Chapter 2

REVIEW OF LITERATURE

This chapter seeks to review the existing available research studies in the area of the effects of television advertising on children. It also describes the extent to which the present study may be helpful in filling the existing gap. The literature review excludes the studies conducted by economists and psychologists, pertaining to economic concepts (for example money, value, savings and resource scarcity). Consumer studies pertaining to children, but not directly concerned with the realm of television advertising and children's consumer socialization are excluded from the review.

The studies covered have been classified under the following sub-headings:

2.1 Children understanding of television advertisement Cognitive Development Theories

2.2 Factors Influencing Children's Consumer Socialization

2.3 Attitude of children towards television advertisements

2.4 Promotional strategies/Promotional appeals used by the Advertisers in Television advertisements

2.5 Brand Retention and Brand Recognition in order to test the recall of television advertisements by the children

2.6 Children influence in Family Purchase Decisions

2.7 Parent and Child Conflict Resolving Strategies

2.8 Parents attitude and Perception about television advertisements
2.1 Children Understanding of Television Advertisement Cognitive Development Theories

Children understanding of TV advertisement means that they must be aware that there is a source that is deliberately creating and presenting through advertisement with an intention to persuade an audience to purchase. The literature with regard to children understanding of television advertisements the Theoretical perspectives covering cognitive development theories on children understanding of Television commercials and the empirical evidence on children's ability to recognize advertising, their levels of attention and memory for advertisements, and their recognition of persuasive intent.

2.1.1 Cognitive Development Theories - Theoretical approaches to children’s understanding of advertisements

Cognitive Development Theories explained that child's ability to comprehend advertising is determined by their current cognitive stage.

**Piaget (1970)** suggested that children ability to comprehend advertising is determined by their current cognitive stage. Piaget theory has been most frequently cited in the literatures about children's understanding of advertisements and development of children's logical thinking.

**Rubin (1974)** studied the children in the grades 1, 2 and 3 by applying the principles of Piaget’s theory of cognitive development. A new General Foods (US) breakfast cereal, “Pink Panther Flakes” was shown on TV to the children. After the presentation the children were interviewed to determine if they understood the purpose of the
advertisement and whether they could recall the message content. The study provided
evidence that the children begin to understand the nature of commercial at a particular
cognitive stage. According to Piaget, the cognitive development process continues until
the individuals’ way of thinking is almost fully formed, normally by the end of
adolescence.

Bever et al. (1975) performed a study involving the attitudes of children toward
advertising based on the cognitive development theory of Piaget. Interviews were
conducted with 48 children between the ages of 5 and 12 years from a cross section of
working and middle class families. About 75 per cent of the children in the 11 to 12 years
age group felt that advertising is sometimes intended to “trick” the consumers, but over
65 per cent believed that they could discern deceptive ads at least some of the time. Also
of importance was the result that children’s skill in acquiring impression of reality from
advertising far exceeded their abilities to logically understand commercial messages.
Given the inability to detect logical fallacies, children accepted the faulty reasoning
without questioning their validity.

Roedder (1981) gave a theoretical approach for studying children's understanding of
Advertisements. She applied three categories (strategic, cued and limited processors) to
children's Central-incidental Learning ability. The Roedder, explained the stage at which
children develop the ability to understand the main product message behind
advertisements. The theory explained that only strategic processors (children of 13 or
more) are able to get the central message and are capable of ignoring the peripheral
information. Cued processors (children of 8 to 12 years olds) focus on the central
message of an advertisement either by having that message highlighted in some way or
by specific media education to teach children about the purpose of advertising. The theory is most often cited as a way of saying that children are in the Limited stage, the cued stage and the strategic stage and is popularly known as stage theory.

Deborah Roedder John's (1999) classified consumer socialization stages of children as being the perceptual stage (3-7 years), the analytical stage (7-11 years) and the reflective stage (11-16 years). On the basis of an exhaustive review, she contended that children in the perceptual stage focus on perceptually salient features of products use direct requests and emotional appeals to influence purchases, and possess limited ability to adapt strategy to a person or a situation. They are expedient in making decisions, are egocentric and have the emerging ability to adapt to cost-benefit trade-offs. However, children in the analytical stage are more thoughtful, focus on important attribute information to generate an expanded repertoire of strategies (especially non-compensatory ones), and are capable of adapting strategies to tasks. In this stage there is a marked change in children as they begin to appreciate more abstract concept such as value for money and start to develop understanding of advertiser intention. In the reflective stage, children have substantial brand awareness for adult-oriented as well as child-oriented product categories, possess ability to gather information on functional perceptual and social aspects, and are capable of adapting strategies to tasks in adult-like manner.

Kapoor and Verma (2005) conducted a study seeking to assess the children’s understanding of television advertising from early childhood to early adolescence and the role of parent-child interaction in this process. The study has revealed that Indian children are not as easy a target as advertisers and critics believe. They are able to analyze TV ads and develop a realistic approach towards them. It has been further noticed that children as
young as six years old, could understand the purpose of TV ads and distinguish them from TV programmes. With increase in the age of the child, a significant increase in his/her cognitive understanding of TV ads has been found. Armed with the knowledge about the advertiser’s persuasive intent and skepticism about the truthfulness of advertising claims, children above the age of eight years were found to have the ability to respond to TV ads in a mature and informed manner. The results of the present study also show that the TV ads contribute significantly towards the Indian children’s consumer socialization. Even parents admit the role that TV ads play in shaping their children’s buying response.

Nidhi Kotwal, Neelima Gupta and Arjee Devi (2008) observed that Television and advertising together present a lethal combination and has become an integral part of modern society. It is the most convenient route to reach not only adult consumers but also the adolescents. Adolescents are manipulated by advertisement promise that the product will do something special for them which will transform their life. The results revealed that advertisements played a vital role in introducing a new product in the family list & making better choice during shopping.
2.1.2 Evidences on Children Understanding of TV Advertisements

Many Empirical researches have been done to examine children's ability to recognize advertising, their levels of attention and memory for advertisements, and their recognition of persuasiveness intent. Researches attained to assess children's ability to differentiate between program and commercial material on television, using verbal, non-verbal or observational means. Verbal means involved questioning children and asking them to explain the difference between the two and decided a certain level of verbal skills from children. Non verbal methods rely on gestures such as raising a hand, placing a hand on a colored square when an advertisement appears. Other methods involved only minimal verbal skills such as calling out or responding by yes/no to a researchers questions. Evidence available from existing literature using these methods is herewith discussed.

Wells (1965) prepared a report which is amongst the earliest research efforts on children and advertising; where he discussed the various problems of abstraction, memory and rapport development in interviewing young children. Interviewers must always communicate at interviewee’s level. In this study he found that children influence the consumption function in four basic ways: through direct personal purchase, direct requests to parents at home, direct requests in the store, and through passive dictations or habit. As children progress in their cognitive development, at least between the ages of 5 and 12 years old, they undergo changes in TV programme preference. Oddly enough, this change did not occur in reactions to TV commercials. Thus, although the boys became less fond of cartoon programmes as they grew older, they did not become less fond of cartoon oriented commercials. He found that boys and girls had different preferences, and even when both genders preferred the same ads, the reasons for preference differed.
Mc Neal (1969) conducted an exploratory study of consumer behavior concerning children. In a rather extensive study, he found that at age of 5 years there begins a negative attitude toward advertising which increases as the child advances in age. The children regarded the advertising in general as 'annoying’, 'time consuming’ and 'untruthful’. However, in view of this negative orientation towards ads, over 50 per cent of the interviewees made personal purchases or parental requests for the products advertised – the same products for which they held the distasteful advertising views.

Frideres (1973) conducted a research to study the impact of toy advertising upon young children and their parents’ subsequent buying patterns. The findings indicated that TV creates desires for toys among small children. Also, when asked where they had first seen or heard about a toy, 78 per cent said on TV. The data reveals that on the spot buying was generally geared towards low price toys while more expensive toys (5 dollars or more) were bought on the basis of child’s desire and parents most often use the child’s desire as a reason for purchases.

Lokesh Sharma, Archana Singh & Dr. Parul D. Agarwal (2014) revealed that adults strongly believe that the TV advertisements have considerably influenced their buying process. Further they depict that the adults irrespective of their gender and area of residence strongly consider that TV advertisements have impact on their mind and the exposure to TV advertisements have not only enhanced their involvement in purchasing but has resulted in increasing their frequency of purchase.
2.2 Factors Influencing Children's Consumer Socialization

There is a growing interest among international business firms in knowing what social agents are involved in the development of consumer behavior among children. There is a growing body of knowledge about the consumer behavior of children around the world. While the majority of all consumer socialization and development studies originated in the US and focused on US children but now in literature there are studies reported from Canada, China and a few from Pacific Rim Countries a few of which are mentioned below.

Ward and Wackman (1971) conducted a survey and the result suggested that three variables are important predictors of consumer learning for both younger and older adolescents: communication in the family about consumption, social utility reasons for viewing television commercials and the amount of exposure to magazines. For younger adolescents, reasons for watching commercials are also important for intervening variables exposure and purchase. The learning of advertising slogans is to be mainly a function of the intelligence of the adolescents. The study concluded that adolescents' consumer learning is not simply an individual stimulus response phenomenon, but is a social learning process. It may be fruitful to think of media advertising as shaping the content and form of interpersonal perceptions and communication, rather than considering the media as dispensers of product information.

Ward, Wackman and Wartella (1977) conducted an interesting study to examine how children learn to buy identifying children's acquisition of buying skills. The results showed that the role of the family in children's consumer learning varied according to
their different social status and their different ages. Children observe the consumption behavior of their parents: they hear that parents discuss expenses and see which products are bought and used. Parents act as a role model for their children. Parent influence the degree to which children achieve consumer knowledge through the type, quantity and quality of consumer experiences which they share with them. Children's skills to handle money increased, as they grew older. So, the study concluded that parents influence the degree to which a child achieves consumer knowledge through the type, quantity and quality of consumer experiences and information they share with the child. Finally, the relationship between exposure to TV commercials and children's consumer learning was not found very significant.

Moschis and Churchill (1978) the result showed that amount of television viewing and consequently the number of television advertisements to which adolescents are exposed, predicts their social motivations for consumption and materialistic attitudes. More exposure to the medium may lead to the learning of the expressive aspects of consumption. The date showed that learning from television is linked mainly to the uses the adolescent makes of television, especially the commercial content, much of which was assumed to be of social nature. The family was reported teaching rational aspects of consumption to adolescents. Peer influence also seems to be important socialization agent to the learning of materialistic values to the adolescents.

Moschis and Moore (1979) examined decision making patterns among teen-age consumers. The study hypothesized that as young people interact with the mass media, they are exposed to a variety of advertisements and as a result develop favorable orientation towards brand. The effect of family and peers on the children's purchase
behavior was also examined. The result showed that information source preferences vary according to type of product. Parents were preferred as source of information for products where price, social acceptance and performances are of great concern Peer was recognized as important in buying decisions concerning item important for peer acceptance.

**Rossiter (1979)** found that advertising can affect a child in three ways: (1) Cognitive effects: the ability of children to understand the nature and intent of advertising, (2) Attitudinal effects: the feeling children have toward advertising and their reaction to it and (3) Behavioral effects: the extent to which children are persuaded by advertising to ask for the advertised product.

**Narayan (1987)** conducted a sociological study on the impact of TV on the Indian family in the mid-eighties when there was only a solitary channel: Doordarshan, which was the national TV network and was under direct control of government. He concluded that the impact both positive and negative was there, but at the same time it was not very worrisome, as it was assured that there should be more socially relevant and acceptable programmes. The advertising industry was also much conservative in the pre-liberalization era.

**McNeal and HwaYeh (1997)** examined the nature and extent of Chinese children's consumer behavior. Most children of all ages make some independent purchases while shopping write their parents or grandparents. Food stores were most frequently visited by children of 4-10 year while book stores are number one with children of 10 year and over. Toy stores rank second with the young set of children followed by food stores in
importance for the older children. Street merchants were also preferred by children and last rank was given to department stores. The study showed that children were frequently taken by their parents to market place as co-sourceases which soon emerges independent purchase behavior among them.

**Dotson and Hyatt (2005)** conducted a survey and the finding showed that five major consumer socialization factor influence the children purchase behaviors: irrational social influence, importance of television, familial influence, shopping importance, and brand importance; then were used as dependent variables in subsequent analyses looking at the effects of a number of independent variables. Results also indicated that the relative impact of the various consumer socialization influence/factors do vary according to the child's gender, age, amount of spending money available, amount of television viewing, and how he/she spends time after school.

**Sabrina Neelay (2005)** investigated the importance of parental influence, family make-up and other demographic factors on children socialization. The study revealed that most consumer instructions between parents and children do not take place directly. Parents place children in consumer situation, as in many situations parents and children are together when activity takes place often referred to co-shopping. However, parents' socialization behavior seems to be most related to individual characteristics of the child, as parents are most restrictive and make more decisions for younger children them older children. The family socio-economic status also appears to play a role in consumer socialization. It was found that parents with higher education level engage in more co-shopping and consumer media and are most skeptical of advertising directed towards the children.


Chan and McNeal (2006) examined how rural children in Mainland China learn about new products and services, interact with different types of retail shops and their attitudes toward different sources of product information were also examined. A survey of 1008 rural children aged from 5 to 13 years, in four Chinese provinces, was conducted in March 2003. Results indicated that rural Chinese children have limited access to various types of retail shops. Rural children perceived personal sources more useful as well as more credible than commercial sources in obtaining information about new products and services. Older children found parents and grandparents less useful and less credible than younger children for new product information. However, older children did not find peers more useful and credible than younger children.

Madhavi. C and Arul Kumar. S (2006) explains that most of the rural consumers are influenced by quality of the product. So the FMCG companies should strictly adhere to the quality standards. Price is the second factor that influences the purchase of the product with reasonable price. Thus Value for Money products has a better scope for rural market penetration. They concluded that FMCG companies could significantly increase the market share by extending attention to rural areas. More generic products with different advertisement campaign surely helps to attract non-users of the product.

Anandan. C et al. (2007) found that quality was the major driver to prefer a particular brand in washing soaps in the rural market. If preferred brands were not available, customers buy the available brands. It is found that there was a significant relationship between the age of the respondent and the factors influencing the customer's brand preferences. It is also found that there was no significant relationship between the type of income of the respondent and the factors influencing the customer's brand preferences.
High price and non-availability were the key reasons for dissatisfaction of the rural consumers.

**Fiates. R.M. Giovanna et al (2008)** examined consumer behavior of a group of Brazilian children using a qualitative approach. Many, but not all students received an allowance, mostly from parents and grandparents. Many students spent the money immediately or after just saving only enough to buy a desired item; others preferred to save their money for the sake of saving it or for a specific future endeavor. Money was spent mainly on food, toys and clothes; sometimes on the impulse of the moment and associated with later guilt. Television was considered a big source of information on new products, but regarded as untrustworthy. When they could not get what they wanted, most children appealed to negotiation strategies; many also reported feeling sad or upset. Results showed a situation of late socialization as consumers, suggesting that the children could benefit from consumer education strategies targeted at them.

**Anil Kalotra (2013)** found that Advertisements through television and use of Viral marketing as communication mode are most desirable. Rural communication depends on two major factors – Creating Awareness and Inducing Trials. With the penetration of television media increasing rapidly, the rural consumers are becoming more aware of brands through advertisements.

**K. Malar Mathi and C. Saraswathi (2013)** concluded that the distinct personality influences his or her own buying behaviour, and distinct personality experience and familiarity is differ in product wise. The study recommend to marketers unique promotion tool may not successful lead to the consumers, for the sack it may be identified
the potential of consumers in segmented wise, and their promotion. So it is possible to emphasize the product way in multi dimension approach.

R. Sivanesan (2014) depicted that respondents are more conscious about their social status so they prefer branded products and advertisement affects their Consumer Buying Behavior positively. They concluded that advertisement have great impact on buying behavior of rural and urban customers.

2.3 Children's Attitude Towards Television Advertising

From the age of 8 years onwards, children develop some knowledge about advertising, some skepticism (as they realize that ads are not only entertainment and information but are sometimes untruth Roedder John–1999). Children are confronted with substantial daily doses of advertisement in multiple media. Consumer segment of advertising is of great importance because it impedes advertising credibility and reduces marketplace efficiencies (Chan K, 2001). However, evidence regarding the extent to which children's attitudes and beliefs about advertising function as cognitive defenses against advertising is mined. Many researchers from past 20 years have tried to find children's general attitudes toward advertising and have developed several belief factors on which attitude depends. A few studies available in the literature assessing children general attitude towards TV advertisement are discussed below

Rossiter and Robertson (1974) focused on attitudinal and cognitive defence mechanism of children and their susceptibility to the pre-Christmas or pre-festival barrage of TV ads. Based on a sample of 289 parochial (middle class to upper middle class) school children in a Philadelphia suburb, the authors reported that while cognitive and attitudinal
defenses of children were strongest before the pre-Christmas TV advertising onslaught, the defenses’ were “neutralized” at its conclusion. They also maintained that there was evidence of an apparent shift in importance from attitudinal defense to cognitive defense with increasing grade level of children. As the child reached the fifth grade of school, the cognitive defence was the only effective screen against advertising.

Goldberg and Gorn (1974) conducted a study on children’s reaction to television advertising. It was to see whether the attitudes and behavior of boys were affected by commercial exposure. Seeing a single ad for a valued toy produced more favorable reactions to the toy and increased motivated behavior to obtain it, but further exposure to the ad does not increase such effects. Another significant independent factor was their chance of getting what they see advertised on TV. The findings suggested that children valued a reward that was easier to obtain more than one that was moderately harder to obtain. When children approach the TV viewing situation with high expectancies, it results in more favorable attitudes towards the toy and greater efforts to obtain it.

Moore and Stephens (1975) studied some communication and demographic determinants of adolescent consumer learning. Differential processes associated with four measures of consumer learning: price accuracy, slogan recall, brand specifications and attitudes towards advertising were examined. A cross-sectional analysis amongst 132 rural public middle school adolescents and 180 from rural public high school was done. The older group provided significantly more brand preferences for products than middle school respondents. High school students expressed significantly more negative attitudes toward advertising than middle school respondents. The high school students seek out more sources than middle school adolescents. Overall, friends and siblings were rated
highest sources of influences while parents and media sources received slightly lower ratings.

Rossiter (1977) studied the children's attitudes towards advertising on a four point likertscale. The item reflected a range of cognitive and affective reactions towards television commercials. The children showed a negative attitude towards television commercial. However the test seems to include a fairly balanced set of items;

Barling and Fullagar (1983) carried out a study to assess children attitudes to television advertisement. It was found that there was a considerable difference between children attitude and adult attitude towards TV advertisement. Children view television advertisements almost entirely in terms of their entertainment function. Their purchase behavior may not be manipulated by such advertisement. They found two reasons for this (a) their perception of these advertisements may not be consistent with the advertisers' primary intentions and (b) they are less entertained and more irritated and bored with such advertisements as they grow old.

Sharon Shavitt (1998) designed a study to provide a national picture of pubic attitudes towards advertising. Results indicate a more favorable evaluation of advertising than previous by reported studies in the same region. Respondents reported more liking towards advertisement than disliking. They tended to report that they enjoyed the advertisements they saw, and found it more informative and useful in guiding their own decision-making. The tended to feel more confidence in advertising claims when they went for their actual purchase decisions. Males, younger consumers, persons with education and income, and non whites generally reported more favorable advertising
attitudes than others do. People's feelings of enjoyment and indignity elicited by advertisements played the strongest role in accounting for their overall attitudes towards advertising.

**Derbaix and Pecheux (2003)** made an attempt to develop a new scale measuring 8 to 12 year olds' general attitudes towards TV advertising. The result of the oblimin factor analysis revealed two-factor structures, out of 23 items originally comprised. The first factor, relating to the entertainment dimension to TV advertising is made of 6 items like Great, Good like, Feel like and pleasure while two items relating to the credulity of TV advertising. Belief and Truth loaded on a second factor. The test-retest reliability by correlating the scores of each child (for each validity diagonal from .815 to .792) displayed very good results which showed that advertising scale is stable over time. So the authors showed confidence that they have developed a measurement tool that is truly TV advertising perception driven.

**Noor Hasmini (2004)** conducted a study to examine Malaysian children's attitudes towards television advertising. Malaysian primary school children aged 10-12 years were selected with the help of random sample method. From the findings it was clear that Rossiter's (1977) scale was affectively applied among Malaysian children, even in a small area in Kedah. Children attitude towards advertising was main predictor on purchase of goods. The more positive attitude, the more influence they make on parent purchase.

**Chan and McNeal (2004)** examined Chinese children's perceived truthfulness of and liking for television advertising in three Chinese cities with different developmental levels of advertising. Results indicate that a majority of children perceive half of the
television commercials to be true, although this varies by grade and geography. Children in Beijing perceived television commercials to be more trustworthy than did children in Nanjing and Chengdu. The percentage of children who perceive all commercials to be true declines consistently with grade in all three cities. Children in higher grades depend more on brand and user experience while children in lower grades hold both a strong liking and disliking for commercials. These strong feelings towards advertising decreased with grade, being replaced by a marked increase in neutral or indifferent feelings. Perceived truthfulness of television advertising is related positively with liking for commercial.

Petrovici and Marinov (2005) in their paper explored the relationships between determinants and primary antecedents of advertising and attitudes to advertising in the context of European Union accession countries. Findings confirm that consumers in the two countries are more positive about advertising as an institution that the instruments used to promote advertising. While product information acquisition is the main personal use of advertising which influences general attitudes to advertising in Bulgaria, the entertaining value of advertising was found the strongest personal use in Romania. No significant differences were found in the attitudes towards the institution and instruments of advertising in the two countries.

M. D’Alessio et al (2009) carried a study chiefly aimed of describing a new scale to assess children's attitudes towards TV advertising that measures 3 dimensions, credence, enjoyment and purchase-intention, as well as demonstrating its psychometric reliability and validity. Self-report measure of children's attitudes towards TV advertising is described. Results of a factor analysis supported three identifiable factors reflecting
theoretically base constructs of children's attitudes toward TV advertising enjoyment, credence and behavioral-intention. The scale showed good convergent validity and internal consistency. Credence of TV advertising decreases significantly according to age groups. The implications of the findings for future theoretical and empirical development of research was also discussed.

Dr. Mohammed Ismail El-Adly (2010) examined to identify the impact of advertising attitudes on the intensity of TV advertisements avoiding behavior. Six attitudinal factors were revealed: reliability of TV ads, value distortion, consumers' showing off, enjoyment, usefulness of TV ads, and embarrassment. The study shows that the more negative the attitudes to TV ads, the greater the intensity of TV ads avoidance and vice versa. Advertisers should consider that ads avoidance is a real fact which cannot be ignored. Therefore, they must take this avoidance into consideration in planning and executing advertising campaigns. Finally, this study offers a number of academic and practical recommendations.

Priya et al. (2010) carried out a study among children studying in schools in Delhi, to analyze the impact of children's attitudes towards TV ads and on their resultant buying behavior. The demand for the advertised products is heavily influenced by the children's attitude towards advertisements. it is the entertaining ability of the advertisements, whereas at the higher age groups the credibility element in the advertisements has the potential of creating a favorable attitude towards the advertisements. There seems to be a complex relationship between attitude formation towards advertisements and the resulting buying behavior. Further, the cognitive changes among the different age groups lead to the formation of varying attitudes towards the advertisements.
**Vaibhav Misra (2013)** found that advertisements are the key to create awareness about the products among the consumers. This was concluded that the advertisement plays an important role among rural consumers for purchasing the product in different ways such as sometimes advertisements induces consumers to purchase a product on one hand whereas on other hand it motivates the consumers to try out new product. Advertisement also increases the aspiration among the rural consumers on one hand whereas on the other hand it affects the attitudes of rural consumers towards the products and their importance and uses. It is also concluded that there is a positive relationship between the advertisement recalled and brand consumed by the rural consumers. That means that the rural consumers remembered the advertisements of those brands which actually they are consuming.

### 2.4 Promotional Appeals/Promotional Strategies

**Stutts and Hunnicut (1982)** conducted a survey on preschoolers where they were exposed to a TV ad containing a disclaimer. A “disclaimer” is a disclosure made with the purpose of clarifying potentially misleading or deceptive statements made with an advertisement. It was found that children’s verbal responses relative to disclaimers were directly related to age. Surprisingly, in case of non verbal responses, the younger children outperformed older children, which mean that just because a child could not communicate the correct verbal response; it does not indicate that the child did not understand the disclaimer.
**David Allan (2006)** examined the effect of popular music in advertising to determine the effect of both theoretical and practical implication of music on the processing of advertising messages. The result revealed that popular music ads were effective stimulus of attention and memory than advertising without popular music. The popular music clearly has attention elements attached to brand name recalling. It also has ability to enhance memory for the brand. However effects of significant songs and artists on the brand memory were observed for one of the brands (Long) and the artist (Eminent) sensitive to the level of personal significance they have for advertising message integrated in popular music than females.

**Robert and Pettigrew (2006)** conducted in-depth interviews with 22 mothers of primary school children, all mothers reported that premiums led to pestering and begging for product purchases. Mothers thought that premiums involving collectables were particularly influential in driving demand for food products such as sweet cereals, chips and fast food. Mothers also noted that their children associate fun' with and, subsequently, the brand.

**Page M.R. and Brewster A. (2007)** examined the extent to which promotional strategies and attention elements appear in a sample of children food commercials. The findings showed that the most frequently used promotional strategies were the use of jingles/slogans, showing children the food, and the use of product identification characters. The use of animation, real children, animals with human characteristics, fast cutting scenes, exciting fast-paced music, humor and color effects were the most used attention elements in the commercials.
**Ganapatthy V. (2009)** in his article explains that humor is a strong weapon for many brands to draw the customers' attention. To beat the clutter and break the ice, companies are increasingly using humor in their ads as it forces the audience to watch, laugh, enjoy and most importantly help the audience to recall the brand. Humorous ads have better and easy recall because they elevate the consumers' happiness and moods. Humor can be deployed in various ways, which include, using a comedian; capitalizing on the current Topics; strong Idea-based humor, which requires low investments and which low high in emphases purchases and those ads which have to explain the benefits of the products to customers more clearly.

**Pandey (2010)** carried out empirical study using customer sampling methods with a sample of 400 consumers in Jharkhand among school and college students as the respondents of the study. The objective of the study was to find out how consumer respond to the product that a celebrity endorses. The study found that there was a positive relationship between celebrity endorsements and purchase intentions as celebrity endorsement, both single and multiple, creates a positive attitude towards advertisements and positive attitude towards the brand.

**Steve Dix et al (2010)** how sports celebrities can be perceived as role models and influence young adult consumers' purchase and behavior and intention and also to examine whether this influence differs between gender. The results revealed that attitude role model endorsers have a positive influence on young adults' product switching behavior, complaint behavior, positive word of mouth behavior and brand loyalty. This confirms the assumption that sports celebrities are important socialization agents and can have significant impact on purchase behaviors and intention of young consumers.
Ahmed Jam *et al.* (2010) explored impact of marketing activities (specially advertising) on children. The results showed that ads do not negatively impact memory and behavior of children. In fact, the parents rejected the notion that ads negatively impact the behavior of their children, while they agreed in majority that ads enhance the knowledge of their children. It was seen that the ads targeted to children were not effective. They found that ads did not much influence the buying behavior of children. But children do insist on buying things they like while shopping with their parents. And the reason for this insistence was found to be personal and not the impact of advertising. However it was found that children try to imitate the ads.

P. Prialatha *et. al.* (2011) found that quality of personal care brands were given more emphasis and the difference in educational level of respondents is significant in case of certain factors namely quality, nearness to selling point and retailer. With increased education the rational thinking of rural consumers is improved and impulse buying is reduced. They make more rational decisions even though they belong to the rural regions. Income had a significant difference across Marital Status and Gender of respondents in influencing their purchase decision. Majority of the consumers do not mind visiting towns/city to purchase good quality brands of Personal care products. Further, the marketers must constantly monitor the rural consumer purchase behavior through local retailers and seek their assistance in curbing fake brands.

Boyland J. Emma *et al* (2011) conducted a study to quantify the natures and extent of use of persuasive marketing techniques in television advertising to promote foods to children. The analysis assessed use of persuasive appeals, premium offers, promotional characters (brand equity and licensed characters), celebrity endorsers and website
promotion in food adverts. Promotional characters, celebrity endorsers and premium offers were used more frequently to promote non-core than core foods, even on dedicated children's channels. Brand equity characters featured on a greater proportion of food adverts than licensed characters. This extensive analysis of television adverts demonstrated that the use of persuasive marketing techniques to promote unhealthy foods was extensive in broadcasting popular ads with children despite regulations.

S. Arulkumar (2013) study showed that rural and urban consumers, are different in terms of their attitudes toward, product promotions (e.g. through mass media advertising), pre purchase search, reference group and self opinion. A rural-urban regional segmentation approach with different product, communication and distribution strategies is a key for marketers to succeed in this giant nation with emerging and maturing urban markets and, promising and relatively untapped rural markets. By identifying and describing different groups of urban and rural consumers the result can provide guidance for marketers, who often have to do business with in margins. Many trading areas are relatively isolated. As such, marketers have to rely on their local population for survival. In order to remain successful in business marketers need to better understand the shopping behavior of urban and rural consumers.

Shaktiman Singh et. al. (2014) revealed that the urban consumer is more brand and style conscious compared to its rural counterpart which prioritizes functionality and price more. It also shows that urban population relies majorly on internet as source of information whereas rural population relies on T.V. ads & Mobile phone retailers.
2.5 Recall of TV Advertisements by the Children

Gorn and Goldberg (1980) examined the effects of repeated exposure of commercial on children's recall, recognition and preferences. The children were more accurate than not in recalling the number of advertisements they were exposed to, with no significant difference in recall between those who saw the same advertisement and those who saw variations of the advertisement. Those who saw three or five advertisements were more likely to identify the correct name of the ice cream brand and the number of flavors. While repetition improved recall accuracy for specific information, it did not have any effect on the participants preferences or planned behavior.

Dubow S. J. (1995) investigate Advertising Recognition and Recall by Age with a main purpose to register the memory by age phenomenon for advertising in several types of literature. The main focus was to include both younger versus older respondents phenomenon and to examine the data the day-after-recall measure for brand recall and brand recognition. The data revealed that younger adults recall advertising better than older adults, but they also add the finding that teens demonstrate higher recall scores than younger adults. For brand recognition, pictures and scripts for the test commercials in a photo story board format with a brand name blocked net was drawn on the research instrument. The results showed that average recognition scores are highest among teens and decrease monotonically with increase in the age of respondents.

Achenreiner BG and John RD. (2003) explored the way that children use brand names in making consumer judgments. They examined this proposition in an experiment conducted with children 8-12 and 16 years of age. Participants were asked to evaluate an
advertised product with a familiar brand name that was either popular or less popular. The advertised was physically identical in both cases, allowing the researchers to explore whether the brand name had meaning for children apart from its name familiarity or perceptual features. The participants were asked to make several types of brand-related judgments including evaluations of the advertised product impressions of the owners of the advertised product and evaluations of possible extensions of the popular brand name advertised. Results indicate that by the time children reach 12 years of age, they use brand names as an important conceptual cue in consumer judgments.

Richard et al (2006) conducted a study to analyze the audio-visual effects on children's recall. 77 first grade and 69 fourth grade students of both sexes examined children's processing of television advertisements by testing their recall of stimuli in audiovisual audio-only and video-only conditions. It was investigated how much information children were able to recall from a single exposure to a television advertisement, how much accuracy there is in their recall and how this recall differs according to age. Results demonstrated that, generally, children are able to recall much information from a single exposure to a television advertisement accurately and that recall increased with age. Visual information appears to be more memorable and readily recalled than audio information with visual stimuli tending to have adverse effects on the processing of audio information.

Mikhailitchenko A. et al (2009) in their paper addressed the issue of visual imaging in cross-cultural consumer research and also investigated the relationship between visual imagery, brand familiarity, and brand claim recall in two cultural environment of US and Russia. The finding stated that high level of brand-related schema that can use the
cognitive capacity and interfere in the elaboration of the new image-evoked information. The associative Links evoked by images result in higher attribute recalling abilities for consumer from image-intensive media environment indicating that image-intensive tools generate different returns depending on the level of brand familiarity and cultural media.

**Suman Si and Mansi Kapoor (2014)** showed that advertisement is very much important for any business. A huge amount is paid by companies against advertisement. Brand building advertising is synonymous with product advertising. Majority of public use television for entertainment or information gathering, followed by friends and family and newspaper.

### 2.6 Children Influence in Family Purchase Decisions

**Ward and Wackman (1972)** The research focused on the impart of television advertising on mother-child interaction and further attempt was made to analyse children's attempt to influence mothers 'purchases of various products. Mothers were asked to indicate the frequency of their children's purchase influence attempts for 22 products, all of which were heavily advertised. Analysis of data indicated that children frequently attempted to influence purchases for food products, but these attempts decreased with age. Durables used by children were the second most requested products' category. Mothers of younger children (5-7 years old) indicated frequent influence attempts for game and toy purchases, while mothers of older children (11 to 12 years old) indicated frequent purchase influence attempts for clothing and record album. However for all categories purchase attempts decrease with age.
Galst and White (1976) studied to explore that children's purchase influence attempts at the supermarket were related to the reinforcement value of television commercials and the amount of T.V. time children were exposed to at home. The finding revealed that the more commercial television he or she watched at home, the greater the number of purchase-influencing attempts directed at his or her mother at the supermarket. Cereals and candy were the most heavily advertised and requested food item by children – 8% of all the purchase – influencing attempts were for cereals – 68% of these were for sugared cereals, 28% for unsugared cereals. Thus there does seem a correspondence between the sweetened cereals and sugared shack food that dominate children's TV commercials.

Burr and Burr (1977) conducted a study to find out how parents respond to being asked to buy a product as a result of the communication directed to the children. Parents were interviewed concerning advertising to children and the flow of communication directed from the children to the parents. The results indicated that (i) their children spend in excess of 22 hours per week viewing television (per child); (ii) on an average, their children recognize products seen advertised on television three times out of four; (iii) their disposition to buy as a result of various appeals used by the children varied according to the appeal used. Surprisingly the “health appeal” was revealed as a less effective tool for the child requesting purchase from his/her parents. In addition, no significant correlation was found between a child’s product recognition and age or between product recognition and hours of television viewed per week.

Popper (1979) examined the range of responses a mother might give to her child’s purchase requests and the relationship of these responses to the product asked for and the location of the request. Other variables he examined included the child’s general behavior
prior to the request and whether children specifically mention TV advertising, seeing the product at a friend’s house or other reasons as the basis of their request. The overwhelming determinant of the mothers’ response was the product requested. Mothers were quite likely to agree to child’s request for a cereal but become increasingly reluctant to yield as the monetary outlay increased (e.g. toys). The child’s recent general behavior (i.e. whether or not he had been “good” lately) was a more important determinant of the mother’s response than whether or not TV advertising was mentioned as the basis of the request.

**Jenkins (1979)** conducted an exploratory study focusing on the perceived role of the children in family decision making in the areas of furniture items, automobile, groceries, life insurance, savings and general family decisions specially with regard to vacation decisions. The results showed that children exerted minimal influence in the major decision categories i.e. prices of furniture major appliances, automobiles, groceries, family saving and insurance decision, however they have a high influence in vacation decisions. Regression analysis showed that husband's age and no. of years of married life are significantly related to influence of children for vacation decisions. However husband education and parental style were negatively correlated with children influence on family decision areas.

**Foxman et al (1989)** attempted to provide a more realistic picture of family influence relationship by examining family triad-mother, father, and child. The research goal was to characterize perceived influence relationship among their family members. The result revealed that mothers, fathers and children all rated children as having some influence in purchase decisions for a variety of products. Children tended to have more say in the
purchase of products that are rather expensive and for their own use. Additionally compared to parents' ratings, children appeared to overstate their relative influence. Due to dual earnings; family income is increasing and it is not surprising that parents at least perceive themselves to have greater influence in purchasing matters than their children do. Several factors like older father, a concept oriented family communication style, fewer children, and a mother who worked fewer hours outside the home were found responsible for increased children influence in family purchases.

Beatty and Talpade (1994) found the connection between product importance and adolescent influence in family decision making. The teens' financial clout seems to allow them greater say in initiating self-purchases, but not in family purchases. Parents' dual income status allows adolescents greater influence in some family durable purchases, but this does not affect self purchases where their influence is already substantial. Parents' dual income status seems to allow teens greater influence for some durable family purchases. The study provided an integrative model of teenager influence at the same time addressing measurement concerns by creating a reliable multi-item dual stage scale that examined teens' influence on purchases.

Unnikrishnan and Bajpai (1996) conducted a research to study the impact of television advertising on 730 children who represented a cross section of Delhi’s population. The TV ads that the children (age band 8 to 15 years) in the sample responded to were those that were broadcast via Doordarshan (India’s National Network). Around half of the children said they watched TV with their family. Meals like dinner were had while watching TV. Majority (80%) of the respondents told that they watch more TV than all the adults in the family. Total 40 per cent of the children claimed that they talked to their
peers or family, repeated things in their conversation that they saw on TV. Majority (70-60%) of the children and especially children from affluent homes indicated that they were much more in control of their TV sets and they often decided when and what they wanted to view. Majority (60%) of the 8 to 15 year olds said they were encouraged by their parents to watch TV. More than 30 per cent of the children said they were under no parental guidance whatsoever with regard to programme selection. However, it was also evident that most of the children resent parental guidance.

**Monglaburg et al (1999)** examined the effects of family type and family authority relations and adolescents' purchase influence. The result showed that adolescents in single parent families had greater influence on both type of product decisions as compared to adolescents in step families and intact families as they are subject to less parental coalition formation and authoritarianism in parent child relations which in turn, enhances their influence in purchase decisions. Finally, the study was consistent with other research on children's influence which demonstrates the importance of factors as product type, which affect team's motivation to influence decisions.

**Dhobal (1999)** noted that across stages of product adoption awareness, knowledge, preference and conviction of FMCGs, and services, children were previously inactive in all stages of adoption except for the actual adoption stage However, today, children are active in all the five stages of adoption of durables as well as FMCGs. He reported that in the new urban Indian family, children were influencers/co-deciders at the time of purchase of personal products, consumables, financial products, vacations, educational products, and family automobiles while they were buyers of family toiletries and initiators or gatekeepers for purchases of household durables.
Lachanes et al (2000) carried a study with an objective to examine the relationship among family structure, parent-child communication and adolescent participation in family consumer tasks and decisions. The results showed that adolescents whose parents are perceived as using more conceptual style and / or a social style of communication tend to show a higher level of participation in discussion. This participation appears to represent an opportunity for parents to encourage their teenagers, whatever their style, to develop as consumers. The study had to believe that for parents using a more social style for adolescent participation is more the expression of parental control and of adolescent objectives to parental demands. Thus, it may be the amount of discussions or interactions per se that best explain this participation.

Kaushik (2000) have observed that children play a very important role in the family purchase decision as an influencer. While in case of purchase decisions of consumer durables, their role of influence keeps on increasing with their increasing age. Most of the time children also play a major role in determining the need of the product. As children grow older, slowly they start acquiring not only purchasing power but also performing role of a true consumer.

Hundal (2001) in his study with regard to rural buying behavior in the Amritsar district of Punjab investigated the role of family members in making purchase decisions for durables including refrigerators, televisions, air coolers, and washing machines. His findings projected that product selection decisions in rural families were mostly made by spouses together but they were highly influenced by children. They further noted that brand selection decisions were also made jointly by the couple but were importantly influenced by children in the family. The store where the durables were purchased as well
as the making of the actual purchase decision was also made jointly or by the husband individually. However, children also went to buy, that is accompanied their parents at the time of buying televisions, washing machines, and refrigerators.

Hiral Chavda et al (2005) conducted a research with an aim to get and understanding of the level of influence adolescents perceive they have compared to the view of their parents. The result showed that there is no disagreement between the rating of adolescents and parents with regard to influence on product categories Pearson's value which is a strength of association showed a perfect correlation between both sets of respondents. Even there was no significant difference found between the mean values of male adolescents perceived rating and female adolescents perceived rating, except for large purchases and food categories.

Arzu Sener (2011) conducted a study with Turkish families to discover the perception of adolescents and their parents regarding the influence of adolescents on purchasing, and compared the results with those of other countries to provide some generalization and identify differences. Boys perceived their influence to be stronger than that of girls with regard to purchase decisions about groceries (p > .05), living room furniture (p > .05), tooth paste for the family and the children (p > 0.05), clothes for parents (p < 0.05) and bicycles for the children (p > 0.05). For general issues related to purchases, adolescents stated that the areas where they influenced most were in suggesting brands, shopping with parents, drawing attention to new products and suggesting stores. The area where they influenced the least was in suggesting price. On the contrary, parents considered that three areas where adolescents had the most influence were shopping with parents, suggesting a brand and drawing attention to new products. Parents perceived that the
influence of boys was stronger than the influence of girls on decision making of all specific products. The result suggested that there was agreement between parents and adolescents about the situation of decision making.

2.7 Parent and Child Conflict Resolving Strategies

Belch et al (1980) included children in their study of family conflict, and the types of strategies used, during a family decision making process for a product/decision area. Their results indicated very little disagreement among family members although there was some variation across product class. Their results showed that bargaining tactics of promising future considerations and delaying of decision were rarely used across all product categories. The use of the persuasion tactic of coalition between two or more family members was also relatively low.

Johnson (1995) conducted a study to consider the impact of product and situational factors on the choice of conflict resolution strategies by children in family purchase decision making. She found that product type is an important variable in determining the way children will behave in family decision making. She observed that bargaining was the most common strategy adopted by children when trying to influence the purchase of products for personal use. Conflict avoidance was most commonly used for family use products. However, for products for home use, they resorted to problem solving tactics to resolve conflicts.

Kim et al (1997) examined adolescents for five dimensions of influence strategies used by adolescents when they wanted something bought, including persuasion, not eating, acting stubbornly, approaching the other parent, and playing on emotion. However, the
development of a complete set of either adolescent of parental strategies was not the primary intent of these studies. Moreover, methods used in the studies raise questions about their findings. First, since teenagers were asked to assume a negative response to a request, the results obtained likely exclude strategies that do not anticipate denial. Second, the inability to probe and follow up on subjects' responses may have restricted the depth of understanding of these influence strategies.

**Palan and Wilkes (1997)** conducted a study to explore the strategies used by adolescents to influence decision outcomes and parents responses to these influence attempts and the perceived effectiveness of these influence attempts. A convenience sample of 100 families was attempted. The study showed that teenagers make a variety of influence strategies including bargaining strategies; Promotional strategies; Emotional strategies; Request strategies, Expert-strategies, Request strategies, Expert-strategies and legitimate strategies to influence the outcome of family purchasing decisions. They are especially likely to use bargaining money deals, other deals, reasons and persuasion (opinionates begging) as strategies to influence decision outcomes.

**Williams and Burns (2000)** conducted research to measure children's direct influence attempts based on social power theory. These scales include asking nicely, displaying anger, bargaining, showing affection, begging and pleading just asking and conning.

**Wimalasire SF (2004)** states that in 1940's and 1950's children were not considered as consumers in their own rights but only extensions to their parents' purchasing power. With the advent of television and other mass media, children have come into their own right as consumers and, consequently, they have become an important target-market for
the business. Advertisers are the first to recognize children's value as consumers who are capable of making decisions about spending. They have become active participants in the family purchase decisions. Not only the children have their own money to spend on a variety of products and services of their own choice, they also have extensive influence on how their parents buy products and services. They gave a detailed classification of influence tactics used by children to elicit the desired parental purchasing behavior: pressure tactics, upward appeal, exchange tactics, coalition's tactics, ingratiating tactics, rational persuasion, inspirational appeals and consultation tactics.

2.8 Parents Attitude and Perception About TV Advertisements

Parents have many concerns about the effects of television advertising on their children. Some of the concerns include how advertising affects children's product choices, how advertising can lead to family conflict, how honest are advertisements, and how advertising affects lifestyles of children. Corporate advertisers have managed to push themselves into the space between parents and their children. Since firms have large advertising budgets, they can afford to hire the best psychologists and market researchers to develop advertising that lures children to products that parents do not approve of. Parents fight these dynamic influences every day, and concern is growing that they may be fighting a losing battle. However, little research is found in the literature about the attitudes of parents toward television advertising and children. A few available studies are stated below:
Burr and Richard (1977) conducted a study to view the parental response to the idea of child marketing and specifically television advertising to children. The results showed that parents are quite frustrated with the current state of television advertising to children. Almost three fourth believe that premiums are overemphasized to children, 65 percent are calling for greater legislative control; and more than half believe television advertising to children is misleading as to product quality. 4 out of 10 parents interviewed believe that advertising to children is as truthful as it can possibly be and in all positive response showed the lowest percentage and was ranked last.

Austin et al (1999) investigated positive and negative mediation styles and parental perception of television usefulness as a learning tool. The study identifies some positive parent views on TV as well as active parental media consumption and concluded that parents liking of TV inspires more co-viewing and using television as a tool to reinforce positive lessons, rather than a source of examples of what not to do. The main Limitation was parents' perception is primarily descriptive and is limited in its predictive value for explaining media uses and effects for children.

Chan and McNeal (2002) conducted a benchmark study to examine mainland Chinese parents attitude towards advertising and parental mediation of television viewing. Results indicated that Chinese parents hold negative attitudes towards television advertising in general and children's advertising specifically. The belief that advertising is deceptive and annoying (Ninety-eight percent of parents exercise some control over the contents and time of television viewing. It was found that negative attitudes exist towards television advertising and strongest was noted among parents with higher educational levels, and
among teachers and researchers. Parents of younger children were more critical than parents of older children as they were worried about children's inability to identify misleading content in commercials. Ninety eight percent of parents exercise some control own the contents and time of television viewing, but the result shows that they did not tighten the control for watching even if they had more negative attitudes. Parents strongly feel that advertising should be banned during children hours which seems to suggest that Chinese parents rely on the government to set and enforce the rules to control the effects of advertising on children. They found that parents who have more negative attitudes towards advertising exercise their control through coercion, rather than through communication.

**Young et al (2003)** investigated attitudes of parents towards advertising to children in the UK, Sweden and New Zealand. The result revealed that parents in both the groups disapprove advertising to children and majority of people were of opinion that advertising to children puts pressure on the their parents to buy them things; the more advertising children watch, the more they will want advertised products and advertising persuades people to buy products they do not really need.

**Buijzen and Valkenburg (2003)** investigated how television advertising is related to children's purchase requests, materialism, disappointment, life dissatisfaction, and family conflict. They found that television commercials lead to increase in number of requests for advertised products which also increases number of product denials because parents cannot honor all requests made by their children. This makes the child unhappy. They observed a direct relationship between unhappiness and exposure to commercials. This may also be because when a child watches an advertisement, he compares his situation
with the idealized world in the commercials and the gap between the two makes him unhappy. Parent-child consumer communication and parental mediation of advertising are important moderators of the effects of advertising on children's purchase requests and materialism.

**Wilson and Wood (2004)** found that television advertisements targeted at children force them to nag their parents due to the increase in desire in them to acquire the advertised product, thereby influencing the family buying decisions. Due to the constant exposure of children to television advertisements, they are able to differentiate between good and bad products and are in the situation to convince their parents easily to purchase the product they desire. Their research study points that parents have agreed to the fact that children play a very imperative role in influencing decisions of the family, sometimes parents even seek their children's advice.

**Verma and Kapoor (2004)** seek to assess the possible effects of television advertising on children's buying response from early childhood to early adolescence and the role of parent-child interaction in this process. For the purpose, two non-disguised structured questionnaires were designed and administered: one to the children and the other to their parents. Children from different income groups and both the sexes were considered. The study has revealed that parents give due recognition to the increasing role of children above the age of eight years in the family's purchase decision. Both the parents and the children felt the impact of TV advertisements on children's purchase request. However, with an increase in the age of the child, the parents' perception of the children's purchase request being influenced by TV advertisements tended to decrease. Parents' response to children's purchase request was found to be strongly influenced by the age of the child.
and the family income. The results further implied that parent-child interaction plays an important role in the children's learning positive consumer values and in parents perceiving the influence as positive on their children's buying response. Thus, instead of criticizing TV advertisements, it would be desirable if parents resort to more of co-viewing and explaining the intent and contents of such advertisements to their children.

Nathalie Dens et al (2007) investigated parents' attitudes toward advertising to children and advertised foods in particular as well as parental concern regarding children's nutrition habits and the degree to which these perceptions influence television monitoring by parents. Data was collected among parents of Belgian primary and secondary school children. Family conflicts and pestering are among the most important drivers of restrictive mediation of television. Attitudes towards food advertising the degree to which children can understand the commercial intent of advertising and the perceived influence of advertisements on children do not directly affect restrictive mediation.

Manish Mittal et al (2010) examined parents' perception of the impact of Television Advertisements on Children's Buying Behavior. The result revealed that parents believe that television advertisements are changing the pattern and behavior of children. They have negative impact on children since children demand, nag and pester their parents to purchase the advertised products. Television advertisements are an important factor which drives their product choice and inculcate unhealthy eating habits in them. It also indicated that Indian children love watching television and prefer it over social interaction, physical and development activities. It also indicates that TV advertisements provide children knowledge about products and brands. It demonstrates that children demand more of the product of which advertisements they like.
Research Gap

The present study has considered different aspects for the extensive research work was undertaken for the cognitive development theories in children, socializing of children, attitude of the children, promotional strategies targeted at children, and brand recall and brand recognition among children, influence of children in family purchase decisions and the parent child conflict resolving strategies and parental attitudes and opinions about the television advertisements and its impact on their children. The above said research work is undertaken in most of the foreign countries and hardly any work has been considered in the Indian scenario. The study is extensively researched in foreign countries about the impact of television advertisements on school children and hardly any study is undertaken in the above context in the Indian scenario.

There is little empirical research available in India investigating the role of television advertisements in children life and extent to which children further influence on parents' purchasing. Most of the researches are on impact of television advertisements on children purchase influence were conducted in the U.S.A. This research will make a contribution to this area by examining the influence of television commercials on Indian children and further examining their influence on family purchase decision.