outside with TV, friends and schoolmates. Consumerism is the new religion of the day and its most devout followers are the children. Children are caught between high aspirations to consume which are aroused through media and advertisements. Marketer’s targeted children, including infants, basing their advertising strategy on highly sophisticated and manipulative psychology. It is growing in the advertising industry. While this advertising is increasingly linked to internet, to product placement, to commercial sponsorship and to movie spin-offs, the main form remains television commercials. In 2005, approximately $25 billion were spent in the USA on marketing communications directly targeting at children through print advertising, product placements, sales promotions, packaging design, and public relations and in school marketing. Television is ever-present in the lives of most children around the world. Dr. Lesile Bell had remarked that, ‘television had changed the American child from an irresistible face to an immovable object’. Today, we can say the same for an Indian child. Television in India plays second swindle to the Indian with a multitude of channels being beamed into the Indian drawing rooms and bedrooms, the children surf program after program with a remote in hand. The rise in the number of television sets in bedrooms has led to very young children increasingly experiencing media messages on their own without any parental supervision. Twenty-five years ago, children’s programmes on commercial
channels were hardly about 10 minutes of cartoons in the morning and 45 minutes of children programmes in the afternoon. Now far more TV time is directed specially at children starting from 6 am onwards. Most children watch 3-4 hours of television per day, this is most preferable after school activity for 6-17 years old (Centre for media education, 2002)\textsuperscript{85}. On a typical day, children aging 2-18 years spend an average of 5.5 hours using media covering television, computer games, and internet (Kaiser family foundation, 2001)\textsuperscript{86}. Above estimates translates into about 1500 hours spent in front of television per year (as compared to 900 hours in the classroom), with each child viewing 20,000 television commercials per year (or 55 commercials per day) according to (The Centre for a New American Dream, 2002)\textsuperscript{87}.

The increase in programme hours understates the increase in commercial content and even on commercial television there were few commercials breaks. Advertising is the best and the most convenient route to reach the children’s mind. It is increasingly being directed at children in younger age groups. Many ads broadcast on television are the creation of brilliant minds and wonderfully talented people who have one mission in life: to persuade us to buy, buy and buy. Now, on commercial television, there are regular and sophisticated commercials giving product related programmes, promotions and prizes.

Even the nature of advertising targeting children has changed. It is no longer restricted to toys but now encompasses a wide range of products; everyday products such as toothbrush and stationery are being turned into branded goods linked with toys or movies in order to be sold to children. Marketers pay special attention to children as they are the most vulnerable audiences because they enjoy advertisement the most. Marketers are making every effort to develop the brand loyalty at younger age and retain the children as future consumers. Advertisers and marketers plant the seeds of brand recognition in very young children, in the hope that the seeds will grow into life time relationship. Advertisers and marketers plant the seeds of brand recognition in very young children, in the hope that the seeds will mature into life time relationship.

Among Indian children, television viewing tops the list of preferred activities. A survey by Ac Nielsen also showed that on an average an Indian child watches TV for about 3 hours on weekdays and 3.7 hours on weekends and the time spent in front of television increases with age (The Child Branded, 2004)\textsuperscript{88}. A study
done by Media Consumer Insight division of communication services Group M, which covered about 700 respondents in 13 countries revealed that television advertising influences the purchase decision of the Indian children the most with 77 percent of the respondents indicating television advertising as key influencer of children’s purchase decisions (TV ads influence kids most, 2003)\(^9\). Due to intensive media exposure, children are exposed to advertising in multiple media which make children aware of latest Bollywood styles and will not even bat an eyelid before listening to an over-eager salesperson as to that what he is trying to sell them. There is little doubt that television remains the most effective medium to reach children. It is considered as the most important source of new product information for children.

Moreover, due to rapid changes in India, both on economic as well as social parameters, the Indian consumer profile has undergone a complete change. Compared to consumers of rest of the world the Indian consumer is a younger one. In 2010 the median age in France was 39.9 years, USA 36.9 years, more developed regions 39.7 years and median age in India was 25.1 years. India is poised to become world’s fifth largest consumer market by 2025 where the average real household disposable income is slated to have a compounded annual growth rate of 5.3% from 2005-2025 (McKinsey, 2007)\(^9\). Also the three major emerging segments identified in India are children, youth (including the young working singles) and urban Indian woman (Spencer Stuart). From Indian perspective the children segment is especially important as 30% of our population is below the age of 15 years (Census, 2011). Today’s Indian child is much more mature, well informed, intelligent, and independent for his age due to the drastic media, economic and social changes. The fact that children are three markets in one has further increased the importance of the study.

Children as Multidimensional market: Marketers have long recognized the economic potential of the children’s market. As per current estimates, children account for approximately $ 24 billion in direct spending each year, and influence an additional $ 500 billion in family purchases (McNeal 1999)\(^9\). Marketers cannot afford to ignore this segment. Today’s children are not just a group of blossoming young consumers; they are, in fact, relatively complex market segments. They are considered as three markets in one.

Primary market: A market in their own right, in the sense that they have money of their own, needs and wants, and authority and willingness to spend the money on
those needs and wants. Children in India represent the direct purchase power for the Kids’ products. According to the statistics given by Indiandtelevision.com (2006)\textsuperscript{92}, Children drive 84-96\% purchase decision for themselves and their family for products like ice creams, candies, books, etc. which are for their direct consumption. 

*Influence Market:* Children directly influence a number of household purchases. Household shopping has become a matter of discussion and its role in decision making has increased. Children are having direct influence in family. Direct influence refers to children making request for goods and services such as suggesting where to eat out, telling mom to buy a particular brand of ice cream or telling the parents which movie to see or which place to visit during vacations. Indirect influence means that children preferences are given consideration when parents make purchases. Their powers go beyond, they have indirect purchase influence for big – ticket items like computers, mobiles, refrigerators, washing machine and other consumer durables. They work indirectly on parents through children’s ‘pester power’, or ‘nag factor’.

*Future Market:* Children will obviously become the consumers of all products and services, as they grow older. This is, by far, their greatest potential.

Consequently, companies are making a conscious effort to direct their marketing campaigns towards children to attract their attention to advertised products and brands, acknowledging their influence, especially for products where they are the primary users (Sellers,1989)\textsuperscript{93}. Numerous practitioners have offered insight on how children think and act as consumers along with advice regarding how to best market to this segment; indicative are some of the available titles: *Creating Ever-Cool; A Marketer’s Guide to a Kid’s Heart*, or *The Great Tween Buying Machine: Marketing to Today’s Tweens* (Siegel et al,2001)\textsuperscript{94}. Marketers are trying to grab the attention of children by the way of cartoons, sales promotions, freebies, discounts, passes to some events or by simply making the commercials witty and connect the brand to children somehow.

A survey conducted by cartoon Network stated that Indian children are becoming far more Judicious. Parents today are willing to buy more for their kids because trends such as smaller family size, dual incomes and postponing children until later in life, all these factors made children important decision makers in the family.
Netscribes’ report, the growth of this market is owing to following drivers:

i) Due to growth in cable and satellite TV channels, Indian children have shown a massive knowledge about brands and product information. Foreign Channels like CNN, Star TV and domestic channels such as Zee TV and Sun TV started satellite broadcasts starting from 41 sets in 1962 and one channel by 1985. Due to Penetration and Digitisation, TV in India at present covers more than 70 million homes giving a viewing population of more than 400 billion individual through more than 700 channels. Due to this massive media growth they have more knowledge about products than their parents, especially about electronic products like computers and TV.

ii) Parents today have dual income. Growing disposable income among parents has led to higher children spending. Average income has grown by 10.5% to ‘44,345 in 2009-10, as against’ 40,141 in 2008-09.

iii) The size of family has declined; average family size has declined to almost 4.3 from 5, which has led to availability of more money used for betterment of child. Moreover, nowadays, the nuclear families are on the rise whereas joint families are on the decline.

Table 1.6: Number of households across family types (urban)

<table>
<thead>
<tr>
<th>Sector</th>
<th>1990-00</th>
<th>2007-2008</th>
<th>2009-2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nuclear</td>
<td>35155526</td>
<td>38364613</td>
<td>40429014</td>
</tr>
<tr>
<td>Joint</td>
<td>4000029</td>
<td>2048223</td>
<td>1370773</td>
</tr>
<tr>
<td>Extended</td>
<td>12197465</td>
<td>16540995</td>
<td>19858062</td>
</tr>
<tr>
<td>Total</td>
<td>51353019</td>
<td>56953830</td>
<td>61657850</td>
</tr>
</tbody>
</table>

(Source: The Indicus Consumer Handbook, Laveesh Bhandari, Pearson Education)

iv) Due to increase in working women in India, parents do not have enough time to spend with their children especially in urban areas. Time-stressed parents substitute material goods for time spent with their children and are willing to buy whatever their children demand in order to overcome their sense of guilt.

Thus, all the above drivers are responsible for making children the most vulnerable audience for marketers. Advertising is the most influencing tool in the hands of marketers. Industry spending on advertising to children has exploded in the past decade in India, increasing from a mere $100 million in 1990 to more than $2.5 billion in 2005 and expected to grow to $8.45 by 2014. Marketers are using AIDAS
Model (A-Attention, I-Interest, D-Desire, A-Acquisition, and S-Satisfaction) to attract children. Advertising is working effectively in children’s mind as first it catches the attention of the children, then create interest in the product seen through the advertisement, then develop a desire to have that product, then children acquire the product by buying it or forcing their parents to buy it and then get satisfied after using the product. So, this research is efforts to find out how successful are the television advertisers are, to establish themselves in minds of children in the current media environment in Punjab. A further effort has been made to examine the extent of influence children make in family purchases in district, especially with regards to purchase of fast moving consumer goods. This Exploratory - Descriptive research is designed to examine the following objectives:

**1.15 OBJECTIVES OF THE STUDY**

1. To assess the extent of media exposure among children in rural and urban Punjab.
2. To measure the children’s attitude towards TV ads.
3. To evaluate the various promotional strategies adopted by the advertisers and their effectiveness on children.
4. To assess the ability of TV advertisement to attract and retain children as consumer.
5. To examine how children through exposure to television advertisements, influence the family’s purchase decision.
6. To study the parents’ perception of the influence of TV advertisements on children.

**1.16 CHAPTER SCHEME**

CHAPTER - I (1) Introduction
(2) The Significance of Study
(3) The Objectives of the study

CHAPTER – II Review of Literature

CHAPTER – III Research methodology

CHAPTER – IV Mass media exposure and children influence on family purchases

CHAPTER – V Effectiveness of promotional strategies and brand retention in young viewers.

CHAPTER–VI Perception towards TV ads: a measure of children and parents

CHAPTER – VII Summary and Conclusion
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