In this chapter, research works done in the past regarding awareness, factors influencing the advertisement brand loyalty, brand composition and demand estimation purchasing behavior, children’s attitude towards demand for specific product etc. by researchers and scholars has been reviewed and presented.

- **Adler RP, Lesser GS, (1980)**, Past investigation discoveries demonstrate that understanding of business expectation is identified with age. Young Children more than 7 or 8 years of age demonstrate little familiarity with what a business is and its influential plan and seem unfit to manage commercials suitably.

- **Ahuja, Michels, Walker, Weissbuch (2007)** investigated teenagers’ perceptions about buzz marketing and the issue of disclosure. It was found that teenagers like being buzz agents, they view this role as a job, they usually conceal the fact that they are buzz agents, and they generally see no ethical dilemma in not revealing their status.

- **Alessio Maria D, Laghi Fiorenzo, Baiocco Roberto (2009)** administered a self-report scale to 300 8- to-10-year-old children, and their parents completed a questionnaire evaluating socioeconomic status, educational level, and peer influence. Factor analysis supported 3 identifiable factors reflecting theoretically based 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 across age groups. Environmental factors also are significant predictors of children's attitude toward TV advertising.

- **Ali Shazia (2007)** conducted a research to understand the way in which children use mobile phones and the potential for mobile TV within the UK youth market. The study adopted a combined qualitative and quantitative
approach consisting of in-home friendship pair interviews followed by online surveys both amongst 10-12-year old split geographically and by gender. It was that children have a strong emotional attachment to their phones and mobile TV could well be the next technological step for children with regard to mobile phone technology. They are more likely to add mobiles to their existing repertoire of gadgets for other activities such as gaming and listening to music rather than use handsets as a direct replacement.

- **Andronikidis, A. I. and Lambrianidou, M. (2010)** investigated children’s understanding of television advertising, with emphasis on differences between children of different ages (6- to 11-year-old children). Forty-two focus groups were conducted and grounded theory analysis was employed to discover, analyze, and discuss the findings and their implications. Findings suggested that children view advertising as more complex than has been suggested by perspectives employed by previous research. Overall, a positive relationship was found between age and understanding of the aims of advertising. None of the 6- to 7-, only a few of the 8- to 9-, and most of the 10- to 11-year-old children understood the role of television advertising. Topics such as sponsorship or the source of television advertising seemed to confuse children in all age groups. Only a minority of children in the older age group recognized the persuasive intent of television advertising.

- **Anil (2005)** observed that advertisements have a major impact on the buying behaviour of children. They lure the children in using their advertised brands. Some advertisements target various desires or wants of children and influence them in purchasing that product. Advertisements also influence their attitudes. He found that T.V. is the most known media among the children. Children are also influenced by displays or hoardings on the roadside. On recalling, children were able to remember advertisements related to food products & soft drinks. It was observed that among the celebrities, movies stars and sports personalities are easily remembered. Children play a vital role in their parents buying decisions. Children help their parents in their buying decisions and the parents mostly react positively to the purchase request of children. Children are eager to buy a product if any offer is their on that product. Children insist
their parents to purchase advertised brands for them. Children are mostly attracted by packing and the schemes offered for product promotions.

- **Artist et al. (1995)** examined manifestations of Psychological injury and brutality in children's practices who observe more TV. He inferred that those children who stare at the TV over 6 hours every day, they indicate more savagery in their practices and they have more odds of injury. He likewise said that children who watch activity and battling appear, they are more brutal in their state of mind. The children sit in front of the TV for 21 hours in seven days. Three factors effect on a children's purchasing behaviour. These elements are parents, associates, and media. Children are likewise impacted by their class colleagues and mates.

- **As of late, Belch et al., (1993)** suggested that as children more successive clients of the Internet, they have more prominent access and simple way to deal with advertise data and item data which could affect their impact in family essential leadership. They found that children who see themselves to be 'Web experts' (people who are depended upon new for giving data from the virtual commercial centre), and in addition their folks, trusted that adolescents were more compelling in all stages-start and data inquiry, and options assessment and ultimate conclusion stages. Be that as it may, their impact was higher in the start and data seek arranges when contrasted with elective assessment and final conclusion stages.

- **Attwood Jonathan, Elton Emily (2003)** explains how SwapitShop works with brands to help them understand children and teenagers through promotions, loyalty programmes, digital interaction, direct mail, research and insight; it is an online auction-based marketplace where youngsters between 7 and 18 use Sawpits to buy and sell their own items and purchase showcased brand products. Introduced the Sawpits currency, a reward and loyalty currency that children collect from promotions and advertising, including on-pack, online, at POS, on TV, in the press and so on; the aim is that children understand how to manage their finances in a safe environment, while feedback is obtained from their buying, selling and searching behaviour, so that they know that their suggestions matter.
Auty, S. and Lewis, C. (2004) undertook a study exposing children of two different age groups (6–7 and 11–12) in classrooms to a brief film clip. They were then individually asked to demonstrate their witness skills by describing in as much detail as possible what they had seen. Half of each class was shown a scene from Home Alone that shows Pepsi Cola being spilled during a meal. The other half was shown a similar clip from Home Alone but without branded products. All children were invited to help themselves from a choice of Pepsi or Coke at the outset of the individual interviews. Those who had seen the branded clip made a significantly different choice of drink. The responses to the interviews suggested that it is not simply exposure to the film but rather previous exposure together with a reminder in the form of recent exposure that affects choice. Age (and by implication processing skill) does not appear to be a mediating factor affecting choice, because implicit memory (mere exposure) seems to be more important than explicit recall.

Azzarone Stephanie (2004) looked at the relationship between children and technology, based on a telephone survey in 2003 by Child’s Play Communications and Insight Research Group, both of New York City. He found that the large amount of time that many youngsters spend with rapidly changing technology options is not the negative that many parents believe: it lets them master new skills, develop their identities, and make new friends. He concluded that the research can be used by marketers to communicate with these important audiences: since television, VCRs, PCs, the Internet and video game equipment are the most used options; these will be the best vehicles for conveying product messages.

Banister Emma N., Booth Gayle J. (2005) conducted a study exploring innovative methodologies for child-centric consumer research. It was observed that by shifting our research focus from a top-down perspective into one that embraces childhood as a culture in its own right, we can greet children within their own language, using terminology they understand, and ultimately providing the context for a more fruitful and exciting data collection process. They found their research design was effective in providing children with a voice with which to relate their experiences, and in this way they found
themselves as facilitators, letting children tell them their own story in their own words.

- **Barbie Clarke (2003)** stressed the importance of examining the changes that children go through in moving from “tweenagers” of 8 to 12 years to the more difficult stage of teenagers, and also that teenager characteristics change between generations. Researcher outlined some of these changes and concerns, and characteristics of teenagers such as daydreaming, the search for identity, and the high degree of techno-literacy and communication skills - featuring for example mobile phones. Researcher describes a research study carried out for the Carphone Warehouse by Kids and Youth: this compared parents’ and teenagers’ views on why teenagers would contact a helpline and other issues concerned with communication between teenagers and their parents. Researcher observed that teenagers are not only consulted by their parents on marketing decisions over products like the internet and mobile phones, but they are becoming more altruistic and politically involved compared to earlier generations.

- **Barbie Clarke (2005)** surveyed the children’s market in Europe and found that there is a general similarity in child behaviour between countries. Researcher focused on children’s use of technology and found that they have high levels of creativity in anticipating designs of products like mobile phones. She found that in children’s bedrooms, overall, 20% of children between 5 and 12 own a mobile phone, 36% have games machines, and 44% have a TV set; the UK shows highest ownership of all three, but Spain has the highest level (39 %) of computer ownership and the highest (21%) of Internet access, and Germany has the highest level (18%) of DVD player ownership. Monitors what is “hot” for three to eight-year-olds and for tweenagers (8 to 12 years): the former show high uniformity between countries, since they see the same TV channels; Tamagotchi and Neopets remain popular, but pink “girlie” style Barbie dolls are less popular now. She judged that teenage group is difficult to market to, as they fall between children and teenage worlds, but that their technology-filled bedrooms are important to them.

- **Bennett Conrad (2006)** conducted a study to find out the online surfing habits of kids and recommend ways companies can improve their online message to
target young consumers. It investigates the online surfing habits of kids, the drivers behind their Web usage, the activities kids use the Web for, and what appeals to children online (and importantly, what doesn’t). The Internet is an increasingly important channel for targeting young consumers. Children use the Web for a mixture of activities; they are naturally inquisitive and like to use search engines to discover new things. They also have a shorter attention span than adults; dislike too much text and complex interfaces.

- **Bergadaa Michelle (2007)** observed that marketers have increased decision-making responsibility when they work either directly or indirectly with children and adolescents; a vulnerable sector of the population. These young consumers are the target of much-criticized practices.

- **Beyda, T. T. (2010)** conducted an exploratory study to know the consumer socialization of pre-adolescents and adolescents living in the city of Rio de Janeiro. It was developed through interviews with 10 participants, aged 11–13. Findings highlighted the postponement of mobility and autonomy for consumer behaviour because of parents’ concerns with violence in a major urban centre and the probability that grandparents and domestic workers act as potential agents for children’s consumer socialization.

- **Brusdal, R. and Berg, L. (2010)** observed that children are consumers from early on, but they are dependent on financial support from their parents for many years. Based on a survey among 1173 Norwegian children aged 8–14 years, they examined how children’s consumption is financed and how their main financial sources change during childhood. Girls and boys have divergent preferences and often exhibit different spending patterns. The analysis of the six selected fields of consumption showed significant gender differences in four of them. By comparing what children choose to pay for with their own money with what they influence their parents to pay for, it was found that parents’ financial support tends to have a moderating effect on their children's own gender-based preferences.

- **Calvert Sandra (2008)** addressed product marketing to children and showed that although marketers have targeted children for decades, two recent trends have increased their interest in child consumers. First, both the discretionary
income of children and their power to influence parent purchases have increased over time. Second, as the enormous increase in the number of available television channels has led to smaller audiences for each channel, digital interactive technologies have simultaneously opened new routes to narrow cast to children, thereby creating a growing media space just for children and children’s products.

- **Cardoso Antonio, Araujo Mario de, Coquet Eduarda (2008)** conducted a study to identify the key factors in children’s choice of clothing from 6 to 11-year-olds. Exploratory study was developed through a questionnaire answered by 313 children, between the ages of 6 and 11, from 4 different schools in Porto (Portugal), covering the private/state and the rural/urban dimensions. The Logit and Probit binary choice models were chosen to evaluate the factors that influence children’s choice of clothing (proxy), based on a mix constituted by “brand name, functionality and fashion”. The results showed that choice is positively related to age, sex, environment, parents’ income, self-esteem, susceptibility to interpersonal influence and utilitarian value (functional value). On the contrary, susceptibility to reference group influence, materialism (materialistic attitudes), ostentatious value and involvement are negatively related to choose.

- **Caret Nicki (2004)** reported research by Sherbert Research on how children viewed the TV and how it fits into their lives, especially the differences between multichannel and terrestrial-only homes, and the impact of scheduling and of the electronic viewing guide (EVG) on viewing. Researcher described the research methodology, which was mainly qualitative, was based in four UK cities, and asked the older children in the study to keep a journal, plus photographs, to show their viewing tastes and habits, and their other activities. It was found that TV is an integral part of family life and is likely to develop still further, and that multichannel TV such as Sky has changed the face of children’s TV, with greatly increased choice, control and expectations on the part of children.

- **Carey, L., Shaw, D. and Shiu, E. (2008)** used qualitative methods to investigate the issues surrounding the ethical consumer decision-making process with families who have children aged 3 years old or under. This
research found that the motivation to pursue an ethical lifestyle varied across the sample, but the emergence of an ‘inheritance factor’, where parents are awakened to ethical issues because of the birth of their child, was prominent. Other issues were the prominence of ethical trade-offs in consumer decision-making, ethical choices as normalizing behaviour and finally the presence of pester power in the ethical context. Ethical consumerism strongly emerged as an integral part of the parent’s identity construction, especially for the mothers as they struggled to adapt to their new roles.

- Carlson, L., Walsh, A., Laczniak, R. N. & Grossbart, S. (1994), examined the relation between family communication patterns (FCP) and mothers’ marketplace motivations, attitudes, and behaviors (MAB). Adolescents’ prediction accuracy of mothers’ consumption motivations was also investigated. Results indicated that mothers’ materialistic and shopping tendencies, advertising attitudes, information use, and consumption motivations are linked to FCP. Adolescents’ predictions of mothers’ consumption motivations coincided with mothers’ self-reported motivations.

- Cassandro Maria Luisa, Hofer Felix (2004) outlined the legislation in Italy covering advertising to children, who are regarded as the most vulnerable among consumers. They described the self-regulation regime as administered by the Institute for Advertising Self-Regulation, and the general principles of child protection with regard to safety, children’s lack of experience, and the natural feelings of adults to adolescents and children. They moved on to specific areas such as cigarettes, alcohol, pharmaceuticals, toys, electronic media, radio and TV, and the Internet; children under 14 must not be used in TV commercials or promotions.

- Chan and McNeal (2002) showed that Chinese parents hold negative attitudes towards TV advertising as a rule and children's advertising mainly. Parents of more young children were more basic than parents of more established children as they were stressed over children's powerlessness to distinguish deceiving content in commercials. Parents unequivocally feel that advertising ought to be restricted amid children hours which appear to propose that Chinese parents depend on the management to set and authorize the principles to control the impacts of advertising on children. They found that
parents who have more negative attitudes towards advertising exercise their control through intimidation, instead of through communication.

- **Chan Kara (2006)** examined what types of consumption values are taught at elementary schools in Mainland China, how these values are presented, and how these values relate to traditional Chinese cultural values. A content analysis of 72 lessons in textbooks on moral education for elementary schoolchildren in national China was conducted. The themes of consumption values, desirable and undesirable consumer behaviors, and the reasons provided in the textbooks for adopting these consumption values were analyzed. It was found that 8 out of 72 lessons (i.e. 11 percent) were about consumption. The media contents put strong emphasis on thrift and frugality. Children were taught that there were private goods and public goods. All material goods were the results of human labor. Goods should be used properly. Wasting goods was portrayed as sin. The consumption values conveyed in textbooks reflect a mix of communistic values as well as traditional Chinese value of long-term orientation and inner experience of meaning. The consumption values taught at school were in sharp contrast with the consumption values of uniqueness, fun and enjoyment portrayed in children’s television programs and commercials.

- **Chan Kara (2006)** explored children’s perceptions of material possessions in Hong Kong using drawing and open-ended questions. A total of 42 Chinese children aged 6-12 were asked to draw what comes to their minds for two statements: “This child has a lot of new and expensive toys”; and, “This child does not have a lot of toys.” After drawing, children were personally interviewed to answer four questions associating material possessions with its social meaning and symbolic significance. Analysis of drawings and interviews indicated that there was significant difference in children's perception of someone with a lot of toys and someone without many toys in terms of observable qualities and personality traits. Younger children were more likely to relate material possessions with happiness, friendship, and feeling good about oneself. Older children were more likely to relate materialistic possessions with wastefulness. There is evidence that young children were able to appreciate the value of possessions based on emotional
attachment, personality association and social meaning. It was contradictory to John's model of consumer socialization that young children could only understand the surface value of possessions.

- **Chan Kara (2008)** examined how perceptions of truthfulness of television advertising and perceptions of brands vary among urban and rural children in Mainland China and also to collect information about the basis of judgment children used to determine whether commercials are true. The urban-rural difference in consumer perceptions of advertising and brands indicated that children’s development in consumer socialization depends on the environment. Urban respondents were more skeptical towards advertising than rural children. Urban and rural children shared two similarities: older children were less likely to perceive television commercials truthful than younger children. Younger children liked television commercials more than older children.

- **Clarke Jorian (2002)** described a six-year study of children’s Internet usage which showed how preferences and habits have changed over time. Objectives were; to identify trends in the amount of time spent by children online now and in future, their opinions about the future role of the Internet in society and the future of e-commerce, and parents’ roles in children’s online activities. Researcher concluded that there is need for a more child-friendly content in Internet sites and for more parental involvement that children will be influential in the market for alternative devices like mobile phones that online shopping is likely to flourish, and that children have a growing interest in online banking.

- **Clarke Peter, McAuley Andrew (2010)** examined parental evaluation of popular brand names to be given as gifts at Christmas and the sources used to gather information about brands. Data were gathered via a survey of parents in the period prior to Christmas. The analysis consisted of a principal component analysis of the functional, symbolic and emotional evaluations. A frequency analysis and a gender-based crosstabs series identified gender variations in the evaluations and use of information sources. The study indicated that parents hold low evaluations of popular brands when buying Christmas gifts for their children. These low evaluations are across functional,
symbolic and hedonic elements. Since mothers generally attend to the gift purchase decisions, there were significant gender differences on a few evaluations. The most popular source of information is asking children what they want and is closely followed by the use of store catalogues.

- **Cohen Michael, Guciardo Sara, Schneider Joel (2002)** described how educational media company Sesame Workshop has applied research to the development and evaluation of children’s TV programming; Sesame Workshop was the creator in 1969 of the “Sesame Street” TV series, which intentionally blended entertainment and education, and it has now teamed up with Applied Research and Consulting LLC (ARC). They explained the historical background to television research, and the development by Sesame Workshop and ARC of New Kid City, a prototype media environment for children, and later of Noggin, an interactive “place to go” with a website and children’s TV channel. They illustrated the application of the Sesame Workshop approach in one of its programmes, “Rechov Sumsum/Shara’a Simsim”, which is aimed at Israeli and Arab/Palestinian children.

- **Cook Daniel Thomas (2007)** explored how discourses of children’s empowerment through goods have emerged and function as a key narrative among many in children’s commercial industries, particularly in the USA and Canada. The central philosophical and theoretical approach guiding this inquiry rests on the notion that the “child consumer” exists as a rhetorical figure which has an existence that is as consequential as “real,” biographical children. The child consumer arises from, and in many ways resides in, discourses produced by marketers, retailers, researchers and advertisers on the pages of marketing publications, often framing the imaginations and guiding the actions of advertisers, retailers, merchandisers and marketers.

- **Cowles Stephen (2002)** showed how store design and in-store communications can make shopping trips easier and more fun for both parents and children. Researcher outlined the core requirements: enough space to move around the store, ease of access from outside and clear navigation and displays. He suggested how stores can improve the communication of their values: memorable window displays, strong departments using better POS,
personal touches to encourage customer loyalty, graphics, highlighting prices and age ranges in busy areas like toys, and visual merchandising for impact.

- **Cross Gary (2002)** conducted a historical analysis on marketing to children which argued that the communications linkage between advertiser and child is more problematic than contemporary research models suggest. Cultural reactions to modern market society have led to constructions of childhood innocence that have both restricted and expanded consumption. Over the last century, this ambiguous response has produced repeated efforts to regulate advertising and has led to adult spending to restore wonder through giving to children.

- **Crutsinger, C., Knight, D. and Kim, H. (2010)** collected data from a US teen sample (n = 467) at both rural and urban high schools. Independent t-tests compared the propensity of teens’ assertive and aggressive consumer interaction styles according to specific demographic and lifestyle characteristics. Structural Equation Modeling using AMOS 6.0 program was performed to test the hypothesized relationships. Results indicated that an assertive interaction style was pervasive among US teen consumers, while the aggressive interaction style had disparities according to unique demographic and lifestyle characteristics. Assertive and aggressive interaction styles demonstrated negative influences on teen consumers’ attitudes towards products and retailing practices. By interpreting the negative impact of teens’ assertive and aggressive consumer interaction styles, marketers can develop effective strategies that appeal to this demanding consumer.

- **Dammler Axel (2003)** showed how children often reject some products which aimed at them, and how marketers can avoid this by adopting a more schematic approach in communicating with children, as the consistency of children’s reactions points to a basic pattern or scheme in their evaluation of communications or products. Researcher gave examples of products which are well or badly packaged from a child’s point of view and emphasized the importance of stereotypes, colour and age fit, also the relevance of national differences: thus, a series of bear images, colours and typographies associated with a product (Schoko) is illustrated which shows differences between
German and British children’s reactions, as well as preferences of different age groups.

- **Darian Jean C. (1998)** conducted a study analyzing the in-store behaviour of children and their parents while shopping for children’s clothing. Data were collected by unobtrusively observing and recording the behavior of parents and children in retail stores. Results indicated that a purchase was more likely where both parties were highly involved in the search, the interaction was collaborative, the parent had positive evaluations of quality, price, practicality and style, the child had positive evaluations of price, style and colour, and the salesperson addressed the needs of both the parent and the child. It was recommended that retailers’ strategies for merchandise selection, sales force training and in-store promotions, address the needs of both parent and child.

- **Datta Damyanti (2008)** explained that time has gone when Indian parents-controlled children with an iron rod. Obedience was expected and no was a household word. But in a world where families spend “Quality Time” at the mall, those norms are going the way of the dodo. By every measure, parents are bending over backwards to please their children, over 50% want their children to move ahead in life. She further explained that according to a 2006-07 survey conducted by Cartoon Network on 9000 respondents, children want more because there’s so much more to get today: about 70% nag parents for things, 84% influence parents buying decisions, 40% have computers and mobile phones in 50% Indian homes.

- **Delgado Rosangela, Foschia Paula (2003)** outlined the legislative structure surrounding advertising to children in Brazil, which is aimed at protecting children because of their lack of experience and vulnerability; it is based on the Brazilian Federal Constitution (BFC). Researcher moves on to CONAR, the National Counsel of Advertising Self-Regulation, which was set up by media associations in the 1980s and has a set of rules for ensuring that advertisers obey national regulations; and to the Brazilian Consumer Defense Code (CDC) enacted in 1990, which represented an increase in control by legislators and the judiciary. They indicated types of advertising prohibited: simulated, misleading and abusive, plus product placement. Researchers concluded with provisions for participation of children in advertisements, and
over the advertising of tobacco, alcoholic beverages, pesticides, medicine and guns.

- **Devadas and Ravi (2013)** endeavoured to follow the social ramifications of T.V. on urban young in Karnataka state. Assist they broadened their examination in understanding the TV seeing a propensity for urban young and to analyse the social effect of Television children urban male and female young. Essential information was gathered from 800 respondents utilizing survey. The information investigation delineates that TV has a significant effect on its watchers particularly on more Young ages. The investigation additionally bolsters the contention that men and girls, for the most part, vary in their response to TV programs. It is additionally watched that females talked about more about TV programs than guys. At long last, it is seen from the investigation that there is no critical contrast children young male and female watchers, in tolerating social standards from TV. Both male and female watchers are similarly defenceless to social ramifications from TV.

- **Dinu (2012)** led an examination to discover the significance of advertising on purchaser behaviour. Results demonstrate that the vast majority of the buyers are keen on branded products and rebates assume an essential part in purchasing choice. Purchasers get pulled in to new products at presentations and fairs led by makers. Online ads additionally impact their purchasing choice. Advertising and purchaser behaviour are dynamic fields, as far as logical preparing and practice. Commercials utilize present day procedure and are useful.

- **Dorey, E., Roberts, V., Maddison, R., Meagher-Lundberg, P., Dixon, R. and Ni Mhurchu, C. (2010)** observed that parents described TV as playing a dominant role in their family's lives, and highlighted several barriers to reducing children’s TV viewing, such as parents not willing to reduce their own TV watching, a lack of safe alternatives to TV and the need to use TV as a babysitting tool. Limiting access to TV, making TV viewing a reward and finding alternative activities were current strategies parents employed to limit TV viewing; however, the barriers highlighted by parents make implementing such strategies difficult. Attitudes towards electronic monitor use to reduce TV viewing were mixed.
- **Dotson Michael J., Hyatt Eva M. (2005)** had undergone a research to first provide an overview of children’s spending power, media exposure, and identification with brand names in the USA and to then provide an empirical explanation of how the consumer socialization process works with today’s children. Based on a survey administered to 663 children, a factor analysis was performed on items designed to measure young people’s attitudes toward, and interaction with, the various consumer socialization agents and marketplace factors, including shopping and media usage behavior. Five major consumer socialization influence factors emerged: irrational social influence, importance of television, familial influence, shopping importance, and brand importance; and were used as dependent variables in subsequent analysis looking at the effects of a number of independent variables. Results indicated that the relative impacts 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.

- **Dresden Brinsley, Barnard Jamie (2004)** examined the stringent existing regulations on advertising and marketing to children under 16 (or 18 in the case of alcohol); these safeguards are nevertheless under scrutiny because of growing concern in the UK and Europe. They outlined the three sets of codes of conduct applying to broadcast and print media, covering television, radio, and non-broadcast advertisements, promotions and direct marketing. They discussed the issues of safety, physical, mental and moral harm; recognizing children’s credulity, loyalty, vulnerability and inexperience; the areas of alcohol, food, and toys; and the problem of pester power, especially in the case of “tweenagers” between 13 and 16. They discussed the prohibitions and restrictions concerning the advertising of medicines, weight control or slimming products, distance selling, and lotteries, pools and bingo; the power of the Radio Authority and ITC to control broadcast time scheduling of inappropriate advertisements; and special problems of data protection in the case of children.

- **Eagle Lynne, Brennan Ross (2007)** discussed the range of potential influences on children’s food choices, while suggesting that recent restrictions on advertising of some foods may not be as effective as expected. All food
promotional leaflets and flyers delivered to households over a four-month period were analyzed in terms of their overall content and whether healthy options were included in the content or in special promotional offers. It was found that 90% of the material featured foods whose advertising would potentially be restricted if it were placed in media for which regulations were tightened in early 2007.

- **Ekstrom, K. M. (2007)** observed how consumption patterns and knowledge are transferred from children to parents. In-depth interviews carried out with ‘children’ of age group 13 revealed that they contributed information prior to and during the purchase, but also afterwards by helping to install or showing parents how to use a product.

- **Ellerton Louise (2004)** argued that marketers need a more considered understanding of the context in which children are constantly consuming, interacting, learning and relaxing; children are an audience that is becoming increasingly complex and changeable; their concerns are wider than their immediate environment, so that marketers must appreciate that their products and services form only a tiny portion of children’s lives. Researcher explored the filters that affect the child’s concerns with self-image, performance and identity, and suggested that marketers should draw up an attention plan for their particular audiences, developing this into the technique of context mapping. Researcher discussed the term “proto-teen”, which reflected the existence of a group of 11 to 14 year old, as part of the commonality between older tweens and young teens.

- **Fan Ying (2007)** conducted an empirical study on children’s buying behaviour in China with a special focus on their information sources. Based on a survey of 155 children aged 10 to 13, the research investigated the important consumer socialisation agents among Chinese children, and their attitudes toward these information sources. It was found that Chinese children regard television commercials as an important information source. However, they place a greater level of trust in interpersonal information sources, especially in parents who are perceived as the most credible information source with respect to their learning about new food products. He found that children have enormous
market potential because they not only have great influence over parental expenditure; they also present the future market.

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- **Farrell Lisa, Shields Michael A. (2007)** investigated expenditure behaviour of school-aged children using child diary information contained in the British Family Expenditure Survey. The estimates from an Almost Ideal Demand System (AIDS) for child expenditure suggested that drinks, sweets, books, and toys are ‘normal’ goods for children, but clothes, travel, leisure and vice products are ‘luxury’ items with income elasticities greater than one. Being a lone-parent child and having a working mother are important factors in determining child expenditure decisions. Importantly, a higher parental budget share on any given commodity is typically associated with an increased child budget share on the same commodity.

- **Fikry Amily, Jamil Norina Ahmad (2010)** conducted a study to diagnose the differences among the Malaysian teenagers’ ethnicities, influence strategies and family purchase decisions of mobile phones. A total of 700 questionnaires were distributed to respondents aged 13 to 17 years in private secondary schools in Malaysia to analyze their influence in family purchase decisions. Malaysian teenagers’ ethnicities have no significant differences on family
purchase decision and bargaining strategies. However, there is a significant difference between teenagers’ ethnicity and persuasion strategies.

- **Fikry Amily, Jamil Norina Ahmad (2010)** examined the cultivation effects of television advertising viewing on the perceived affluence in society and the materialistic value orientations among adolescents in urban and rural China. A survey of 646 adolescents aged 11 to 17, in Guangzhou City, and in a rural county of Henan Province, was conducted in 2006. Constructs were measured using established scales. Television advertising viewing demonstrated first- and second-order cultivation effects among urban as well as rural respondents. Heavy television advertising viewers were more likely to have a higher perceived affluence than light television advertising viewers. Heavy television advertising viewers were also more materialistic than light television advertising viewers. When television-advertising viewing was controlled, urban respondents had a higher perceived affluence, while rural respondents had a higher level of materialism.

- **Flemming Hansen, Morten Hallum Hansen (2005)** found that the Diffusion of Innovations theory roughly fit child and teenage behaviour; in the adoption process, personal communication plays a dominant role, followed by television and advertising, but mobile phone and SMS messages played almost no role among eight to 12-year-olds in communicating information on new products.

- **Flurry Laura A. (2007)** observed that over the past thirty years, the structure of the traditional American family has changed markedly which include older parents, delayed marriages, postponed childbearing, single-parent families, and stepfamilies. These profound social changes have had a significant impact on the lives of children and have conspired to change the child influence patterns in the family decision-making. Results from two contemporary samples of 1463 families suggested that consideration should be given to the changing structure of the family and the type of product when identifying the characteristics which moderate children’s influence.

- **Fonnesbaek Jeppe, Andersen Morten Melbye (2005)** introduced LEGO’s Bionicle toy which was aimed at boys aged 7-12 and developed as part of a
new ongoing epic story, with the emphasis on this “movie” aspect rather than on the constructional aspects of the toy. They described how LEGO worked closely with Advance to develop the story and to market the concept in advance of the product; this was very successful. They market the “movie” by a wide range of media, such as posters and cinema advertisements, plus media that could carry the parts of the story itself – a website, a CD-ROM and comics; this carefully designed mosaic of media was accompanied by compelling graphics, phasing the story to maintain involvement, and getting the children to pass on the story parts to each other (i.e. peer-to-peer marketing). They concluded that the campaign has benefited the overall perception of LEGO and led to a wider product range.

- **Gbadamosi Ayantunji (2010)** examined the Nigerian advertising environment with children as the target audience in relation to its regulatory system. Nigeria like most other countries of the world has regulations on advertising to children in place; some examples from the industry indicate that some of the advertisers/marketers are not embracing these fully.

- **Geuens Maggie, Pelsmacker Patrick De, Mast Gitte (2003)** outlined the ways that parents influence the process; they are role models, and communicate about purchases and consumption; co-shopping and concept-orientation are two aspects of this, as are the influence of the child and the amount of communication. They outlined the changes in family structure, including the increase in one-parent families headed by women, which has resulted in more co-shopping; the increase in the number of two-income families; and the decline in numbers of children per family. They reported research on Belgian children on the four sub-dimensions of parent - child communication as affected by the family structure variables.

- **Ghani Noor Hasmini A. (2005)** looked at the influence of television on children’s development as consumers, the importance of television as an influential model for children’s expressions of nonverbal behaviour and emotion. He explained the results of a survey of Malaysian schoolchildren which considered demographic variables such as gender and family income, and also personality traits, in relation to television viewing habits and consumer behaviour, including propensity to buy, time spent watching
television, preferred type of programme etc. Results indicated the importance of family income as a predictor of differences in socialisation; gender is less influential, and the aggressive - passive is the most influential on socialisation.

- **Ghani Noor Hasmini A., Zain Osman M. (2004)** explored the attitudes of children in Malaysia’s competitive children’s market towards TV advertising, and how this affects their spending; children influence the market as immediate consumers, as influencers of their parents and other people, and as future adult consumers. The research was conducted with 252 children in two primary schools in the Jitra town area. They found that children’s awareness of advertising, and the influence on parents’ purchase decisions, are important predictors of child attitudes to advertising; the influence of TV advertising does impinge on consumer behaviour, whether of children or of their parents as a result of pesterin, and younger children and children from lower social classes are especially susceptible to TV advertisements.

- **Goldberg's (1990)** examination in Quebec utilized a naturalistic setting and gives strong proof that the more TV commercials a children see for cereals showcased for children, the more probable it is that that product will be found in the family unit. It has been guaranteed that children creating feeling of what our way of life esteems fit to eat is affected by the foods that he or she finds in TV commercials.

- **Gotze Elisabeth, Prange Christiane, Uhrovska Iveta (2009)** analyzed children’s impact on innovation decision making empirically with the help of a diary study with 14 parents depicting their experiences with regard to the topic of interest over a period of two weeks. Children’s influence was stronger in earlier stages of the innovation buying process, based on different communication strategies with differing effects on their parents’ purchasing behaviour.

- **Gram, M. (2010)** observed family decision-making about food shopping. Parents know that their children influence what they buy in supermarkets but it was also found that parents and children do not agree on just how much influence children have. Thus, a gap exists in the knowledge about what is actually happening in this grey zone of grocery shopping which seemingly
cannot be solved through retrospective data collection. Family shopping is neither a completely rational nor conscious process, which makes the use of self-reported behaviour problematic. Findings showed that both parents and children are juggling a number of roles and apply a range of negotiation strategies which can explain why it is hard to account for who decided what afterwards. Mapping certain types of consumer actions calls for other methods than self-reported behaviour.

- **Grant Isabel J., Stephen Graeme R. (2005)** conducted a research to examine the key communicating factors which influence 12-13-year-old girls in their purchasing decisions for fashion clothing. It was found that the key decision factors when buying are parental and peer group approval, and the purchasing of fashion items is strongly influenced by brand name and its associations. Respondents were prepared to pay a premium for branded clothing, placing a high emphasis on the product being deemed cool.

- **Grasso Maureen M., Wright III Roland C. (1993)** conducted a study exploring the initial stages of the decision-making process of African-American mothers who have a child or children under the age of seven who wear play-wear. Researchers identified children’s clothing needs, advertising information used in the search process, stores searched and frequency of shopping, and the types of fabric and decorations preferred by the mothers. The findings from the focus group interviews suggested that African-American mothers have unique needs to be met for their children’s clothing as they rely on external search with an emphasis on magazines and prefer cotton fabrics and decorations representing flowers or animals.

- **Gray Oliver (2005)** examined that self-regulation in advertising, within a framework of legislation, can help reverse the trends toward childhood obesity and excessive consumerism by protecting children from undesirable advertising practices. Researcher outlined how this works in Europe: a code of advertising practice is created, based on the codes of the International Chamber of Commerce, and a self-regulatory organization (SRO) is formed to operate this, with the European Advertising Standards Alliance (EASA) providing a single voice for self-regulation. Researcher described how SROs actually enforce the codes by giving advice, handling complaints, monitoring
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advertising in their markets, and referring serious cases of abuse to the appropriate legal authority. He assessed how well the system is working: the number of complaints being handled is small in proportion to the total number of advertisements, and those concerning food and children form a small portion of the total number of complaints.

- **Guha (2013)** in his examination clarified the changing discernment and looked at the purchasing behaviour for working and non-working girls in Urban India and thus their impact in purchasing behaviour of relatives. From the investigation, it was reasoned that working girls are greater quality and value cognizant and store steadfast than non-working girls. Working girls are creating as an essential section for advertisers.

- **Guneri B., Yurt O., Kaplan M.D. and Delen M. (2010)** conducted a research focused on the influence of children on family purchasing decision-making in Turkey, a country with distinct cultural characteristics. The study provides empirical evidence based on data, collected from 849 families. The general findings of this study suggested that the children's influence on family decision-making in Turkey is limited to products of direct use to children. Findings also revealed that the children are more influential on need recognition, where to buy, when to buy and which to buy sub-decisions. On the other hand, the parents perceive children to have very little influence on family decision making, as they state themselves as the most influential units of family decision-making. This study suggested that parents underestimate the role of their children on family buying decisions.

- **Gunter Barrie, Oates Caroline, Blades Mark (1998)** investigated children’s understanding of TV advertising, using verbal and non-verbal measurements. The sample consists of 153 Dutch children, ranging from 5 to 8 years old, and their parents. The results based on non-verbal measures suggested that most children are able to distinguish commercials from programmes and that they have some insight into advertising intent. The results based on verbal measures are not as conclusive; the percentage of children who show understanding of TV advertising is then substantially lower. Effects of age, gender, and parental influence are assessed using MURALS; a regression analysis technique for categorical and continuous variables, and CHAID; a technique for identifying
homogeneous segments on the basis of the relationship between categorical dependent and explanatory variables. The age of a child turns out to have a positive effect. The effects of gender and parent-child interaction are rather small, both for verbal and for non-verbal measures of understanding of TV advertising. A high level of parental control of TV viewing may result in lower understanding of TV advertising.

- **Harper Sarah J.A., Dewar Pearl-Jane, Diack Barbara A. (2003)** investigated retail influence on the decision making of both parent and child during the purchase of children’s casual-wear clothing by examining 100 parent and child questionnaires and one retail interview. It was found that parents were the most influential in deciding which clothes were bought, but children were found to exert a strong influence. Retailers were found to influence decision making mainly by the use of merchandise and branding to attract both children and parents.

- **Haryanto, Jony Oktavian (2008)** opined that children are unique and potential market. Unique, because children usually do not spend their own money but they have huge purchasing power. Potential, because from the number of children and spending, they are big and promising. Children market consists of three markets, they are: First, primary markets which targeting the children itself. Second, influence market which emphasized the influence that children assert on family purchases. Third, future market which refers to the potential market from the children in the future. Although children are huge markets and consists of three markets, however research which see children as a combination of three markets and using children as object in research are still limited. Researches are still concerning in children as primary markets and using parents as source of information.

- **Hastings Gerard B., Aitken Philip P. (1995)** observed that there has been a long debate about whether there is a link between tobacco advertising and children’s smoking. Researchers reviewed the evidence for such a link drawing on a wide range of academic research that has adopted three approaches to the problem: studies of consumer response; studies using econometric methods; and studies of the impact of advertising bans. They concluded that, within the inevitable confines of social science research, it is
no longer tenable to deny that cigarette advertising does influence children’s smoking.

- **Hastings Gerard, Stead Martine (2003)** conducted a study and observed that there is a lot of food advertising to children & the advertised diet is less healthy than the recommended one. Children enjoy and engage with food promotion & food promotion is having an effect, particularly on children’s preferences, purchase behaviour and consumption. This effect is independent of other factors and operates at both a brand and category level. This does not amount to proof of an effect, but in our view does provide sufficient evidence to conclude that an effect exists.

- **Hayta, A. B. (2008)** observed that socialization of the consumer is the process in which the individual constantly harmonizes himself or herself with the environment by learning or changing new attitudes, values, and current norms. Socialization of the consumer is only possible through the interaction of individual factors (including age, gender, socioeconomic level, life period), socialization factors (including family, school, mass media tools, cultural variation), and learning mechanisms (cognitive development and social learning theory). Thus, learned characteristics such as knowledge, attitudes, and skills, have influence on various manifestations of child consumers and helps harmonization with the environment.

- **Hemamalini and Kurup (2014)** in their examination concentrated to consider the adequacy of TV ads in children’s points of view and further to Analyse the critical relationship of contribution, message and big name with the TV notice in reference to the purchasing goal to the children. Essential information from 50 respondents was gathered utilizing poll. Auxiliary information from books, diaries, daily papers, and sites was additionally utilized. With the use of Statistical instruments like weighted normal strategy, Chi-square and factor investigation it was inferred that the point of view of the children in regards to TV ad are viable in their purchase advances and the examination predicts the positive effect of TV ad on client consideration and straightforwardly impacts their enthusiasm for obtaining or to the want for buying.
- **Hofer Peter, Bieri Jeannette (2005)** described the legal environment of advertising regulation in Switzerland as it affected children; there is a patchwork of federal and self-regulatory codes, but although the constitution protects children’s physical, mental and moral development, there is no law specifically relating to advertising to children. They outlined the restrictions on advertising in specific media and products: television and radio, where tobacco and alcohol advertising are banned; cinema, where tobacco is not advertised; tobacco and alcohol, which can be advertised if this is socially responsible and not aimed at children under 18; medicine, where advertising is restricted to over-the-counter products; books and magazines, where alcohol and tobacco advertising are banned. They concluded that advertising to children is very liberal in Switzerland, and the system of self-regulation works well.

- **Hogan Stephen P. (2007)** observed that trust is a key business value and a corner-stone of all company-consumer relationships, but is particularly critical in children’s markets because of their vulnerability. The researcher explored how trust is created between toy companies and parents, the main purchasers of toys. Although the managers believed that consumers’ trust was chiefly driven by the marketing offer (commitment and satisfaction), they also recognized the importance of behaving responsibly and provided examples to demonstrate their integrity and benevolence.

- **Jain, Roy, Daswani, Sudha (2011)** aimed to explore the relative effectiveness of a human celebrity endorser vis-à-vis a fictional celebrity or character endorser on teenage consumers’ attitudes. The study suggested that, for food and non-food low-involvement product categories, the impact of a human celebrity is more than that of a fictional celebrity. Regarding the purchase intentions of teenagers, it was found that a human celebrity is more effective than a fictional celebrity in food and non-food low-involvement products. In the case of the high-involvement product, the human celebrity was not found to create favorable consumer attitudes.

- **Jam, Akhtar, Hijazi, Khan (2010)** conducted a study on impact of advertisement on children behaviour in Pakistan. They explored with sample from 07 different schools, 330 children and 107 parents to come up with
practical insight of advertising influence on children memory and behavior in Pakistani context. It was observed that advertisements do not impact negatively to children memory and behavior. It enhances the knowledge of children and the advertisements targeted to children were not effective. For effective positioning of children related products, marketers should target the parents and include ethical orientation along with environmental knowledge to influence the buying behavior of parents.

- **Jobber D. (1993)** presented and analyzed the results of an exploratory study into consumer reactions to television advertising. Researcher assessed consumer attitudes by the use of three criteria: consumer feelings towards exaggerated and annoying advertising; the consumer’s subjective assessment of creative advertising; and their assessment of their ideal type of advertisement. It was suggested that consumer reactions are disturbing, revealing uncomplimentary results which could reduce advertising effectiveness.

- **Jones Sandra C., Reid Amanda (2010)** explored the internet-based marketing tactics employed by eight leading Australian food companies that produce and distribute foods that are predominantly consumed by children. Seven of the eight food companies have web sites or sections of sites that are devoted to children and/or teenagers; with downloadable materials and extensive direct marketing.

- **Kamalamma (2005)** the occasions showed in TV advertising turn out to be so prevalent and pull in children so gigantically. It is regularly a reality. For example, Shaktiman funnies which is sorted out by the Parle as an uber jamboree has pulled in individuals from every one of the levels of the general public. The bundle of motion pictures, music, mold, and style is imperative to get the subtle target. The product advertising to children is about the making annoying force since publicists comprehend what an effective power it can be. The exploration in the past reinforcement had help in impacting children to wind up noticeably the market section. In supporting this, Kamalamma in her investigation mentioned objective fact that "the present children have more self-rule and basic leadership control inside the family than in past ages so it
takes after that child are vocal about what they need their folks to purchase" for them.

- **Kanner and Kasser (2000)** "Children appear to be "pushing at an open entryway" with products which are essential for their own utilization" "simply the way toward being drenched in the business culture hurts children." Discoveries demonstrate that a better than expected number of children is near the TV as opposed to other communication and diversion apparatuses." Children have turned into their particular market to sponsors" thus publicists spend more than twelve billion dollars for each year on advertising on children in India and they do this keeping in mind the end goal to impact around five hundred billion dollars in spending. Shallow besieges children esteems from media, and this can make clashes and ill will in the family. "Another wellspring of enmity is the family spending plan."

- **Kapoor and si (2014)** considered the effect of advertising and its effect on insurance industry among 50 respondents in Delhi. The examination infers that open utilize Television for data social affair and them for the most part pass by brand name yet it is discovered that notices don't ensure the offer of Insurance arrangement product and just a few react to advertise for purchasing insurance approach.

- **Karthik (2013)** learned about the effect of commercials on the interpersonal organization and how far they pass on data. These destinations are utilized as advertising instruments as they achieve substantial group of onlookers; practical, target advertising and time spent by individuals on the web. Informal organizations help promoters to know the statistic information from the profile and target notices specifically on clients. It is one of the least hard modes to spread substance and availability levels are high and associates client effortlessly. Business on the interpersonal organization is accepted to be trusted when additionally builds proposal prompting deals. Informal communities are viewed as an open door for target advertising.

- **Katke (2007)** directed a contextual analysis to discover the effect on TV advertising on kid wellbeing and family spending. Results demonstrate that advertised changes the immediate propensity and prompt vicious behaviour of children. It makes a weight on the parents and hits the family spending plan.
The examination has uncovered the positive co relationship children time went through with TV yet the antagonistic impact on children and family.

- **Kaur, Medury (2011)** observed that children today not only form a lucrative market segment on their own, but also have a significant influence on family purchases. The purpose of this study was to investigate the impact of family characteristics, such as family communication pattern and parental occupation on the perceived child influence in family decision-making amongst urban Indian families. Based on the survey of 346 parent-child dyads in Delhi, India, the study reported that significant relations existed between the abovementioned family characteristics and child’s influence in purchase and consumption decisions within the family.

- **Kaur, Singh (2011)** observed that TV competes with family, school, society and religious institutions to provide role models and information that affect children’s’ beliefs, values, behavior, attitude and lifestyle. This study was conducted to make note of TV viewing patterns amongst children from middle and upper middle socioeconomic strata of the urban society. A sample of 400 children of 8 to 16 years of age, across the region of Punjab was selected. It was found that on an average, children watch two hours or less of TV daily and most of them indulged in bedtime TV viewing. They watched TV primarily for entertainment and for learning. Children’s’ most preferred program was children’s’ shows/serials, followed by cartoon/animated programs. More number of girls and older children watch TV to learn and to counter loneliness and because parents discussed TV more often with them compared to boys and younger children.

- **Koksal Mehmet Haluk (2007)** conducted a study to determine the factors affecting the consumer preferences and behaviour in the children's clothing market in Turkey, a country where the majority of the population is under 18 years old. It was observed that there is no set shopping period; consumers prefer shopping from independent shops; in the selection of retailers, consumers consider payment conditions, pricing, and range of merchandise; in the family the parents mostly make the buying decisions for their children's clothes; the age of children making their own clothing decisions varies between six and ten; the most important factors affecting consumers’ decisions
towards shopping for children’s clothing are the price, quality, convenience, payment conditions, and size of the clothing.

- **Kunst Laurien, Kratzer Jan (2007)** examined the role of social networks of children on the diffusion of an innovation. An experiment was conducted on three primary public schools in The Netherlands, with children aged eight to 12. It was found that a child’s centrality in his/her social network was the most important determinant for adoptive behavior. The higher a child’s centrality in his/her social network, the stronger a child’s adoptive behavior. In addition the findings show that traditional marketing strategies such as mass media appeared to have no impact on adoptive behavior at all.

- **Kurnit Paul (2004)** questioned the validity of the KGOY dictum, i.e. that kids are getting older younger. He observed that children are brand aware at earlier ages, they are more technologically aware and “graduate” from dolls and action figures earlier, and puberty itself is earlier in girls; other issues like obesity, school violence, child abduction and terrorism demonstrate the involvement of children’s issues with the adult world. Researcher reported a KGOY recalibration exercise by KidShop, however, which finds that children, while being aware of issues, are in fact quite satisfied with their status as children, rather than wanting to be older than they are.

- **Kurnit Paul (2005)** reviewed the history of advertising to children in the USA since the baby boomer generation of post-World War 2 and the advent of television. He described how toys were marketed in order to sell cereals and sweetened cereals were introduced to appeal to children. He outlined the growth of regulation in the form of the National Association of Broadcasters, and subsequently of self-regulation by the Children’s Advertising Review Unit (CARU). Researcher showed how television has become the main commercial vehicle for children, based on the 30 second commercial and a variety of ways to appeal to them.

- **Laroche Michel, Yang Zhiyong, Kim Chankon, Richard Marie-Odile (2007)** observed that Children’s purchase influence (CPI) is an important factor in understanding family consumption behavior. They investigated the effects of cultural adaptation, including the role of acculturation and ethnic
identification, on children’s role in family purchase decisions. Children in generationally consonant families have more influence over both frequently- and infrequently purchased family product purchases than children in dissonant families. Children’s influence is generally higher in purchase situations involving items for their own use than for the use of the whole family. Therefore, it would be more effective to use children as actors when advertising children’s products and thus communicate with this audience directly.

- **Lawlor Margaret-Anne, Prothero Andrea (2008)** explored children’s understanding of television advertising intent. A qualitative approach was employed, involving a series of focus group discussions and in-depth interviews with 52 Irish children, aged between seven and nine years. It was indicated that the participating children view advertising as serving interests including, but not limited to, the advertiser. The existence of other interested parties was suggested by the children, namely the agendas of viewers and television channels. Children viewed advertising as being larger and more complex than the advertiser’s perspective, which has been the traditional focus in the extant research.

- **Lee Christina Kwai-Choi, Collins Brett A. (2000)** observed that although conflict resolution in family decision-making processes has been a key topic in consumer behaviour research, very few studies have considered the impact of children on decision outcomes. Researchers determined the relative influence of family members and the dominant decision-making strategies. Observational data were derived from videotaped recordings of family interactions during a simulated decision-making situation. They discussed how the formation of coalitions influences the decision, and considers the role of gender and gender composition of children in family decision making. Results indicated how these factors influence the family decision-making process for nuclear families with two adolescent children.

- **Maher Jill Kurp, Lord John B., Hughner Renee Shaw, Childs Nancy M. (2006)** conducted a research investigating the changes in the types of advertised food products and the use of nutritional versus consumer appeals in children’s advertising from 2000 to 2005. Results indicated that food
processors and restaurants have not changed their advertising messages to children in response to the multitude of pressures the industry is facing. Specifically, this pre-post longitudinal comparison shows no significant change regarding types of food products advertised and type of appeals used in the advertisements directed to children.

- **Makgosa Rina (2010)** investigated how vicarious role models such as television celebrities and entertainers influence purchase intentions of teenagers in Botswana. Data were collected from a convenience sample of 200 senior secondary school students using a structured questionnaire. The results reflected that there is a relatively high level of vicarious role model influence of television celebrities and entertainers among teenagers in Botswana. Similarly, the results of regression analysis demonstrated that television celebrities and entertainers as vicarious role models positively influence teenagers’ purchase intentions, especially their switching behavior and response to the problem.

- **Manish Mittal et al (2010)** additionally upheld in their examination that uncovered parents have an adverse effect on children since children demand, annoy and irritate their folks to purchase the promoted products. TV advertisements are a vital factor which drives their product decision and instils undesirable eating habits in them. It additionally showed that Indian children adore staring at the TV and incline toward it over social cooperation, physical and improvement exercises. It additionally demonstrates that TV advertisements give children learning about products and brands.

- **Manson Michel (2010)** proved how the word “bonbon” was born in France at the beginning of the seventeenth century to signify the link between candies and childhood. He explored how confectioners appeared and became organized and it is a surprise to discover that they did not use the word “bonbon” for their candies and pralines. One has to wait until the end of the eighteenth century before the confectionary market designates children as its main target. But the texts and the first moral tales of children’s literature show that during the eighteenth and nineteenth centuries “bonbons” belong to the children's material world, such as toys, and that adults were glad to give them candies as a present.
- **Marquis Marie (2004)** explored strategies used by ten-year-old children to influence parental decisions on food purchasing. Gender differences were observed in terms of eating environment, social motivations to select foods and use of specific persuasive strategies. The results obtained contributed to our knowledge on interpersonal influences on children’s consumer behavior and on individual differences in consumer socialization.

- **Martensen Anne (2007)** examined tweens’ (8-12 year-olds) satisfaction with and loyalty to their mobile phones and the relationship between these in Denmark. The results indicated that tweens are far more satisfied with their mobile phones than adults are and that the mobile phones fulfill children’s expectations to a much higher degree. Still, brands are not able to turn tweens into loyal customers who will recommend their mobile phones to friends. Tweens’ loyalty is lower than what is experienced for adults and the relationship between satisfaction and loyalty is very weak.

- **Mathiot Louis (2010)** observed that children are not passive consumers; rather they have a reflexive attitude towards their eating practice and the ability to override food-use rules invented by the manufacturers. Over the years, there has appeared on the market a range of fun food products for which clear instructions are given on how children should eat and play with them. Despite copy, produced with the young consumer in mind, and carefully defined product affordance, consumer practice is far removed from what the product designers expect. For children, however, deviating from prescribed use and re-appropriating products with their own “art of doing” or food-use techniques are key elements of their eating practice.

- **McNeal James U., Ji Mindy F. (2003)** elicited the visual memory of packaging that facilitates consumers’ identification and selection of products from store displays. Children were asked to draw a cereal box and the results were compared with actual cereal boxes. Over 97% spontaneously drew a cereal box with a brand name and other brand related symbols. This may be the first time to have a glimpse of the consumer’s evoked set as it really exists. The results suggested that one’s evoked set is not just a list of brand names in the mind, but an elaborate symbolic environment made up of visual and verbal codes in which the brand name is nested.
● **McNeal, (1998)** proposed in his exploration that as children discover security in appending themselves with objects like a pad, cover, brand, big name their interest has not yet been stifled, so they do turn their consideration regarding different articles, as different brands. A name serves to add measurements to an item to separate it somehow or various topics intended to fulfil a similar need. The value differential purchaser’s measure the qualities of the brand will pay over different things in same class.

● **Mirandah Patrick (2006)** outlines Malaysian restrictions about advertising to children under 18 and on the use of children in advertisements: the latter is discouraged unless the products advertised directly relate to children. He introduced the Malaysian Code of Advertising Practices as the basis of the self-regulation system; there are no specific laws governing advertising in Malaysia.

● **Mittal, Daga, Chhabra, Lilani (2010)** observed 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 product. Television advertisements are an important factor which drives their product choice and inculcate unhealthy eating habits in them. The present study indicated that Indian children love watching television and prefer it over social interaction, physical and developmental activities. It also indicated that TV advertisements provide children knowledge about products and brands and children demand more of the product whose advertisements they like.

● **Molenmaker L.P., Kratzer J., Achterkamp M.C. (2008)** explored to fill the gap in lead users’ research under children. An effort was made to analyze the characteristics of lead users in social networks of children. Furthermore, their role in the adoption and diffusion of innovations was examined. An experiment was conducted at primary schools in The Netherlands, with children aged between 8 and 12 years where innovation was introduced in a social network (school class). Lead users were identified and their adoptive behavior was examined. Lead users have an efficient place within a social network, which allows them to receive diverse and non-redundant information. They have a higher familiarity with the product category, and
they are perceived as experts by their peers. Finally, lead users are more likely to be boys than girls. This study discovered there is a significant positive relationship between lead userness and the current use of the innovation and the intention to use it in the future.

- **Moore Elizabeth S., Lutz Richard J. (2000)** conducted a study about advertising’s impact in conjunction with children's product usage experiences. Two studies, one using experimentation and the other using depth interviews, were undertaken to examine this issue. In addition to informational effects, special emphasis was placed on the role affective constructs play in shaping children’s impressions. Experimental results indicated that both product trial and advertising have influences, but also that the interplay of these influences differs between older children (10–11-year-olds) and younger children (seven- to eight-year-olds). Depth interviews offered further insights into these age differences such that our overall understanding of how older and younger children relate to advertisements and product consumption has been advanced.

- **Moschis and Mitchell (1986)** directed an investigation intended to test the impacts of TV advertising and relational interchanges on the children’s shopper behaviour. Not at all like past examinations, be that as it may, are the effects of such communication forms on teenagers assessed with regards to family unit basic leadership. Hence, the impact of these pictures might be of great noteworthiness in forming the attitudes and practices and attitudes of children. Natural factors may influence on purchasing practices of the purchaser. As showcasing related research suggested that condition gives certain kind of experience to the purchaser, which is utilized for development and offering item or managements. At the point when a customer sees a commercial about the brand and creates similarity for the brand and after that in the long run ready to purchase it.

- **Muratore Isabelle (2003)** conducted a study on 702 parents and 702 children to get a better understanding of the child’s cents-off sensitivity and his brand sensitivity in influence situations. This research shows the non-linear influence of the child’s cognitive development on his cents-off sensitivity as well as the role of parents’ socialization. It appeared from the study that the
child’s cents-off sensitivity shapes his brand sensitivity and his influence strategies.

- **Nairn Agnes, Griffin Christine, Wicks Patricia Gaya (2008)** offered a critique of the Piagetian developmental cognitive psychology model which dominated research into children and brand symbolism, and to propose consumer culture theory as an alternative approach. They presented the design and interpretation of an empirical study into the roles brands play in the everyday lives of junior school children, which demonstrated the richness of this alternative framework. A two-stage qualitative study involving 148 children aged 7-11 was conducted. Findings from group discussions with 56 children in stage 2 of the study were analyzed from a consumer culture theory perspective. The analysis focused on two aspects of the ways in which children use brand symbols in their everyday lives: their fluid interpretations of “cool” in relation to brand symbols, and the constitution of gender in children’s talk about iconic brands, notably on “torturing Barbie”.

- **Neeley Sabrina, Coffey Tim (2004)** reported research on Generation X and Generation Y mothers and explored how today’s US mothers differ from those of past generations, such as in being more family oriented and ethnically diverse; mothers are vital to marketers as they tend to “hold the purse-strings”. They arranged mothers on a continuum of six categories, varying from the most permissive to the most restrictive in parenting style, and argued those children’s marketing needs to address the 58% of mothers who are restrictive. They pointed out that the central two categories, which include both “permissive” mothers who are responsive to their children’s requests and “restrictive” mothers who are concerned about the objective value of products, constitute almost half the total and are therefore vital for advertising messages.

- **Nixon Bruce (2004)** suggested how producers, marketers and advertisers can respond to the debate on marketing to children, especially the concerns about obesity. He emphasized that denial of the problems is not an option, and that simple unawareness on the part of parents accounts for some of the unhealthy eating habits of many children. He contrasted the socially responsible actions of older entrepreneurs like Cadbury and Lever with the more complex attitudes of today’s companies, who know how to avoid prosecution and protect their
brand names, but are not actually socially and environmentally responsible, largely because the costs of such behaviour are considerable.

- **O’Sullivan Terry (2005)** conducted a study to question the models of childhood implied within contemporary UK debate about advertising to children. He identified a role for qualitative market research in establishing a more fully-articulated account of childhood, with implications for both policy makers and marketers. He illuminated the assumptions about childhood which divide industry advocates from their critics, and suggested that qualitative understanding of children's experience of advertising should have a greater role in complementing the predominantly positivist research on which the debate draws.

- **Oates Caroline J., Newman Nicki (2010)** identified the different types of food featured on children’s television in the UK and how frequently they appear. A content analysis of children's television across four popular UK channels (CBBC, CBeebies, CiTV, Five) was carried out in Autumn 2008. All output including programmes, advertisements, sponsorship, trailers and indents was examined for verbal and visual instances of food and drink. Food and drink mentions were classified according to food categories. The results showed a high incidence of food across the different kinds of output and across the four channels. In programmes, food mentions were skewed towards healthy (68.7 per cent v. 31.3 per cent) rather than unhealthy foods. The most frequent categories of food were fruit and vegetables, desserts, and grains.

- **Ogba Ike-Elechi, Johnson Rebecca (2010)** conducted a study to investigate the effect of packaging on children’s product preferences and its ability to influence parents’ buyer decision in-store. The study was approached from the parents’ rather than the children’s perspective. A quantitative approach was adopted in data collection, using a 28 item Likert scaled questionnaire administered to 150 parents, with over 95 percent response rate. It was found that packaging does affect the product preferences of children. Children were particularly interested in influencing the purchase of unhealthy foods. However, parents within the study claimed that they did not succumb to their children’s requests for the purchase of unhealthy food, which contradicts evidence from previous findings.
Ozdogan F. Bahar, Altintas M. Hakan (2010) explored the moderating effects of parent-child co-viewing of TV and parents’ discussion of content with children in the context of the family’s effect on children’s skepticism towards TV advertising. A survey of 296 consumers aged 12 to 16 in Ankara was conducted using a structured questionnaire. Constructs were measured using established scales. It was observed that the co-viewing of advertisements with parents increased the family effect. On the other hand, discussion of advertising with parents reduced the family effect. The conclusion was that parent-child co-viewing of advertisements can alter the children’s perceptions of advertisements through personal assessments.

Page, Ridgway (2001) suggested that children’s consumer environments rather than deficiencies in skills may be able to better explain differences in children’s consumer behaviors. Two studies were conducted towards that end. In the first, researchers performed an extensive qualitative evaluation of the consumer environments of children from disparate socioeconomic backgrounds. In the second, they surveyed the same children to gather data on their consumption patterns. Neighborhood of origin appeared to play a large role in the children’s responses.

Panwar J.S., Agnihotri Milan (2006) conducted a study to extend knowledge of cognitive processing of advertising messages by urban children in India. Data were collected from 250 children aged between 7 and 12 years, drawn in the sample from five major towns of the relatively affluent western state of Gujarat (India) by using the cluster sampling approach. It was found that children’s ability to decode and process advertising messages and to understand their intents is influenced not only by their cognitive abilities at different age strata but also by their social and personal environments. Social norms related to acceptability and appropriateness of gender behavior also influence the processing of advertising messages by the children of both sexes. Other elements like likeability of the model, character or endorser, story line, slogan and the music will create liking or disliking for a particular advertisement and hence decoding of its message.

Pettersson, A., Olsson, U. and Fjellstrom, C. (2004) observed families and the interaction between children and adults in the grocery store, focusing on
young people’s involvement in food shopping. Hidden observation and family interview methods were used. They observed a total of 338 people in seven different grocery stores in Stockholm during the summer and autumn of 2003 and seven family interviews, involving a total of 29 persons, were conducted in Uppsala in the spring of 2003. In the interviews, parents reported avoiding shopping for food together with children as they experienced it as stressful and exhausting. The observations showed that family life in the grocery store comprises not only the food purchase, but also bringing up children and consumer education. Young people’s involvement in the food purchase varied depending on their age and the specific product. The different behaviour observed may be interpreted as reflecting the variation in ways of bringing up children at home. Public place such the grocery store facilitates pedagogical situations and can work as a tool for informal education.

- **Pettigrew Simone, Roberts Michele (2006)** explored mothers’ attitudes to fast food companies’ use of toy premiums as a marketing technique. Two focus groups and 12 individual interviews were conducted with 21 mothers of young children. The mothers considered toy premiums to be a highly effective form of marketing targeted at their children. Such purchase incentives stimulate a constant barrage of requests that parents must manage.

- **Phelps, J. E. and Hoy, M. G. (1996)** provides an initial exploration into the Aad-Ab-PI relationship in children with specific focus given to the impact of brand familiarity and measurement timing while controlling for prior brand attitudes. Forty-three third graders and sixty-eight sixth graders participated in a 2 × 2 factorial experiment that manipulated brand familiarity (familiar vs. unfamiliar) and measurement timing (immediate vs. delayed). Similar to the results using adult subjects, the children’s Aad measures significantly affected Ab for both familiar and unfamiliar brands, even after controlling for prior brand attitude. However, contrary to adult responses, the children’s Aad had a significant, albeit modest, impact on their PI responses.

- **Plogell Michael, Sundstrom Jesper (2004)** outlined the long tradition of legislation in Sweden relating to advertising to children embodied in the Marketing Practices Act, which covers all media and target audiences. They listed the general principles involved: advertising must not exploit children’s
inexperience and credulity, encourage them to persuade others to buy the product, or contain any content which is potentially harmful or dangerous, and it should contain the information that children cannot enter into legally binding agreements and so cannot order goods or services without the consent of their guardians. They discussed the specific regulations prohibiting television advertising to children, the prohibition on direct marketing to children, regulation of lotteries and games, promotions like “free” gifts, and collection of personal data.

- **Pomeranz, J. L. (2010)** revealed that young children are targeted by food and beverage advertisers but are unable to comprehend the commercial context and persuasive intent of marketing. Although the First Amendment protects commercial speech, it does not protect deceptive and misleading speech for profit. Marketing directed at children may fall into this category of unprotected speech. Further, children do not have the same First Amendment right to receive speech as adults. For the first time since the Federal Trade Commission's original attempt to regulate marketing to children in the 1970s (termed KidVid), the political, scientific, and legal climate coalesce to make the time well-suited to reevaluate the FTC's authority for action. The author analyzed the constitutional authority for the FTC to regulate television food marketing directed at children as deceptive in light of the most robust public health evidence on the subject.

- **Powell James, Wicken Geoff (2002)** compared the findings from the Youth Target Group Index (TGI) Survey of British children with those from the Simmonds Kids and Teens survey in the USA, with implications for marketers. They concluded that the two countries’ youth undeniably share a sophisticated common culture, with most but not all influences coming from the USA, and that there is as a result considerable scope for marketers of goods such as sportswear and web-based activities; differences between the youth in the two countries include a greater degree of independence among American than British children aged 7 to 10, with somewhat higher mobile phone ownership.

- **Powell Lisa M., Szczypka Glen, Chaloupka Frank J. (2007)** examined exposure to food advertising on television (TV) among children aged 2
through 11 years in USA. 27.2% and 36.4% of children’s exposure to total nonprogram content time and product advertising, respectively, was for food-related products. Similar distributions were found by race. Cereal was the most frequently seen food product, making up 27.6% of all food advertisements. Comparisons with previous studies suggested that, over time, food advertisements account for a smaller share of the product advertisements seen by US children.

- **Preston, C. (2010)** observed that the children see advertising as having very little influence. Rather, they see that their parents’ involvement with certain categories have become, over time, their norm. Children do not see that the regulation of advertising of food and drink to them will have any significant effect upon their diet, as their parents will continue to consume from within the categories supplied by the retail sector, which in their view constitutes the most influential aspect of food and drink marketing.

- **Priyanka (2012)** concentrated the effect of online notice on buyer behaviour. The study was led among 100 respondents utilizing survey found that web clients have a similar recognition towards sites. Intelligent commercials enable the client to start the activity. She presumes that individuals at all age amass concur that online notices are enlightening but then problem on occasion.

- **Reed Wendy S., Bate Catherine, Simsovic Douglas (2003)** outlined the patchwork of federal law and self-regulatory codes and guidelines which makes up the legislative system relating to advertising to Canadian children. Federal Law includes the Broadcast Code of Advertising to Children, the Telecaster Services of the Television Bureau of Canada, and the CBC Advertising Standards, while self-regulatory codes include the Canadian Code of Advertising Standards and the Code of Ethics and Standards of Practice of the Canadian Marketing Association. They focused on Quebec’s provincial laws for advertising to children; Quebec is the only province, and in fact the only jurisdiction in North America, in which commercial advertising to persons under 13 is generally prohibited.

- **Roper Stuart, Shah Binita (2007)** conducted a study of the social impact of branding upon “tweens,” pre-adolescent children aged between seven and
eleven. An exploratory qualitative study involving focus groups with primary school teachers in the UK and Kenya and open-ended projective questionnaires with primary school children in both countries formed the primary data collection. Brands can be the cause of social division amongst children resulting in the formation of “in” groups and “out” groups. Those who do not own the right brands may be discriminated against and experience social impacts which include being teased, bullied, having low self-esteem and being socially excluded. Their parents also felt the effects through pester power, the guilt of not being able to buy their children the latest brands or by financially struggling to provide these brands for their children.

- **Sabino Donna (2003)** discussed how the children’s market has grown over the last decades, as parents have increasingly planned to have children and bring them up as emotionally intelligent human beings; marketers need to be aware of children as a distinct and increasingly articulate group. Researcher focused on the Nickelodeon Purchase Study, which found that children had an influence on the purchase of products beyond what were normally thought of children’s products: for instance, on the decision to buy a family car.

- **Samson Neil (2005)** looked at how food and drink have been marketed to children over the last 15 years. He showed how the “compression culture” of the 1990s, where parents were cash rich and time poor, combined with trends towards fewer children, dual income families and rising divorce rates to foster parental indulgence of children during “quality time”, and thus to “kid power”. Researcher described how products became aimed at children, as food manufacturers realized that if they made products that appealed to children and induced them to ask their mothers for it, these products would probably be bought. Researcher discussed the pressure on companies to produce and advertise healthier foods because of the incidence of childhood obesity, and the responses to this of firms like McDonald’s, Kraft and Kellogg’s: reduction of sugar, fat and salt content and additives, promotion of healthier and more active lifestyles, a switch to targeting mothers instead of children, and use of the internet.

- **Schaefer Allen D., Parker R. Stephen, Hermans Charles M. (2009)** conducted a study regarding information source usage in teen apparel
purchases in China, Japan and the United States. The purpose of this study was to consider the sources of apparel brand information utilized by 14- to 17-year-olds in these three nations. Nine hypotheses were developed based on the interpersonal influence and the individualism/collectivism constructs. Chinese teens reported a greater likelihood to use their parents as apparel information sources than do the US and Japanese teens. Of the three groups, the US teens report the greatest likelihood of using marketer based information sources (i.e. advertising and salespersons).

- **Sharma Ruppal Walia, Dasgupta Pinaki (2009)** identified the focus areas for marketing strategies targeting children. The paper integrated and structured key insights from existing research on children’s influence and roles in decision making and postulates a planning framework for marketing to children. The PPP planning framework developed here highlights what should be the direction and focus of marketing strategies, given the level of interest and influence of children in a particular brand/category.

- **Shoham Aviv, Dalakas Vassilis (2005)** examined the impact of Israeli children on family decision making. Two studies were used, replicating two different approaches that have been used to measure children’s influence with US children. In study one; a survey was given to each parent, whereas, in study two, a survey was given to each parent and their child. It was indicated that Israeli children have a similar influence to US children, suggesting that, overall, Israeli children exercise quite strong influence on family decision making. This was the case when rated by children, as well as by both mothers and fathers.

- **Sidin Samsinar Md., Abdul Rahman Mohd K., Abdul Rashid Md. Zabid, Othman Md. Nor, Abu Bakar Ainul Z. (2008)** investigated the effects of age, gender and city of dwelling on children’s consumption attitude and behavior intentions. A total of 300 children between the ages of nine and fourteen years old were interviewed in four different cities in Malaysia. Findings indicated that age and city of dwelling were significant influence on children's consumption attitude and behavior intentions.
Singh (2012) concentrated the effect of the commercial on the brand inclinations of circulated air through beverages among 150 respondents. The examination reasons that the advertised impacts the purchaser in regards to the decision of their brand and the product brand impacts the purchasing behaviour of the buyers paying little respect to their cost. The investigation additionally found that the respondents reviewed the commercials of their brand and big-name support which impacts the purchasing behaviour.

Singh, Kaur (2011) observed that children spend much of their free time in watching television seemingly enamored of the screen. Advertisers on children’s television channels used to appeal to the parents, but now they directly appeal to children who do not have the emotional or cognitive tools to evaluate what is being sold to them. Gone are the days when parents talked about what their children should wear, eat, play and study. While television is a good medium for imparting knowledge and education, it can also be harmful considering the impact it leaves on the minds of children. Marketers try to plant the seeds of brand recognition in the minds of young children with the hope that these seeds would grow into long-lasting relationships. It was found that children always influence parents’ shopping decisions whether the purchases are of use to them or not.

Sparrman Anna (2009) conducted a study to understand, from children’s perspectives, the commercial marketing strategy of selling breakfast cereals with “insert toys” targeted at children. The study was based on four focus group interviews conducted with 16 children (8-9 years of age) concerning 18 different breakfast cereal packages. From children’s perspectives, “insert toys” are constituted by cultural and social patterns extending far beyond the “insert toy” itself. For example, the analysis shows that it is not biological age that defines what and how consumption is understood.

Spungin Pat (2004) explored the reasons behind parents’ food purchases for their children, relating this to the part that advertising is alleged to play in the purchase of unhealthy food and in particular the issue of “pester power” or the nag factor. Researcher reported a study of 1530 families in the UK sponsored by the Food Advertising Unit, which explored the questions of whether parents know enough about healthy diets, how they react to pestering, what they think
about advertising to children, and the relation of income level to attitudes. It was found that parents do have reservations about advertising to children, with most of them feeling that advertisers manipulate children; but at the same time parents accept this as a fact of life in a consumer society and still feel that they have more influence on their children than do the advertisers.

**Stephen Parker R., Hermans Charles M., Schaefer Allen D. (2004)** conducted a study examining fashion consciousness among Chinese, Japanese and US teenagers. The purpose of the study was to examine similarities and differences in attitudes toward fashion across these three markets. The results show that significant differences in fashion consciousness exist between Chinese teens and their Japanese and US counterparts. At the same time, the US and Japanese teens show similarities in their attitudes toward fashion. The findings may support the idea of market differences in fashion consciousness between developed countries and less developed countries. While there are opportunities for fashion merchants to benefit from market similarities, an understanding of the idiosyncrasies underlying motivations of teen fashion in each market is needed.

**Tavor (2011)** concentrated the web-based advertising development and their adequacy. He looked at the proficiency of two techniques of online notices flag and fly up advertise and found that individuals are more intrigued by standard advertisements as opposed to fly up advertisements and reasons that through online notice promoter's contacts potential clients at no cost.

**Thomson, E. S., Laing, A. W. and McKee, L. (2007)** observed that children have long been acknowledged as playing an important role within family purchase decisions, with their ability to directly and indirectly influence decisions. The researchers conducted a survey of an in-depth interview with parents and children separately, and the completion of a decision mapping tool followed by a family interview. The findings addressed a specific and important aspect of the data, namely the influence behaviour adopted by children during high-involvement family purchase decisions. The children in all of the respondent families were found to have direct influence over the purchases discussed. They demonstrated a range of sophisticated influence behaviours that included justifying and highlighting the benefits of purchases,
forming coalitions, compromising and remaining persistent. These behaviours were underpinned and enhanced by the use of product-related knowledge and information, which was viewed positively and encouraged by parents.

- **Tingstad Vebjorg (2007)** seeks to report from a qualitative study of the global television concept Pop Idol with the aim of evaluating children’s and teenagers’ involvement as consumers, both in their roles in purchasing goods and services, and being targets for well-designed promotional activities. Researcher discussed how young consumers distinguish between two “regimes of truth” in the television concept: first the creation of a superstar, and second the broader phenomenon that Pop Idol represents, which is mainly about creating consumers through participation.

- **Tinson Julie, Nancarrow Clive (2007)** conducted a quantitative and qualitative study to examine the relatively under-researched, but increasingly important, tweenagers’ market across a number of product categories and the extent to which ten to 12 year old are involved in the final stages of purchase decision making. Researchers considered whether a liberal versus traditional approach to decisions made within the family (gender role orientation (GRO)) affected the degree of involvement. The findings suggested that GRO is indeed a factor in family decision making but that the relationship is far from a simple one. Researchers believed that perceptions of involvement are sometimes inconsistent and some kids may not be growing older younger in the way previously thought, but may simply believe they are more involved in purchase decision making as a consequence of parental strategies as well as the influences of media, school and peers.

- **Tinson Julie, Nancarrow Clive, Brace Ian (2008)** conducted a study to note the growing significance of different family types in the west and explore the relationship between the complexity of family relationships typified in single parent, blended and intact families and the involvement of children in purchase decisions. A random sample of mothers with children aged 10-16 were contacted from the TNS Postal Access Panel. Questionnaires were only used where there were responses from both the mother and child. A total of 524 fully completed questionnaires were used for the analysis. The analysis supports the idea that where familial relationships are simpler such as in single
parent homes (fewer relationships) then the involvement of the child is greater and in more complex relationships such as in blended homes (where there are step-parents and step children present) a child’s involvement may be less marked.

- **Tucker Greg (2005)** explained how parents influenced their children in food likes and dislikes, and how this influences the importance of defining the emotional benefits of brands. He emphasized that many companies associated with children fail to recognize that messages transmitted in the home environment differ from those expressed in classical research techniques, and that overpromising (exaggerating what will be experienced); is poor marketing. He illustrated this by showing how hostility among children to “healthy” foods have resulted from excessive overselling of these products by mothers; in contrast, demonization of burgers has actually increased their appeal by associating them with thrills, novelty and rebellion. He explored how emotional pairing, such as the association in French stores of the child’s homecoming from school with certain food brands, uses a complex set of emotional benefits that are distinct from purely physiological attributes and thus enables brands to command a premium.

- **Unnikrishnan, Bajpai (1996)** discussed the extent to which advertising shapes the consciousness of children; what they are learning from television: and whether television advertising is establishing a social and consumption agenda for children to follow. They conveyed both the excitement and the confusion created in the minds of children by what they see on the small screen. They discovered that the manner in which children negotiated TV information and advertising messages varies according to their socio-economic backgrounds. Their research showed how important television has become in the lives of children.

- **Valentine Virginia (2003)** conducted a study to show how semiotics can be used to see the relationship between children and their development, on the one hand, and the culture that structures how they think and feel, on the other. Researcher developed a “brand mirror” for today’s children to express the self-image they see encoded in various semiotic “languages”. Illustrated this by the example of Nike sportswear, whose messages encode an image of
empowerment through sports, and especially the success of Black sportspeople despite adversity; as children are relatively powerless, they can identify with this, and the brand has helped in the promotion of Black culture.

- **Van Evra, J. P. (1995)** observed that children’s purpose for watching specific commercials affects the impact of the advertising. Viewing commercials for information, either factual or affective, and perceived relevance, as well as attention, are important conditions for behavioral effect. These factors interact with developmental, gender, racial, and cultural variables, to contribute to a differential impact of advertising on these subgroups.

- **Ville Valerie-Ines de La (2007)** conceptualized the field of child and teen consumption as a system of social practices at the crossroads of six strongly intermingled subsystems covering social, institutional, technological, narrative, economic, and political stakes. Children’s and teens’ consumption are shaped and transformed by a mix of managerial action, public policy, cycles of technological change, the evolution of related institutions like parenthood and schooling, changing cultural references, values, modes of socialization as well as by the actions of children and teens themselves.

- **Volz Gerhard W., Felipe Bances Handschuh, Dora Poshtakova (2005)** described the new legal and regulatory norms in Spain which aimed to protect children from the constant advertising and marketing messages that they are exposed to; these are in line with the Spanish Constitution’s concern for protection of honour, privacy and image, and they recognize that children have a naivety and credulity that must not be exploited. They concluded with restrictions on the advertising of products which involve children as actors: the emphasis here is that children must not be shown in dangerous situations, for instance with toys that are not safe for them at the age level shown.

- **Wiener Nicole (2004)** focused on the challenge of reaching the young consumer, the kidsumer, in the sophisticated media world of today. He identified four key mindsets for children: exploration, expression, exchange, and excitement; the retail environment is the critical point of interaction between brands and customers, and the “playtail” concept involves the design of new retail spaces for brands which emphasizes both interaction and fun. He
illustrated this with a case study of the toy maker LEGO’s brand stores, and especially its new store design at Blue water; the brand has successfully used the concept of playtail by stimulating both child and adult within its customers.

- **Wilson, G. and Wood, K. (2004)** conducted a study on parents and children of families in Midlothian, Scotland. They observed that children are assuming larger roles in household consumer decisions and have also emerged as independent consumers, thus forming an increasingly powerful market segment. Children can be seen as forming, first, a primary market; second, as influencers on their parents’ decision making; and third, as potential future adult consumers. Using focus groups and in-depth interviews, they explored the influence of children on supermarket shopping. The results showed that children have a significant influence on supermarket product purchases.

- **Yousaf and Shehzad (2013)** concentrated the impact and impact of TV commercials over unskilled and educated individuals of India. Discoveries demonstrate that unskilled spend more than 2hrs every day of TV commercials and proficient watch under 2 hrs every day. Concerning content viewing, 70% of literates incline toward content in TV commercials and 68% of unskilled people like content. It is discovered that ignorant people are behaviourally impacted though literates are mentally affected. Not every one of the literates has faith in the message passed on in the ads are genuine, so they don’t attempt all products recorded on TV. Be that as it may, uneducated people have confidence in the substance and endeavor to purchase those products.