CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACKNOWLEDGEMENT</td>
<td>(I)</td>
</tr>
<tr>
<td>PREFACE</td>
<td>(III)</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>(V)</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>(VIII)</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>(XXI)</td>
</tr>
<tr>
<td>LIST OF ABBREVIATIONS</td>
<td>(XXII)</td>
</tr>
<tr>
<td>LIST OF VARIABLES FOR PARENTS</td>
<td>(XXIII)</td>
</tr>
<tr>
<td>LIST OF VARIABLES FOR CHILDREN</td>
<td>(XXIV)</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>(XXV)</td>
</tr>
</tbody>
</table>

CHAPTER – 1: INTRODUCTION  1 – 28

1.1 Introduction  1
1.2 The Problem  3
1.3 Framework of the Study  10
1.4 Profile of Area Under Study  11
1.5 Scope of the Study  14
1.6 Objectives of the Study  15
1.7 Hypothesis of the Study  15
1.8 Research Methodology  15
1.9 Significance of the Study  25
1.10 Organization of the Study  25
1.11 Limitations of the Study  27

CHAPTER – II: REVIEW OF LITERATURE  29 – 55

2.1 Introduction  29
2.2 Literature Review 30


3.1 Introduction 56
3.2 Demographic Profile of Parent Respondents 56
3.3 Comparative Analysis of the Demographics 62
3.4 Demographic Profile of Child Respondents 87
3.5 Comparative Analysis of the Demographics 90
3.6 Conclusion 97

CHAPTER – IV: ROLE OF CHILDREN AND GROWTH OF THE MARKET 99 – 152

4.1 Introduction 99
4.2 Analysis of the Survey Results 100
4.3 Conclusion 152

CHAPTER – V: MEDIA, CHILDREN AND MARKET 153 – 231

5.1 Introduction 153
5.2 Interpretation of Survey Results 154
5.3 Conclusion 231

CHAPTER – VI: REDEFINING THE BUYING ROLES IN HOUSEHOLD SECTOR 232 – 270

6.1 Introduction 232
6.2 Analysis and Interpretation of the Survey Results 233
6.3 Conclusion 270