

Appendices

Appendix I

A research is being conducted to study the impact of Television Advertisements targeting Children and how that influences the buying behavior of parents with focus on specific product categories like (Soaps, Hair Oil, Cooking Oil, Shampoo, Creams, Biscuits, Toothpastes and Chocolates). The researcher wanted to find out how advertisements targeted to children can influence the buying behavior of parents. You are requested to spare 10 minutes to respond to all the questions. Your response would be kept confidential and used only for academic purpose.

For further clarification, please contact:

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A STUDY ON TELEVISION ADVERTISEMENTS TARGETING CHILDREN: ROLE & IMPACT OF CHILDREN IN INFLUENCING THE BUYING BEHAVIOUR OF PARENTS WITH FOCUS ON SPECIFIC PRODUCT CATEGORIES

Part I - Personal Details of the Respondent

Education : High School Graduate Post Graduate

Occupation : Service Business Professional

Age : <30 years 30 - 35 years 35 - 40 years > 40 years

Gender : M F

Income (p.a) : Upto 1 lac 1-5 lacs 5-10 lacs 10-15 lacs >15 lacs

	when they are getting interested)					
8	Kids find TV ads annoying (they feel TV ads are poor in taste)					
9	Kids find TV ads credible (they find TV advertisements believable)					
10	Kids find TV ads trustworthy (they feel TV advertisements never lie to them)					
11	Kids find TV ads honest					
12	Kids pay more attention to TV advertisements					
13	Kids feel good while viewing advertisements					
14	Kids like to have products advertised on TV					
15	Kids are influenced more by their friends to buy the TV advertised product than TV advertising					
16	Kids are pressurised by their friends to buy the TV advertised product					
17	Kids buy TV advertised product because their friend has bought the same product.					
18	Overall, children consider TV ads a good thing					
19	Overall, children dislike TV ads					

20	Overall, I feel kids opinion about TV ads is favourable					
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Part 3 - Please indicate your opinion on the below questions related to how your child/any other factors influence your Buying behaviour towards Television advertised products (Soaps, Hair Oil, Cooking Oil, Shampoo, Creams, Biscuits, Toothpastes and Chocolates) by putting a tick mark in appropriate box against each question.

21	After watching TV ads, my child directly asks for the advertised product	SD	D	N	A	SA
22	After watching TV ads, my child bargains with me to get the advertised product					
23	After watching TV ads, my child persuades me to buy the advertised product					
24	My child cries to get the TV advertised product					
25	Overall, I choose a product because of Television advertised product.					
26	Overall, I feel influenced to purchase Television advertised product.					
27	Overall, I feel children have influence in my buying decision, as they plead for the advertised product.					

Thank you very much for completing this survey.

Appendix II

Factor Analysis for Pilot study using Principal Component Analysis

Rotated Component Matrix^a

	Component			
	1	2	3	4
Inf_i1	.068	.125	.843	.182
Inf_i2	.434	.140	.686	-.015
Inf_i3	.211	-.064	.719	.003
Ent_i1	.693	.001	.408	.114
Ent_i2	.830	.072	.143	.225
Ent_i3	.880	.033	.183	.041
Cred_i1	.357	-.039	-.058	.661
Cred_i2	.131	.051	.183	.838
Cred_i3	-.054	.152	.047	.822
Lik_i1	.081	.761	.060	.055
Lik_i2	.019	.886	.081	.030
Lik_i3	-.004	.779	-.010	.075

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Appendix III

(a) Standardized Residual Covariances (Default model)

Correlations

		Inf	Ent	Cred	Lik
Inf	Pearson Correlation	1	.530**	.205**	.153**
	Sig. (2-tailed)		.000	.000	.002
	N	400	400	400	400
Ent	Pearson Correlation	.530**	1	.312**	.096
	Sig. (2-tailed)	.000		.000	.054
	N	400	400	400	400
Cred	Pearson Correlation	.205**	.312**	1	.150**
	Sig. (2-tailed)	.000	.000		.003
	N	400	400	400	400
Lik	Pearson Correlation	.153**	.096	.150**	1
	Sig. (2-tailed)	.002	.054	.003	
	N	400	400	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

KMO test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.767
Bartlett's Test of Sphericity	Approx. Chi-Square	1586.110
	df	66
	Sig.	.000

Appendix IV

(a) Modification Indices (Default model, First order)

Covariances: (Group number 1 - Default model)

	M.I.	Par Change
e9 <--> Ent_1	13.754	.111
e7 <--> Lik_1	7.150	.066
e6 <--> Cred_1	15.380	.084
e6 <--> Ent_1	11.389	-.085
e6 <--> e9	6.273	-.064
e6 <--> e8	13.185	.079
e5 <--> Cred_1	7.240	-.048
e4 <--> Lik_1	6.630	-.049
e4 <--> e11	5.713	-.050
e3 <--> Inf_1	14.903	.047
e3 <--> Ent_1	5.249	-.060
e3 <--> e5	8.118	.056
e2 <--> Cred_1	11.082	.072
e2 <--> Inf_1	8.445	-.034
e2 <--> e7	4.807	.060
e1 <--> Cred_1	10.877	-.075
e1 <--> e9	<u>5.421</u>	.064
e1 <--> e8	7.768	-.065
e1 <--> e6	5.991	-.057

Appendix IV

(b) Variances: (Default model, First Order)

	Estimate	S.E.	C.R.	P	Label
Ent_1	.752	.080	9.339	***	par_16
Inf_1	.142	.028	5.043	***	par_17
Cred_1	.376	.065	5.773	***	par_18
Lik_1	.343	.060	5.751	***	par_19
e1	.342	.041	8.420	***	par_20
e2	.317	.036	8.800	***	par_21
e3	.432	.038	11.357	***	par_22
e4	.367	.029	12.651	***	par_23
e5	.165	.030	5.483	***	par_24
e6	.392	.035	11.255	***	par_25
e7	.594	.055	10.722	***	par_26
e8	.180	.054	3.340	***	par_27
e9	.553	.046	12.126	***	par_28
e10	.597	.052	11.479	***	par_29
e11	.089	.066	1.340	.180	par_30
e12	.578	.050	11.594	***	par_31

Appendix V

(a) Modification Indices (Default model, Full Structural Model)

Covariances: (Default model, Full Structural Model)

	M.I.	Par Change
e26 <--> Ent_1	4.098	-.048
e30 <--> Cred_1	10.445	-.059
e29 <--> e26	8.429	-.062
e29 <--> e30	11.309	.063
e23 <--> Ent_1	6.110	.070
e23 <--> e28	4.250	-.038
e19 <--> e24	13.815	.102
e18 <--> e28	4.311	-.038
e17 <--> e27	4.234	.062
e17 <--> e19	5.174	.072
e16 <--> e29	7.675	-.054
e12 <--> e31	4.967	.060
e12 <--> e30	7.915	.059
e12 <--> e29	7.960	.077
e12 <--> e17	6.818	-.088
e10 <--> e26	10.389	.079
e10 <--> e28	5.557	-.047
e10 <--> e16	4.486	.048
e9 <--> Ent_1	11.361	.099
e9 <--> e26	11.037	-.079
e9 <--> e28	18.526	.083
e9 <--> e18	4.550	-.061
e7 <--> Lik_1	6.873	.069

	M.I.	Par Change
e7 <--> Ent_1	4.126	-.063
e7 <--> e26	18.551	.109
e7 <--> e30	10.028	-.069
e7 <--> e16	11.987	.080
e6 <--> Cred_1	12.939	.082
e6 <--> Ent_1	8.213	-.073
e6 <--> e30	12.674	-.064
e6 <--> e9	5.022	-.058
e6 <--> e8	16.062	.089
e5 <--> Cred_1	5.313	-.043
e5 <--> e31	5.052	.042
e5 <--> e30	6.709	.038
e5 <--> e17	5.781	-.057
e5 <--> e7	4.248	-.046
e4 <--> Lik_1	5.928	-.049
e4 <--> e22	7.683	.076
e4 <--> e16	4.877	-.039
e4 <--> e6	5.524	.050
e3 <--> Inf_1	22.775	.058
e3 <--> Ent_1	9.054	-.079
e3 <--> e6	7.937	.067
e2 <--> Cred_1	10.215	.073
e2 <--> Inf_1	9.625	-.036
e2 <--> e30	4.863	.040
e2 <--> e19	4.498	.052
e1 <--> Cred_1	12.288	-.085
e1 <--> e26	5.252	-.051
e1 <--> e19	7.272	-.070

	M.I.	Par Change
e1 <--> e9	6.070	.068
e1 <--> e8	6.929	-.062
e1 <--> e7	4.033	-.058
e1 <--> e6	12.340	-.084
e1 <--> e2	4.971	.049

(b) Variances: (Default model, Full Structural Model)

	Estimate	S.E.	C.R.	P	Label
Ent_1	.743	.080	9.273	***	par_29
Inf_1	.139	.028	5.028	***	par_30
Cred_1	.407	.066	6.178	***	par_31
Lik_1	.368	.060	6.101	***	par_32
e31	.388	.041	9.461	***	par_33
e26	.150	.049	3.074	.002	par_34
e27	.195	.046	4.196	***	par_35
e1	.352	.041	8.652	***	par_36
e2	.324	.036	9.013	***	par_37
e3	.424	.037	11.307	***	par_38
e4	.370	.029	12.799	***	par_39
e5	.155	.029	5.304	***	par_40
e6	.391	.035	11.311	***	par_41
e7	.563	.053	10.642	***	par_42
e8	.231	.045	5.160	***	par_43
e9	.536	.044	12.057	***	par_44
e10	.572	.050	11.478	***	par_45
e11	.152	.054	2.828	.005	par_46

	Estimate	S.E.	C.R.	P	Label
e12	.550	.048	11.504	***	par_47
e16	.077	.038	1.996	.046	par_48
e17	.806	.058	13.888	***	par_49
e18	.593	.042	13.958	***	par_50
e19	.532	.038	13.924	***	par_51
e22	.601	.061	9.798	***	par_52
e23	.475	.043	11.110	***	par_53
e24	.508	.042	12.205	***	par_54
e28	.166	.022	7.609	***	par_55
e29	.473	.035	13.538	***	par_56
e30	.263	.021	12.793	***	par_57