

## Executive Summary

Advertisement is one of the effective tools of integrated marketing communication to emotionally motivate consumers to buy the products. Advertisements featuring products like snacks, toys, confectionaries, cookies and fast food are specifically targeted at children, in order to motivate them to try new brands and buy more. However, marketers all over the world are still struggling to find ways and means to evaluate the impact of children's attitude towards TV advertisements and whether this attitude impacts the buying behavior of parents.

The researcher selected the theme, "Television Advertisements targeting Children: Role and Impact of Television Advertisements in Influencing the buying behavior of parents with focus on specific product categories" because the researcher wanted to find out how advertisements targeted to children can influence the buying behavior of parents. Here the question arises to what extent the parents are getting affected. They found after reviewing approximately sixty research papers, that although some research has been carried out internationally, but some empirical study still needs to be done in Indian context. The literature review pointed that indepth studies on this topic have not been carried out in India so far. Keeping this in mind, a study was carried out in India by the researcher on a sample size of 400 parents. The study has been conducted in Delhi/NCR region of India.

In this background, problem statement reflects empirical investigation of the attitude of children towards Television advertising. In addition, the researcher attempted to find out whether this attitude of children towards Television advertising creates pester power

amongst children, and further how this pester power of children influences the buying behavior of their parents. The scope includes key measures, such as to study and identify the constructs which influence the attitude of children towards TV advertisements, classifying the constructs and build a model based on them, validating the model and to identify the influence of pester power on in factors that influence the buying behaviour of parents. Hypotheses have been framed for the major measures of the objectives.

One of the special finding of the study is that it answers a set of interrelated questions as proposed by the researcher for which Confirmatory Factor Analysis and Structural Equational Modelling has been used as a procedure to understand the inter-relationships. The research findings provide important insights for companies to rethink about their advertisements, showing Children or not, as Children are playing a very important role in the buying behaviour of parents. The findings would also help the advertising agencies to analyze the effect of Children in advertisements on the basis of product category. Finally, the researcher could identify the effects of advertisements targeting Children of different age-groups.

### **Research publications**

<i>1. Gulla, A and Purohit, H. (2013), "Tween-ager's Attitude towards TV Advertisements: An Indian Perspective" Prabhandgyan -International Journal of Management, (ISSN 2319-6351)</i>
<i>2. Gulla, A and Purohit, H. (2013), "Children's attitude towards Television advertisements and influence on the buying behavior of parents" International Journal of Marketing Financial Services and Management Research (ISSN Online: 2277-3622), vol. 2, No.6, June (2013)</i>
<i>3. Gulla, A and Purohit, H. (2013), "Measuring Antecedents of Children's attitude towards Television Advertising" Envision – International journal of commerce and management (ISSN: 0973-5976), vol. 7</i>

*2 more research papers under process.*