

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

## Table of Contents

Introduction.....	13
1.1 Introduction to the Problem .....	13
1.2 Background of the Study.....	14
1.3 Statement of the Problem .....	15
1.4 Purpose of the Study .....	16
1.5 Rationale for Study .....	16
1.6 Research Questions .....	17
1.7 Outline of Study .....	17
1.8 Nature of the Study .....	18
1.9 Organization of thesis .....	19
1.10 Concluding remarks .....	20
Literature review .....	22
2.1 Introduction.....	22
2.2 Advertising to children.....	23
2.3 Why Do We Advertise to Children?.....	24
2.4 Why Children Market is Important for Marketers?.....	25
2.5 Only Good Things Happen When You Advertise to Kids.....	25
2.6 Tween's Characteristics:.....	26
2.7 Tween market in India .....	27
2.8 TV Viewing by children.....	28
2.9 Television Advertisement and Children.....	29
2.10 Attitude towards Advertising .....	30
2.11 Attitude of children towards Advertisements.....	34
2.12 Definition of Advertising .....	35

2.13 Dimensions of beliefs about Advertising as an Instrument.....	43
2.14 Elements creating attitude towards an advertisement and their importance .....	45
2.14.1 Likability .....	45
2.14.2 Annoying .....	45
2.14.3 Believability.....	46
2.14.4 Persuasiveness .....	46
2.14.5 Peer Influence .....	46
2.15 Invasive Marketing and Children.....	47
2.16 Family Communication and Children’s role in Family decision making .....	49
2.17 Influence of Children by Product Category .....	52
2.18 Children’s Influence on buying decision of parents.....	54
2.19.1 <i>Informativeness as a measure of Children's attitude towards Television advertisements.</i> .....	58
2.19.3 <i>Credibility as a measure of Children's attitude towards Television advertisements.</i> .....	60
2.19.4 <i>Likability as a measure of Children's attitude towards Television advertisements.</i> .....	61
2.20 Concluding Remarks .....	64
Research Plan.....	66
3.1 Introduction.....	66
3.2 Problem Statement .....	67
3.3 Research Objectives .....	67
3.4 Research Issues .....	67
3.6 Research Model.....	69
3.6.1 Research Questions.....	70
3.6.2 Conceptual framework.....	70
3.7 Overview of Research methodology .....	75
3.7.1 Discussion on demographic characteristics of the sample .....	75
3.7.2 Research Design .....	79
3.7.3 Sampling.....	79
3.7.4 Defining the target population and sample frame .....	80
3.8 Questionnaire development.....	82
3.8.1 Qualitative interview.....	83
3.8.2 Summary of Interview.....	84

3.8.3 Pre-testing questionnaire .....	85
3.8.4 Pilot test .....	86
3.9 Data collection .....	90
3.9.1 Data Collection Methods .....	90
3.10 Data analysis .....	91
3.10.1 Confirmatory factor analysis and structural equation modeling.....	91
3.10.2 Confirming the Measurement Model (CFA).....	91
3.10.3 Reliability analysis .....	94
3.10.4 Validity analyses.....	94
3.11 Concluding Remarks .....	96
Data Analysis: Study of Children's attitude towards TV advertising and how it impacts the buying behaviour of parents.....	98
4.1 Introduction to Attitude of children towards Advertisements.....	98
4.2 Buying decision of parents getting influenced by children.....	99
4.3 Descriptive Analysis .....	100
4.3.1 Entertainment .....	101
4.3.2 Information .....	103
4.3.3 Credibility .....	106
4.3.4 Likability .....	108
4.4 Validity.....	110
4.4.1 Sample Size.....	111
4.4.2 <i>Identifying the critical constructs which influence the attitude of children towards TV advertisements</i> .....	112
Convergent Validity.....	112
4.5 Scale Reliability testing.....	116
4.6 Scale Refinement .....	118
4.6.1 <i>Identifying the relation among the constructs using Confirmatory factor analysis</i> .....	119
4.7 Model Reliability and Validity.....	126
4.7.1 Construct validity .....	126
4.7.2 Discriminant Validity .....	133
4.7.3 Nomological Validity .....	133
4.8 Model Specification and Hypothesis testing.....	136

4.8.1 Path Model (Full Structural Model) .....	136
4.8.2 Model Fit .....	138
4.8.3 Hypotheses testing using structural equation model .....	140
4.9 Conclusion .....	143
5.1 Discussion .....	146
5.1.1 Discussions on H1: Informativeness (Inf) through a TV advertisement has an effect on Children's attitude towards TV advertisements.....	147
5.1.2 Discussions on H2: Entertainment (Ent) through a TV advertisement has an effect on Children's attitude towards TV advertisements.....	148
5.1.3 Discussions on H3: Credibility (Cred) of a TV advertisement has an effect on Children's attitude towards TV advertisements.....	149
Derbaix and Pecheux (2003) “developed a new scale to assess children's attitude towards television advertisements”. Credibility and entertainment aspect was developed two major factors to measure attitude. Credibility was further reinforced by Ashill and Yavas (2005) who also developed believability as a predictor to attitude towards children.....	149
5.1.4 Discussions on H4: Likability (Lik) of a TV advertisement has an effect on Children's attitude towards TV advertisements.....	150
5.1.5 Discussions on H5: Children's attitude (Catt) towards Television advertisements is related to the Pester Power of Children.....	151
5.1.6 Discussions on H6: Overall Buying behaviour of Parents (BBP) will be influenced by Pester power of child. ....	152
Synthesis of Children’s attitude towards TV advertisements and pester power and overall buying behaviour of parents.....	153
5.2 Recommendation.....	153
5.3 Concluding Remarks.....	154
6.1 Summary of Research .....	156
6.1.1 Summary of instrument validity and reliability.....	157
6.2 Revisiting research questions .....	158
6.3 Revisiting research objectives.....	159
6.4 Learning from the research work .....	161
6.5. Implications of Study .....	164
6.5.1 Management Implications .....	165
6.5.2 Research Implications .....	168
6.5.3 Practical Implications .....	169

6.6 Limitations .....	170
6.7 Future Scope of Research.....	171
6.8 Concluding Remarks.....	173
Bibliography.....	174
Appendix I.....	209
Appendix II .....	213
Appendix III.....	214
Appendix IV.....	209
Appendix V.....	211