5.1 Conclusion

To conclude “this research work provides a better understanding of how television advertising target kids and affects young children which leads to ‘pester power’ leading to a change in the buying behavior of parents. The research has revealed that a positive correlation exists between time spent with television and its impact on the buying behavior of a child and its influence on family spending and determined the gap between parents expectation and satisfaction level on these variables with respect to TV advertisements.

Television and advertising together present a lethal combination and has become an integral part of modern society. It is the most convenient route to reach not only adult consumers but also the adolescents and children as well. Adolescents are manipulated by advertisement promise that the product will do something special for them which will transform their life. Advertising to children is considered as an important marketing tactic and television is the predominant media for advertising to children. It is found that the intents of advertising to persuade and to sell are not always so apparent. The execution and results of this research study confirm that it is a challenging task to research children”.

1. Findings show that “children represent an important demographic to marketers because they have their own purchasing power, they influence their parent’s buying decisions and they’re the adult consumers of the future”.

2. Marketers and researchers who wish to get ‘inside children's heads’ should note that “today's children are completely different from children of, say, ten years ago. According to Liebeck (1998), children are now more knowledgeable, they have increased access to information and a greater knowledge and understanding of today’s issues. They are truly the Internet generation, and get their news and information primarily from television”.

3. The main reason for kids ‘liking’ an advertisement is “the information it provided regarding the discount and the special gifts attached to the product. The non informative factors like celebrities, catchy slogans, visual effects, funny advertisements, good music and action were also the reasons for liking an advertisement, in order of priority”.

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4. “The smaller the child is, the more vulnerable he or she is to advertising. This fact is often exploited by advertisers as they know that children love TV programmes that include drawings, animated cartoons and other rapidly changing bright objects so they use these techniques in commercials”.

5. “With the increasing income, reduction in the number of children and shrinking size of the family” the Indian child is also becoming influencing consumer for today and powerful buyer for tomorrow.

6. It can be concluded that “children’s buying behavior is significantly influenced by their attitude towards the advertisement per se, but there are other potent factors like parental guidance and peer pressure, which are also responsible for framing their attitude towards advertisements as well as their buying behavior”.

7. It is observed that “the children enjoy greater discretion not only in making routine consumption decisions for the family but also in pester their parents to buy other products desired by them”.

8. Children are effectively fitting into the consumer role owing to “time pressures and income effects in dual career families. Moreover, exposure to mass media and discussions with parents ensure that children are not only aware of the new brands available, but also know how to evaluate them on various parameters”.

9. Children are ‘an enormously powerful medium for “relationship building”. They not only influence markets in terms of the parental decision-making to buy certain kinds of products, they are also future consumers.’

10. The study revealed that “adolescents in single-parent families had greater influence than their counterparts in step and intact families, probably due to differences in socialization with respect to family authority relations”.

11. Young children, in particular, have difficulty in distinguishing between “advertising and reality in ads, and ads can distort their view of the world. Additionally children are unable to evaluate advertising claims”.

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12. The number of commercials based on the “emotional address is increasing as compared to that of informative commercials; this might mean that more attentive children who react stronger to such addresses can be even more exposed to advertising information”.

13. It has been found that “children up to the age of 6 years are more influenced towards the advertisements of food items and toys as compared to the other advertisements regarding cars, electronics, etc”.

14. Today “children are active in all the five stages of adoption of durables as well as FMCGs. In the new urban Indian family, children are influencers/co-deciders at the time of purchase of personal products, consumables, financial products, vacations, educational products, and family automobiles while they were buyers of family toiletries and initiators or gatekeepers for purchases of household durables”.

15. It has also been found that “in some families, children are treated more as equals by parents, whereas, in others, children are viewed as subordinate to parent’s authority. These dimensions of family authority or parent-child authoritarianism are likely to be affected by family type, that is, single-parent, step-parent, or intact families. These two dimensions are expected to affect children’s influence in family and child-related purchase decisions”.

16. It has been found that “female children have stronger influence in family purchase decisions (Atkin, 1978; Lee and Collins, 1999; Moschis and Mitchell, 1986) and use influence strategies such as reasoning, asking, and persuading more frequently do boys” (Lacznaik and Palan, 2004).

17. Research has found that “children exert more influence in higher income and larger families (Foxman et al., 1989; Palan, 1998; Szybillo, Sosanie, and Tenenbein, 1977; Ward and Wackman, 1972). The influence of children increases with age (Atkin, 1978; Darley and Lim, 1986; Mehrrotra and Torges, 1977; Moschis and Mitchell, 1986) and the ability to comprehend the content of advertising messages also increases with age” (Lacznaik and Palan, 2004).
18. It was further found that “the parents who did discuss the commercials they saw on television with their children exerted less influence over children’s television viewing”.

19. Research revealed that “the child’s understanding of the world has increased considerably and other intervening factors like the influence of peer pressure and his understanding of social status makes the child view advertisements with suspicion”.

20. It has been found that “as the child grows up, parental influence is definitely there, but it takes a back seat to peer pressure, in defining the child’s response to the advertisements”.

21. Children’s buying behavior is significantly influenced by their “attitude towards the advertisement per se, but there are other potent factors like parental guidance and peer pressure, which are also responsible for framing their attitude towards advertisements as well as their buying behavior”.

22. The cognitive defense of children against television commercials varies because of many environmental factors. Hence “strong preference for the advertised products can differ among individuals in the same age group”.

23. Research shows that “music, song, celebrity endorser and slogans emerge as elements which create children likeability towards advertisements”.

24. Research found that “parents rejected the notion that ads negatively impact the behavior of their children; while they were agree in majority that ads enhance the knowledge of their children”.

25. Research revealed that for children in the age group nine to 11 “both credibility and the entertaining capability of the advertisement makes a significant impact on the brand endorsement by the brand icon; hence brand icons play a major role for the older children hinting at their evolved cognitive faculty”.

26. Advertising specifically to children is unethical because “parents are forced to buy products for them as they scarcely have any money of their own. Rather than advertising directly to parents, companies use a nag and whine campaign that leads to
bad feeling between parents and children”. For example, children pester parents to spend money on unnecessary toys, which they may play with only for a few hours.

27. Advertising which presents products to children as if they are necessary to them there by create “social divisions which creates an inferior feeling in children, whose parents cannot afford them, resulting in frustration and inadequacy, as well as leading families into debt”.

28. “Exploitative advertising brainwashes children into becoming eager consumers. Multinational companies deliberately encourage them to be materialistic, and as a result, they associate happiness with purchasing power and the possession of particular goods”.

29. Certainly advertisement have an important role in “customer’s purchasing behavior but satisfaction of products after purchasing, is an important factor that marketers and advertising agencies must consider. Also, there are some other variables which cause to customers attention to advertisement for example, interest for purchasing, desire for purchasing, action of purchasing and customer’s satisfactions”.

5.2 Suggestions

Most of the advertising on television is aimed at children “promoting not only toys and sweets but also products such as food, drink, music, films and clothing to young consumers from toddlers to teenagers. Increasingly, this practice is coming under criticism from parent’s organizations, politicians and pressure groups in many countries. Many western countries have currently imposed national restrictions, and these have also been proposed in most other European Union countries, USA and India”. Few of the suggestions are listed:-

- Advertisers should not consider children “below 13 years as one homogenous group while formulating their advertising strategy targeted for this age group. Rather, each age group will have to be dealt with separately”.

- As the child’s thought processes undergo “drastic changes at very short intervals of time (especially between six and eight years). So advertisers should develop different game plans for different age groups in order to ensure a positive attitude towards the advertisement itself”.

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• “The various elements of advertisements have to be meticulously chosen in order to have the appropriate combination of credibility and entertainment. The credibility aspect of the advertisements has to be really focused upon to make the advertisements look believable and realistic”.

• As the “entertaining capability of the advertisement is welcome by all age groups, so advertisements should definitely be a source of entertainment by incorporating elements like jingles, animation and humor. Communication is more receptive, if it is presented in an entertaining manner”.

• “Prohibition of advertising is not a good solution since commercials have already become part of children’s lives. Children are influenced by a number of sources of information: the Internet, television, magazines, school, friends, etc. Therefore, it is important to discuss advertising as much as possible and to teach children to be critical users of advertising”.

• Children as consumers must learn “how to take decisions, collect appropriate information, evaluate and compare goods, and apply different decision strategies. They have to learn to understand the aims and means of commercials as early as their level of development allows it”.

• “Ethic and socially positive advertising is necessary when commercials are targeted at a very important part of the society – children. Only such orientation promises a general trend of society perfection, growth and maturity”.

• Finally, as a generalization a famous advertising executive David Mackenzie Ogilvy quoted: “Never write an advertisement which you wouldn't want your own family to read. You wouldn't tell lies to your own wife. Don't tell them to mine. Do as you would be done by. If you tell lies about a product, you will be found out either by the Government, which will prosecute you, or by the consumer, who will punish you by not buying your product a second time”.

• Good products can be sold by “honest advertising. If you don't think the product is good, you have no business to be advertising it”.

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• Junk food advertising should be restricted “before the 9pm watershed to help tackle childhood obesity”.

However, a comprehensive approach is needed “that involves voluntary actions on the part of industry, regulation policies on the part of government and advocacy strategies to bring a stronger voice and more attention to our imperative to arrest childhood obesity. Marketing activities should not directly nor indirectly incite nor condone violent behavior, other dangerous or reckless behavior or make improper use of violent effects, fear or superstition. Marketing should not encourage to acts of violence, victimizing or the like; nor should it contain representations of murder, violence, abuse or other criminal actions. To conclude, it is not only in the hands of food companies or Government or the interested groups at large to create a healthy society but a more patronage and sustaining is required from the consumers themselves to make the world a better place to lead a quality life”.

So, advertisers aiming to educate children should weigh “the above-mentioned issues while designing their advertisements, in order to ensure effectiveness of their advertisements. Also, it may be of great help for the respondents to make their children study and understand the characteristics of the advertisements, their merits and demerits, before going for shopping”.

5.3 Managerial Implications

This study has implications “not only for the social agencies, which need to check the level of impressionable advertisements but also has implications for the parents themselves. While championing the cause of democracy Alfred Adler suggested that if a nation is to prosper, then each citizen needs to develop a democratic character within, and the inculcation of this democratic character and values are first imbibed from democratic (authoritative) parenting. He suggested that the parents need to be educated about the benefits of democratic parenting where in values get institutionalized within the child and the child requires no policing. Thus democratic families lead to democratic nations (Stein 2001). He warned against the detrimental impact of overindulgent parenting. The results of this study have social implications and point out at the alarming increase in overindulgence in the parenting style perpetrated by an era cloaked in a conspiracy of invasive marketing and aggressive advertising all over the globe”.
Solutions to the problems of obesity and health related issues in children's eating disorder need to be multi-faceted. The research finding suggested that regulation of television advertising has an important part to play. Thus, changing the rules around the advertising of high fat, salt, and sugar products as a single solution to counter the obesity in young children seems less likely to succeed. Addressing how the high fat, salt, sugar products are advertised on television need to be accompanied by similar actions in a number of other areas to effectively resolve children's obesity. Suitable examples include:

- Improve access to healthy foods of children in areas of multiple deprivation
- Improve healthy food provision in schools
- Promote physical exercise among young children
- Develop effective educational programmes to promote healthy eating in children
- Use appropriate and suitable media and advertising literacy
- Educate parents in the term of food pricing and its quality
- Label packaged food products to provide sufficient information on nutritional value
- Regulate different other forms of promotion

Clarke (2003) revealed in an article titled ‘The complex issue of food, advertising, and child health’ that “banning television advertising directed at young children is not the most effective way to counter children's obesity and other eating disorder behaviors. Therefore, the much more radical solutions to resolve the problems must be more strategic, and Clarke (2003) suggested that both government and private bodies need to contribute their efforts to be much more broad-based in response to this problem”.

There can be two opportunities that can be used to counter ‘health and obesity problem’. First “it is important to reduce unhealthy marketing by limiting the amount of promotion, products development, pricing strategies, and marketing advantageous distribution which is supporting unhealthy options, and all involved bodies can also put forward effort to increase healthy marketing. The second opportunity recommended is to focus on a necessary precondition for any impartial and targeted intervention would be a more practical and actionable definition of
what classifies a high fat, salt, and sugar and unhealthy products, and this equally will represent healthy food consumption in the society”.

5.4 Limitations & Future Research

There are few limitations of this research regarding sample selection because the entire sample is taken from only 3 cities of Rajasthan i.e. Jaipur, Ajmer and Alwar; so it may not be the true representative of population. “Life style, economic condition and per capita income of that area might have some influence on the community in sample. Another major limitation is that this research surveyed exclusively parent’s perception about TV advertisements, so other types of media as well as advertisements has not been included. Third major limitation to this research is that it covers parents of children in the age group of 6-12 years only. Lastly, as far as the sampling method is concerned, the data gathering instrument was questionnaire to assess parent’s perception about TV advertisements targeting kids, so limitation relate to the different types of errors inherent in surveys, such as the non-response error and the willingness of respondents to respond, whereas observation techniques probably provide more accurate data”.

For a more comprehensive understanding of how children develop their consumption activities, marketing research should focus on “the language children practice in their everyday life. The consumption activities in which children are involved constitute a ‘permanent re-creation’, an on-going invention through which children renew cultural assets. Children adapt products, toys, and the like to particular circumstances, re-combining them according to the perceived objective, and inventing meanings that remain temporary (depending on technological and media advances, in particular through websites dedicated to information and commerce). Thus, from a methodological standpoint, this inventive dimension of child consumption practices should encourage us not to consider children as mere respondents, but as a co-researchers who actively participate in the interpretation of their own experiences as apprentice consumers” (Woodhead and Faulkner, 2003 ; Greene and Hogan, 2005).

A second line of investigation could tackle “the issue of risks linked to consumption and determine to what extent a child’s desires shape his or her daily activities. As a consequence, another key research perspective could be aimed at understanding the modes of informal education – within retail stores, at home, among siblings or in peer groups – that contribute to
shaping children’s knowledge about consumption practices in relation to specific cultural contexts. It should lead us to reflect on the status of children in the consumer society and the methods available for education aimed at increasing the degree of vigilance and reflexivity of young consumers. Furthermore, this line of study could specify the consumption situations in which children may be considered as vulnerable consumers in need of protection. Conversely, a complementary research perspective could question the social construction of specific areas where children are conceived as actually empowered consumers, as even more competent or expert than adults in the marketplace”.

A third line of improvement includes “an analysis of the historical, institutional and cultural aspects of the joint-problem solving activities that are observed in consumption practices. Socio-cultural approaches pay special attention to how both participants and institutions determine the goals, means, situation, and definition of consumption activities. A reflection on the evolution of the institutional elements that enable and justify the child’s position right at the heart of commercial situations is essential. The ‘empowerment’ of children as consumers in their own right provides contemporary young consumers with the institutional, cultural, and ideological resources to legitimate their active participation in the marketplace” (Cross, 2002; Cook, 2004).

Though this research has also tried to probe the responses of parent’s outlook towards the television advertisements targeting kids. The research covered children across different age groups (6 to 12), in order to understand the child’s cognitive ability. Hence further research could be done “by considering adolescents or studying each individual age and considering one variable at a time as well as the impact of each behavioral variable on others could be undertaken in future studies”.

Future researcher can also test these findings “in different cultural context to support our findings or if any different results found. This research has been carried out among parents in 3 cities of Rajasthan (Jaipur, Ajmer & Alwar), so similar studies can be carried among parent’s residing in metros or small towns and other cities of India”.

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<tr>
<th>Objectives</th>
<th>Results</th>
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<tr>
<td>1. To examine the parent’s perception towards the TV ads targeting kids.</td>
<td>Results indicate that 70% of the population perceives that TV ads provide their kids with entertainment as well as makes them more knowledgeable about the available products in the market thereby sitting at home.</td>
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<td>2. To study the role of “pester power” on the buying behavior of parents thereby leading to parent-child conflict.</td>
<td>2. Results indicates that 95% of the population perceives that “pester power” is playing an important role in parents life as their denial for any product being advertised on TV to their children leads to a conflict.</td>
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<td>3. To identify and examine the category of products where kids are mostly influenced by the advertisements showing kids/cartoons as compared to the non-cartoon/other ads thereby influencing parents buying behavior.</td>
<td>3. Results show that more than 50% of the parents believe that age-group of the children influences them towards the category of products being advertised as well as their attraction towards the cartoon vs non-cartoon advertisements. However, smaller the age group; more attracted they are towards the cartoon advertisements and vice-versa.</td>
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<td>4. To evaluate the parent’s perception towards child understanding of TV ads and do these ads provide them good information thereby making them a good buyer.</td>
<td>4. Results indicate that more than 95% in the population believe that TV ads make their kids a good buyer along with providing them with information and knowledge.</td>
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<td>5. To study the role of “peer influence” in the child behavior by watching the TV ads targeting kids.</td>
<td>5. From the results, it’s been observed that more than 90% in the population perceive that today the kids behavior are to a huge extent affected by their peers, leading to the ‘pester power’.</td>
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<tr>
<td>6. To analyze the category of products as well as their satisfaction level whenever they</td>
<td>6. From the results, we can analyze that whenever the parents involved the kids in</td>
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involved their children while making a buying decision. | their buying decision, 95% in the population were satisfied as parents believe that today the kids are more exposed to TV ads due to which they are aware of all the products as well as the brands.

7. To understand the parent’s as well as the child behavior towards the TV ads advertising the products with gift offers or discounts. | 7. Results indicate that more than 90% in the population believe that children are very much attracted towards those products that offer gifts or come with premiums, etc.

8. To study the role of TV ads and how it affects the child's eating habit. | 8. From the results, it’s been observed that 90% in the population believe that TV ads affects their child eating habits leading to obesity and other health problems because these ads present the products in a very attractive way.

9. To what extent the parent’s consider their children’s choice while purchasing products for them. | 9. Results indicate that 95% of the population considers their children’s choice while buying products for them as otherwise it leads to “pester power”.

10. Do parent’s are affected by the good TV ads with bad quality products which in turn lose their trust in the TV ads. | 10. From the results, it’s been observed that 90% in the population believe that the good TV ads that highlight the bad quality products in turn lose the parents trust in them.

11. To study significant difference, if any, among three age groups of children (6-8, 8-10 & 10-12) on the parent’s buying behavior. | 11. Results indicate that there is a significant positive relationship between the child’s age and its influence on parent’s buying behavior. In other words, child’s age has a significant influence on its perception about advertisement intent to persuade children to buy products.
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<tr>
<th>Question</th>
<th>Answer</th>
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<tr>
<td>12. Does the parent’s perception towards the TV ads targeting kids differ on the basis of their education level?</td>
<td>12. From the results it’s been observed that there is a significant positive relationship between parent’s education level and their perception towards the TV ads targeting kids i.e. higher the parent’s education level, positive is their perception towards TV ads targeting kids.</td>
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<td>13. Does the parent’s gender affect their perception towards the TV ads targeting kids?</td>
<td>13. Results show that the role of gender is independent to their perception towards the TV ads targeting kids.</td>
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