Executive Summary

Children constitute an important target market segment and merit attention from a marketing perspective. The marketing to children is of concern because of their inherent vulnerability to commercial persuasion. Although, most children are, on an average, fairly perceptive and intelligent, the fact is that they are considerably less informed - as compared to adults – and, thereby, are a largely vulnerable audience for television advertising. Advertising is as ubiquitous as the air we breathe. Children spend much of their free time in watching television seemingly enamored of the screen. Advertisers on children’s television channels used to appeal to the parents, but now they directly appeal to children who do not have the emotional or cognitive tools to evaluate what is being sold to them.

The researcher selected the theme, “Television Advertisements targeting children: Role & Impact of children in influencing the buying behavior of parents” because she discovered in her pre-research studies, that the TV advertisements are targeting kids for most of the product categories which is very critical, especially when the product category is not even directly related to them which in turn affects the parents buying behavior. Other constituent of the construct is brand awareness as well as brand recognition which is one of the most burning topics in recent times. Moreover, this element categorically underlines the marketing specialization for the doctoral program. Selection of specific source of media i.e. TV is justified as this naturally touches the researcher’s heart and mind in regard to the children’s (target audience) exposure towards the TV advertisements wherein marketers try to plant the seeds of brand recognition in the minds of young children with the hope that these seeds would grow into long-lasting relationships.

Rajasthan (Jaipur, Ajmer & Alwar) remained obvious option as she has been living here from last so many years. Both researcher and the guide found that not much research has been done on TV advertisements targeting children and its influence on the buying pattern of parents particularly in RAJASTHAN barring a doctoral research work and few articles.

In the background of the contemporary developments, the problem statement reflects empirical investigation of the attitude of parent’s towards the TV ads targeting children. In addition, the researcher attempted to find out what role these TV ads plays in children’s mind with regard to brand recognition of different products. Objectives are on key
measures, such as attitude of children as well as parent’s, to identify the category of products which influence them the most, to evaluate the impact of TV ads on children, role of children in parent’s decision making and how important the kid segment is to the marketers. The researcher has used descriptive and exploratory research design. Sampling method was non-probability, convenience, and judgment based. Population comprised RAJASTHAN residents who are from three cities i.e. Jaipur, Ajmer and Alwar. 750 people rationally constituted the sample size comprising parents of children in the age-group (6-8, 8-10, 10-12) aggregating final sample size as 656, after rejecting invalid responses. Respondents were characterized on the basis of different educational background, such as under-graduate, graduate, post-graduate and holding a doctoral degree.

The researcher found that higher the age of the children, more likely the parents involve them in their buying decision. Most of the respondents were holding a graduate or a post-graduate degree. The scores of parents regarding their gender, profession and nationality did not show significant variations while the same varies regarding the age-group of their children and the educational qualification variables. The respondents’ attitude about TV advertisements targeting kids did not vary significantly among most of the demographic variables, except among age-group of their child option which showed significant variation. The mean scores of parent’s attitude towards TV ads targeting kids did not vary significantly among different age groups, gender, profession and nationalities, but varied among parents belonging to different educational backgrounds. The mean scores of parent’s perception towards product categories which mostly influence the kids did not vary significantly among different age groups, educational background, profession and nationalities, but varied significantly among parent’s having children of different age-groups. The mean scores of parents involving children in their buying decisions did not vary significantly among different age groups, gender, profession and nationalities, but varied significantly among parents belonging to different educational backgrounds and parent’s having children of different age-groups. Overall findings clearly indicated that the role of TV advertisements targeting children has been positive and that the respondent’s attitude on the defined variable clearly indicated that today parent’s like to involve their children while making their buying decisions as children are much exposed to TV and very well aware of the different brands across various product
categories as well as young children are increasingly the target of advertising and marketing because of the amount of money they spend themselves, the influence they have on their parents spending (the nag factor or the pester power) and because of the money they will spend when they grow up.
The research work spans over five chapters:

**Chapter 1: Introduction** opens with how children are an important study group for advertisers and marketers. The significance also highlights the value of the study for the future researchers, and different parties like ASCI, industry practitioners, students, academics, consultants, analysts, and the libraries. Thereafter, it includes research objectives, hypotheses, sampling methods, data collection, data analysis and overall research.

**Chapter 2: Review of literature** concentrates on giving an elaborate view about general and relevant concepts of the advertisement industry, child advertisement in India, advertisement and children, children's perception of TV advertisement messages, report by WHO on television commercials targeting kids etc.

**Chapter 3: Research methodology** details about research methodology substantiating the research design, sampling methods, sample size, respondent’s demographic characteristics, statistical analysis their geographic extents, instrument, and its validation.

**Chapter 4: Data analysis and interpretations** presents detailed empirical analysis of the role of TV advertisements in influencing child behavior thereby affecting parents buying decision. Suitable statistical tools using SPSS have been used to test the hypotheses. Z-test, ANOVA, Chi-square test were used to analyze the data.

**Chapter 5: Summary and conclusion** includes findings, discussions, and recommendations based on previous chapters, supported by suggestions for improvements, managerial implications and at last limitations and future research that justify the research experience and judgment of the researcher during the tenure of doctoral work.

Besides these five chapters mentioned above, the research work also includes references at the end of the research study. A questionnaire is also attached in the section of appendix.