Youngsters are influenced by a major name; jingle and kids appear so when they see an ad and like genius, jingle or kids demonstrates they direct go to buy the item without getting any information. Nowadays it creates the impression that youngsters' impact on family decision in shopping has been tirelessly extended. Kids' ages are fundamental to grasping the TV promotions.

Notices have been assuming a significant job in transmitting the message of the associations to the customers. In very aggressive market, associations are attempting their best to move toward becoming business sector pioneers by making mindfulness and brand unwaveringness of their items. Today, youngsters are increasingly educated clients at an early age as they have turned out to be incredible influencers in family unit purchasing choices. The evolving financial, socio-social, political and monetary requests have changed the kid into a much mindful customer. They not just endeavor to impact their folks to buy their very own items however other family unit items moreover. Guardians wind up under huge weight from "Hassle Power" as they face consistently developing requests from their youngsters. The measure of impacts applied by kids varies by item classification and phase of basic leadership process. For certain items, they are dynamic initiators, data searchers and purchasers; while for other item classifications, they impact buys made by the guardians.

Most likely it is a provoking activity for scientists to go in cerebrum prodding of kids. The finding of this exploration has potential application for publicists in picking up a personal comprehension of this market fragment. The present investigation made an endeavor of recognizing, surveying and assessing the important outer and interior variables which have huge effect on offspring of particular ages.

Starting late youngsters' market has ended up being imperative to producers and publicists, despite for product show accomplice centered at kids and adults. There are various points of view that make kids a basic part. Youngsters appreciate self-sufficient shopping at a generously. Younger age than the earlier ages and have an
extending sway on their families buy. Kids impression of TV and their reaction to TV publicizing have driven us to reason that, TV is a champion among a basic effects in kids’ lives and that kids are watching more TV than whenever in late memory and this is only inclined to increase with time as TV expands their range and offer increasingly noticeable review decisions.

Guardians are the good examples and fill in as watchmen for kids' media seeing. Sponsors need to acquire green light of guards before they target kids. Right off the bat, it is significant that how guardians see showed ads and which factors explicitly affect them to limit their youngsters seeing. This investigation gives a benchmark to longitudinally analyze different product offerings coordinated to youngsters. This would be valuable data for sponsors, for guardians, for administrative bodies and for specific vested parties, every one of whom have regular business objectives. This even adds another measurement to data that how offspring of various ages can separate between promotion substance and expectation. The focal topic was to set up the impact of elements from kids and guardians' point of view.

The present study thus conducted with view to fill the critical gap with seven objectives and further divided into two parts: one is parent’s perception for the children buying behaviour and other is children’s perception of their buying behaviour.

**Research Gap**

Children are the target markets of most of the industries through advertising companies. Industries try to fascinate the children by all ways to purchase. Various celebrities and role models like actors, sports personalities, and renowned persons are being used by the industry people to attract the children. Industries are doing this with the help of attractive advertisements taking into consideration the mental and psychological level of the children. Industry people realized that if children convinced, then children may able to convince to their parent or the elders & the organizations will be able to increase their sales. It became necessary to study the effect of advertisements on children behaviour, especially buying behaviour. The study will be undertaken to study the effect of advertisement on children buying behaviour. Efforts will be made to know whether an advertisement convince the
children to either buy the product themselves or persuade their elders to buy the product.

Till today, not enough good knowledge about the reasons which are affecting behavioral and psychological response of children. It has been observed that they are well informed about vast categories of products and influence the elders for their purchase decisions. A study of these factors was very crucial for determining growth and direction of advertising in particular and decisions regarding promotion mix in general.

The study was conducted in the Jaipur City and surrounding villages Rajasthan.

Research Objectives

The study shall have the following objectives:

1. To study the influence of children in the family to buy a particular product.
2. To study the relationship between children’s influence patterns and various demographic, socio-economic, personality and attitudinal variables.
3. To observe whether the children analyze a particular advertisement to be ethical or unethical.
4. To observe the effect of celebrities on children buying behaviour.
5. To study the Parents’ perceptions of the role of children in various decision areas.

Hypotheses

To test the validity and applicability of given objectives and to gain an insight into the sample of children and parents involved in the study, following hypothesis have been developed. A set of hypothesis has been generated to evaluate the effect of advertisement on children buying behaviour. These hypotheses are tested by application of appropriate statistical tools to derive expressive and relevant recommendations.

H1: Age plays a positive impact of children to understand Television advertisements.

H2: Gender of child influence their advertisement liking.

H3: There is strong correlation between parent child interactions while watching television.
H4: There is strong association between watching Television and watching advertisements.

H5: There is significant difference between children residing in urban and rural areas.

H6: There is significant relations among the variables like advertisement – family – brand - organization - friends.

H7: There is significant relation between children residing in urban and rural areas in considering Advertisement as a dependent variable for choosing a particular product or brand.

H8: There is significant relation between children residing in urban and rural areas in considering Brand as a dependent variable for choosing a particular product or brand.

H9: There is significant relation between children residing in urban and rural areas in considering organization as a dependent variable for choosing a particular product or brand.

H10: There is significant relation between children residing in urban and rural areas in considering family and friend as a dependent variable for choosing a particular product or brand.

H11: Children are strongly affected by demographic, social, economic and attitudinal variables.

H12: There is significant association between children residing in urban and rural areas in context to considering advertisements as ethical.

H13: There is significant association between children residing in urban and rural areas in context to considering advertisements as unethical.

H14: There is significant association between children residing in urban and rural areas in context to considering that organizations hide the facts about the product.

H15: There is significant association between children residing in urban and rural areas in context to liking celebrities in advertisements.
**H16:** There is significant association between children residing in urban and rural areas in context to that celebrity’s effect the purchase decision.

**H17:** Parents plays a significant role in interaction with children in various buying decision areas.

**METHODOLOGY**

**Selection of Sample**

This study mainly targeted children between 11-18 years of age & their parents. The respondents were taken randomly from Jaipur City and surrounding villages.

**Sample Size**

<table>
<thead>
<tr>
<th></th>
<th>Proposed</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children Sample size</td>
<td>1000</td>
<td>800</td>
</tr>
<tr>
<td>Children sample size</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parent’s Sample Size</td>
<td>300</td>
<td>200</td>
</tr>
<tr>
<td>Parent’s Sample Size</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Sample Size</td>
<td>1100</td>
<td>1000</td>
</tr>
</tbody>
</table>

Separate Structured Questionnaires were given to all 1000 children and 300 parents. Despite various reminders and continuous follow up, the researcher able to gathers the data from only 800 children and 200 parents.

**Sampling type:** Stratified random sampling.
Findings & Conclusions

The urban children likewise need publicized products seen however they don’t require them. They additionally like the advertisements of the products they are as of now utilizing and trust that products are comparable to anticipated from TV advertisements. Despite the fact that there is a critical distinction in the view of both rural and urban children that interest for product purchase is affected by TV advertisements still the provincial children are more affected by TV advertisements. Male children' purchasing behaviour is more impacted by TV advertisements than their female partners. TV ads have destructed children attitude somewhat, and somewhat it has given benefits in terms of knowledge.

The major findings are summarized as follows:

- Understanding of television advertisements is similar for children of age groups 11-13 years (33.04%) and 13-14 years (33.42%) while it is (33.54%) for children in the age group of 14-15 years.

- It was observed that gender has significant effect on advertisement liking. Male child (62%) is more influenced by the advertisements than a female child (38%). As we are aware that males have more exposure towards environment and are more brand conscious as compared to females; so they are more provoked by advertisements.

- 61.6% rural children often watch advertisements; 35.47% sometimes watch advertisements while only 2.9% urban children rarely watch advertisements. 49.11% urban children often watch advertisements; 33.93% sometimes watch advertisements while only 16.96% rural children rarely watch advertisements. 52.8% of the total children irrespective of the rural and urban category often watch advertisements. 34.37% sometimes watches advertisements while only 12.75% of the total children rarely watch advertisements.

- 30% children belong to business class families. 70% children belong to service class families. 55.71% children belonging to business class families often watch advertisements; 37.14% children sometimes watch advertisements while only 7.14% children rarely watch advertisements. 66.15% children belonging to service class families often watch advertisements; 24.62%
children sometimes watch advertisements while only 9.23% children rarely watch advertisements.

- The most trustworthy source of purchase information for children is parents. Children are preferring family (20.87%), T.V. (32.75%) and friends (19.75%), newspaper (9.8%), Theater (2.6%), Internet (8%) as it highlights the percentage of children who responded that they provide no information affecting their decision making.

- The sources of information affecting the parent decision making. The most trustworthy source of purchase information for children is parents. Children are preferring family (11.5%), T.V. (27.5%) and friends (10.5%), newspaper (26%), Theater (3.5%), Internet (17%) as it highlights the percentage of children who responded that they provide no information affecting their decision making.

- 51.25% of the complete youngsters independent of the rustic and urban class think about very highly, advertisements as a factor for choosing a particular product; 35% children consider it highly while 13.7% children remain indifferent towards it. 61.61% urban children consider very highly, advertisements as a factor for choosing a particular product; 31.79% urban children consider it highly while 16.61% urban children remain indifferent towards it. 50.42% rural children consider very highly, advertisements as a factor for choosing a particular product; 42.50% children consider it highly while 7.08% rural children remain indifferent towards it.

- 49.38% of the complete youngsters independent of the rustic and urban class think about very highly, brand as a factor for choosing a particular product; 35.75% children consider it highly while 14.88% children remain indifferent towards it. 45.36% urban children consider very highly, brand as a factor for choosing a particular product; 40% urban children consider it highly while 14.64% urban children remain indifferent towards it. 58.75% rural children consider very highly, brand as a factor for choosing a particular product; 25.83% children consider it highly while 15.42% rural children remain indifferent towards it.
• 44.38% of the complete youngsters independent of the rustic and urban class think about very highly, organization as a factor for choosing a particular product; 36.25% children consider it highly while 19.38% children remain indifferent towards it. 41.25% urban children consider very highly, organization as a factor for choosing a particular product; 40.71% urban children consider it highly while 18.04% urban children remain indifferent towards it. 51.67% rural children consider very highly, organization as a factor for choosing a particular product; 25.83% children consider it highly while 22.50% rural children remain indifferent towards it.

• 48.25% of the complete youngsters independent of the rustic and urban class think about very highly, family and friends as a factor for choosing a particular product; 33.50% children consider it highly while 18.25% children remain indifferent towards it. 43.75% urban children consider very highly, family and friends as a factor for choosing a particular product; 38.21% urban children consider it highly while 18.04% urban children remain indifferent towards it. 58.75% rural children consider very highly, family and friends as a factor for choosing a particular product; 22.50% children consider it highly while 18.75% rural children remain indifferent towards it.

• 53.5% watch like advertisement during cartoons shows; 24.75% like advertisement during movie; 10.75% children like advertisement during sports while only 3% children like advertisement during news.

• Children’s overall satisfaction by developing cross tabulation between purchase decisions with age component. It was observed that 31% children are satisfied with their purchase decisions while 30.62% children are highly satisfied with their purchase decisions and only 15.62% children are dissatisfied with their purchase decision.

• Overall satisfaction of parents according to gender with purchase decision of the children. 27% male parent’s and 14.5% female parent’s are highly satisfied with the purchase decision of the children. 15.5% males and 9.5% females are satisfied with the purchase decision of the children. 9% males & 7.5% female parent remain no response towards the purchase decision of the children. 6% male parents and 4.5% female are dissatisfied with the purchase decision of
the children. 2.5% male parents and 4% female are highly dissatisfied with the purchase decision of the children.

- 52.5% parents are highly satisfied with the purchase decision of the children; 25% are satisfied; 4% are dissatisfied while 15.5% remain indifferent towards the purchase decision of the children.

- 29% parents are highly satisfied with the purchase decision of the children; 8.5% are satisfied; 11.5% parents are dissatisfied while 8.5% parents remain indifferent towards the purchase decision of the children.

- 38% parents are highly satisfied with the purchase decision of the children; 53% are satisfied; 5% parents are dissatisfied while 10% parents remain indifferent towards the purchase decision of the children.

- 47% parents are highly satisfied with the purchase decision of the children; 23.5% are highly satisfied; 11.5% are dissatisfied while 13% parents remain indifferent towards the purchase decision of the children.

- 49% parents are highly satisfied with the purchase decision of the children; 21% are highly satisfied; 10% are dissatisfied while 12% parents remain indifferent towards the purchase decision of the children.
Recommendations

The present study has highlighted some important conclusions which emphasized the impact of advertisement on psychological behavior of children: an empirical study with special reference to Jaipur district.

Children's behavior is surely impacted by TV advertising from various perspectives. The advertisements impact their product decision as well as impact their ways of life, association in family purchase choices, relationship with parents, and so forth children's attitudes towards TV advertisements by and large an effect of TV advertising on children specifically are discovered that numerous TV advertisements are superior to anything TV programmes. The examination comes about demonstrated that there is a certain critical relationship among every one of the factors. Such kind of results implies that there is an extraordinary impact of TV on the psyche of children, which brought about the state of purchasing behaviour. At current, it is the time of electronic media, every one of the houses has TVs with dish radio wires links and remote wideband, even in towns hundred channels can be seen through the remote expansive band and dish reception apparatus.

The analysis also sets the stage for the following recommendations:

1. Parents and family assume a key part in restricting the utilization of TV and web. Consistent observing with sufficient reasons would likewise make the children more sensible in his utilization of these mediums.

2. Habits like perusing a novel, playing an instrument or moving likewise support the endorphins and keep children mind dynamic.

3. The sort of projects saw the parents or the individuals or the family additionally should be checked the same number of times the projects being viewed by the mother may have content which isn't appropriate for the children.

4. Advertisers to have clear understanding and ethical presentation of advertisement.

5. Advertisers who prepare and disseminate information to the society; they are morally responsible for what they seek to do and this responsibility
should be equally shared by broadcasting executives and all those who are involved in advertising process.

6. Advertisement which are not ethical presenting or misleading to the society shall be immediately banned.

7. Government and social organizations should conduct seminars and workshops for the parents to make them aware about the children products. Special efforts should be made to make illiterate parents aware about the content and intent of the advertisements so that they can make their children awakened.

8. As cartoon channels are most sought after channels among the children as found in the study, so it is recommended that frequency of advertisements on cartoon channels should increase to cause effective impact on child behaviour.

9. Marketers need to conduct various activities in the schools or at some prominent places where children gathering can be there to become closer to children through various children programmes like painting competitions, debates, games, fun activities etc.

10. As we overdrive the influence of advertising on the children’s minds, advertisers and policy makers need to assess and evaluate before showing any advertisements on any media.

The above-mentioned recommendations are based on conclusions drawn from the present study and the observations of the researcher while interacting with the children and parents both formally and informally. The recommendations suggest the ways in which the marketers, parents and children need to focus. These recommendations are sure to help the marketers to formulate better marketing strategies while dealing with children, parents and all the members of the household as each play a different role in the family decision making. They will help the parents to motivate and encourage the children to involve more in household buying decisions and have better satisfaction in their purchase decisions and become better and wise consumers.