Chapter no. | TITLE | Page no.
---|---|---
1. | INTRODUCTION TO TELEVISION AND ADVERTISING | 1-6
1.1 | Introduction to Television and Advertising | 1
1.2 | Children and Food advertising | 2
1.3 | Children and consumption of Advertised products | 4
1.4 | Parents attitude towards TV and food advertising | 5
2 | LITERATURE REVIEW AND RESEARCH METHODOLOGY | 7-26
2.1 | Introduction | 7
2.2 | Television viewing and advertising | 8
2.3 | Food advertising to children | 10
2.4 | Consumption of advertised products | 13
2.5 | Parental attitude towards advertising and fast food consumption | 15
2.6 | Research gap | 17
2.7 | Significance of the study | 17
2.8 | Objectives of the study | 18
2.9 | Hypothesis | 19
<table>
<thead>
<tr>
<th></th>
<th>Section Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.10</td>
<td>Research methodology</td>
<td></td>
</tr>
<tr>
<td>2.11</td>
<td>Scheme of Chapterisation</td>
<td></td>
</tr>
<tr>
<td>2.12</td>
<td>Limitations of the study</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>TV VIEWING HABITS OF CHILDREN</td>
<td>27-54</td>
</tr>
<tr>
<td>3.1</td>
<td>Introduction</td>
<td>27</td>
</tr>
<tr>
<td>3.2</td>
<td>Hypothesis and Methodology</td>
<td>27</td>
</tr>
<tr>
<td>3.3</td>
<td>Demographic profile of the study</td>
<td>28</td>
</tr>
<tr>
<td>3.4</td>
<td>Analysis on T.V viewing habits of children</td>
<td>30</td>
</tr>
<tr>
<td>3.5</td>
<td>Discussion and Conclusion</td>
<td>50</td>
</tr>
<tr>
<td>4.</td>
<td>INFLUENCE OF TV ADVERTISING ON FOOD AND BEVERAGE PREFERENCES OF CHILDREN</td>
<td>55-115</td>
</tr>
<tr>
<td>4.1</td>
<td>Introduction</td>
<td>55</td>
</tr>
<tr>
<td>4.2</td>
<td>Methodology and Hypothesis</td>
<td>55</td>
</tr>
<tr>
<td>4.3</td>
<td>Analysis</td>
<td>56</td>
</tr>
<tr>
<td>4.4</td>
<td>Discussion and Conclusion</td>
<td>112</td>
</tr>
<tr>
<td>5.</td>
<td>FACTORS INFLUENCING CONSUMPTION OF ADVERTISED PRODUCTS</td>
<td>116-140</td>
</tr>
<tr>
<td>5.1</td>
<td>Introduction</td>
<td>116</td>
</tr>
<tr>
<td>5.2</td>
<td>Methodology and Hypothesis</td>
<td>117</td>
</tr>
<tr>
<td>5.3</td>
<td>Analysis</td>
<td>118</td>
</tr>
<tr>
<td>5.4</td>
<td>Discussion and Conclusion</td>
<td>137</td>
</tr>
<tr>
<td>Chapter no.</td>
<td>TITLE</td>
<td>Page no.</td>
</tr>
<tr>
<td>------------</td>
<td>-----------------------------------------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>6.</td>
<td>PARENTS ATTITUDE TOWARDS ADVERTISING, TV VIEWING AND CONSUMPTION OF ADVERTISED PRODUCTS</td>
<td>141-198</td>
</tr>
<tr>
<td></td>
<td>6.1 Introduction</td>
<td>141</td>
</tr>
<tr>
<td></td>
<td>6.2 Methodology and Hypothesis</td>
<td>141</td>
</tr>
<tr>
<td></td>
<td>6.3 Analysis</td>
<td>142</td>
</tr>
<tr>
<td></td>
<td>6.4 Discussion and Conclusion</td>
<td>193</td>
</tr>
<tr>
<td>7.</td>
<td>FINDINGS, CONCLUSIONS AND SUGGESTIONS</td>
<td>199-208</td>
</tr>
<tr>
<td></td>
<td>7.1 Introduction</td>
<td>199</td>
</tr>
<tr>
<td></td>
<td>7.2 Findings &amp; Conclusions</td>
<td>199</td>
</tr>
<tr>
<td></td>
<td>7.3 Suggestions</td>
<td>206</td>
</tr>
<tr>
<td></td>
<td>7.4 Scope for further Research</td>
<td>208</td>
</tr>
<tr>
<td></td>
<td>REFERENCES</td>
<td>209</td>
</tr>
<tr>
<td></td>
<td>ANNEXURE – I Questionnaire</td>
<td>219</td>
</tr>
</tbody>
</table>