CHAPTER-II

REVIEW OF LITERATURE

Review of Literature is an account of what has been published on a topic by accredited scholars and researchers. It provides a basic framework and the design within which the research is carried out. Availability of literature related to the parental attitude regarding advertising to children is scarce as a few research studies related to this topic are available. Parental attitude about advertising to children is based upon the perception that parents have about the child consumerism, kids advertising, socialization patterns, family communication patterns, the legal framework governing the advertising on TV and above all the role children play in the purchase decision making. The review of literature for this topic takes into account all the above mentioned issues as they appear to be pertinent to the current topic under investigation. The research studies which are directly or indirectly related to the topic of the study have been reviewed in a chronological order.

Research pertaining to children's consumer behaviour dates back to the 1950's with the publication of a few studies on topics related to brand loyalty and conspicuous consumption. Children as consumers in the evolving consumer market is based on their tendency and ability towards understanding the marketing and retail functions, influence on parents in purchasing decisions, and relative influence of parents and peers on consumption patterns. Though the number of these papers were not adequate enough, yet they proved to be extremely important in introducing the topic of child consumer behaviour to marketers and provided techniques and methods to harness the child psychology and data pertaining to them.

Greyser and Reece (1971) conducted research on the attitude of businessmen towards advertising to children. It was a comparative survey in which the attitudes of businessmen and college students' towards advertising was studied. Statistically significant differences surfaced among responses of businessmen and students towards advertising. About 90 per cent of the businessmen acknowledged that "Advertising was necessary", whereas, the students responding to the same question held directly opposite opinion, 80 per cent
of them responded that advertising persuaded people to buy things they did not need. Over 3/4th of the students believed that advertising presented misleading/invalid claims. Some of them believed that advertising insulted their intelligence and was irritating at times. Although two dimensional importance of advertising ie the industry and the society was accepted, yet, highly contradictory attitudes towards advertising to children were held.

**Ward (1972)** conducted research to study the effect of age on children’s awareness, understanding and discernment of TV advertising. In this study, 67 children, ranging from 5 to 12 years of age, selected from families of middle and upper-middle class, were interviewed. The questionnaire designed by Blatt (1971) was used for personal interviews with the children. The findings of the study suggested that children’s responses to commercials were related to stages in their cognitive development. Younger children exhibited low awareness of the concept of a commercial, frequently explaining them as part of the show or identifying them simply by naming a category of products. On the contrary, the results indicated that older children exhibited greater awareness in explaining commercials in terms of the concept of sponsorship. They also understood the purpose of the commercials better and could discriminate between programs and commercials more readily than younger children. Age differences in complexity of recall were discovered to be significant.

**Ward and Bever (1972)** studied the relationship between the children’s age and their ability to understand the TV commercials. They confirmed that children aged 8 or older no longer believed that "Commercials always tell truth". According to their study, as the child’s age advanced, his ability to understand the basic intent of advertising and the ability to differentiate the programme from the commercials also improved. With maturity, the children developed the tendency to distrust the commercials after analysing them.

**Ward and Wackman (1972)** carried out a comprehensive survey of mothers to find out how often their children asked for various products and how often they yielded to it. It was found that the most frequent requests were for food and toys and that the highest yielding levels (buying "often" or "sometimes") were those for cereals (87%), snack foods (63%), game toys (54%) and candies (42%).
Frideres (1973) reported that TV created desires for toys among small children and TV advertisements may not affect all children directly. Informal communication among children created need in an indirect manner. His findings also suggested that a large number of parents buy toys on the basis of their children’s desires. This was quite prevalent among middle class families and was also somewhat representative of parents belonging to lower class, whereas, it was not true for upper class families. Finally, the results indicated a clear relationship between the cost of item and the basis for decision to buy it.

Haller (1974) reported in his findings that more than three-fourth of the respondents surveyed believed that advertising presented invalid or misleading claims. More than 80 percent of the respondents felt that over one-half of all advertising insulted their intelligence. Nearly two-thirds of those students responding felt that more than half of all advertising was irritating and about 80 per cent of respondents rated TV advertising as highly annoying.

Rossiter and Robertson (1974) were of the opinion that advertising could generate three possible effects on the children. The first suggestive effect was the cognitive effect that was the ability of the children to understand the nature and intent of advertising. Second such effect was the attitudinal effect, which was the feeling that the children developed towards advertising and the reaction they were intended to generate. The third effect called the behavioural effect was the extent to which the children were persuaded by advertising to ask for the advertised product. These three effects of advertising had more intense effect on the purchase behaviour of the children, who were not mature enough to understand the primary intention behind such advertisements.

Rubin (1974) in his research based on the principles of Piaget's theory of cognitive development, indicated that each stage in child’s development was built on the previous one. The research was in the form of an experiment that was done simultaneously on younger and older children. A break fast cereal, "Pink Panther Flakes" was shown on TV to the children. Later on, these children were interviewed to determine if they understood the purpose of the advertisement and whether they could recall the message content. Results indicated that younger children were unable to recall any such information, nor
did they understand the purpose of advertisement. Whereas, on other hand older children in the later stage of cognitive development were able to recall the contents of advertisements and the purpose of advertisement to some extent. This study provided evidence that the children develop an ability to understand the nature of commercial at a particular cognitive stage.

Atkin (1975) observed mother-child pairs shopping in the supermarket. He found that 62 per cent of parents acceded to their child’s “Request” or “Demand”. Conflict was recorded in 65 per cent of the cases where the request was denied by the parent and unhappiness in 48 per cent of children was noted. There was a tendency for conflict and unhappiness to be the highest amongst 6 to 8 year olds. However, he noted that conflict was seldom intense or persistent and the displays of child’s anger or sadness were also short lived. The amount of commercial time viewed at home was also found to be positively related to the number of purchase influence attempts made by children.

Bever et al. (1975) performed a study involving the attitudes of children toward advertising based on the cognitive development theory of Piaget. Interviews were conducted with 48 children between the ages of 5 and 12 years from a cross section of working and middle class families. The results indicated that the attitude children have towards advertising become more negative with age and their anger toward misleading ads also increased. Even by the age of 10 years, children were undeniably cynical and suspicious of TV ads. About 75 per cent of the children in the 11 to 12 years age group felt that advertising was sometimes intended to “trick” the consumers, but over 65 per cent believed that they could discern deceptive ads at least some of the time. Also of importance was the result that children’s skill in acquiring impression of reality from advertising far exceeded their abilities to logically understand commercial messages. Given the inability to detect logical fallacies, children accepted the faulty reasoning without questioning their validity.

Donohue (1975) reported that in totality, television was providing more innocuous consumer behavioural attitudes and was encouraging the development of somewhat questionable consumer values. Important observation made by him was that little education about the importance of nutritional elements in food was taking place from
different socializing agents. Another important finding was that many children were apparently learning that when a disruption in physical well being occurred the appropriate behaviour was the taking of some medicine or pill to correct the imbalance.

Galst and White (1976) conducted a study on the role of TV advertising as an unhealthy persuader for children’s purchase influencing attempts at the supermarket. A total of 41 children (mean age 4.7 years) and their mothers participated. The study consisted of two parts – an experimental TV-viewing study conducted within the child’s school, to determine commercial reinforcement value for each child, and a field study involving the direct observation of the child’s purchase influencing attempts at the supermarket. They reported that children made an average of 15 purchase influence attempts and children were successful in obtaining 45 per cent of the items requested. A significant positive relationship was found between the number of purchase influence attempts and both the total amount of TV reinforcement time and the amount of commercial reinforcement time (as measured in a laboratory situation). The study demonstrated a high degree of correspondence between children’s purchase influence attempts and the foods that are heavily advertised on TV. Sugared cereals and candies were the most heavily requested items and also the food items most frequently advertised on TV. As ads for sugared cereals out-number those for non sugared cereals by 3 to 1 during programs directed to children, the results were discussed in term of TV’s contribution to unhealthy eating patterns. It provided strong co-relational data linking children’s purchase influence attempts in supermarkets both to the amount of commercial TV they watched at home and the degree to which they preferred to watch ads rather than program material in a laboratory setting.

Rossiter and Robertson (1976) examined parental control over children's television viewing as reported by parents and as reported by the children themselves. Results revealed a significant pattern of parental exaggeration. Parents claimed significantly lower viewing by their children, strict household rules governing viewing, more co-viewing with children, greater parent-child interaction, and lower susceptibility to commercials than the children themselves reported. Parental exaggeration was also found to increase with social class, suggesting that a social desirability bias underlies the general pattern of idealized reporting of television control by parents.
Shimp and Divita (1976) observed that ability of the child to recognize a product was significantly influenced both by children’s stage of cognitive development and by relative length of time in a commercial devoted to presenting product and premium information. Concrete operational children uniformly exhibited greater product information recognition accuracy than pre-operational and thus appeared to be less influenced by the premium from processing information. But it was unclear whether these findings were exclusively due to interference or merely reflected greater memory facility on the part of concrete operational children.

Burr (1977) reported that about 75 per cent of children spent in excess of twenty two hours per week viewing television. On an average, children recognized products advertised on television. Their tendency to buy as a result of various appeals varied according to the appeal used. They found that no significant correlation was found in children’s recognition of product and hours of television viewed per week.

Barry (1978) conducted research on the elementary school guidance counsellors towards children TV advertising. The results indicated that most of them held a negative opinion of children's advertising. They strongly felt that advertising stifled creativity and lessened child's interpersonal skills. About 35 per cent of them believed that advertising to children should be banned completely. The effects of advertising strategies, such as hot selling or repetition, on child’s response to advertising proved to generate an overall negative effect on the personality of children.

Goldberg and Gibson (1978) observed that children when offered a choice of highly sugared or more wholesome snack and breakfast foods, showed varied responses and their choices reflected their TV exposure experience. Those who viewed commercials for highly sugared foods had a tendency to buy them as compared to those who viewed pro-nutrition public service announcements. They preferred choosing more fruits and vegetables as compared to highly sugared foods.

Goldberg, Marvin and Gorn (1978) investigated some potential unintended consequences of TV advertising on children and the reaction to both parents and peers. It also focussed on personal feelings of children when denied a request for a toy. The results
suggested that the contents of some of commercial material on children’s television motivated children to acquire and spend more time with toys as against playing with peers. The study also suggested that a larger number of parent-child conflict situations developed as a result of TV advertising to children. There was evidence, however, that the child experienced greater personal unhappiness when he/she had seen a TV advertisement for the product in question and was denied it.

Reid (1978) investigated the influence the family had on the ability of children to comprehend the commercials directed towards them. The results indicated that even pre-school children had the potential ability to understand advertising and this ability was affected by the consumer teaching orientation of the family. Also the children from households where parents explained the purpose of advertising were less susceptible to deception than from households with a low consumer teaching orientation.

Zuckerman et al. (1978) studied children’s viewing of television and recognition memory of commercials. Total 112 children in grades 2nd, 3rd and 4th were videotaped while watching a standard 15 minutes television presentation in a semi naturalistic setting. Videotapes were analyzed for attention to television, viewing patterns, and alternate activities. Recognition memories of auditory and visual content of the ads and of the products were tested. Comparisons were made of the children’s behavior during the program and during the commercials. A consistent viewing pattern for ads emerged. Attention was highest at the onset of an ad and decreased rapidly after this. The appearance of a second ad in a pair resulted in further decline in attention. It also appeared that children were so familiar with the content and techniques used in ads that they rapidly habituate to them. Rate of habituation to new ads may be less rapid, but they too, appear to be subject to a decline in children’s attention. Recognition memory following the single presentation of an ad was poor. This was due to the children’s relative inattention and the children’s tendency to confuse what they had just seen with other similar material. Further, attention was more strongly related to visual than to auditory recognition.

Bearden et al. (1979) examined the effect of family socio-economic background on the measurement of children’s attitudes towards advertising. Results showed that children of
high income group were more disposed and attracted to the TV advertising as compared to the children of middle and low income groups.

**Moschis and Moore (1979)** examined decision-making patterns among teen-age consumers. Variables associated with several stages in the decision-making process (information seeking, product evaluation and purchase) as well as “anticipatory” cognitions regarding family decision making were examined within the context of general theories of socialization. Further the results suggested that young people acquired sophisticated decision making cognitions and skills by the time they reached early adolescence. The results suggested that adolescents tend to rely more on personal sources for information on products of high socioeconomic and performance risk, and on mass media for information on products perceived as low for such risk. One unexpected finding was the relatively low influence of significant others (parents and peers), at the product evaluation stage of the decision process. Price (sales) and brand name were perceived as the most important evaluative criteria. Apparently, perceived product attributes at this stage outweighed social influence, although the relative importance of these factors seemed to depend on the type of products being evaluated.

**Gorn and Goldberg (1980)** observed the attitude and behaviour of children towards different advertised products. The results indicated that attitude of children towards the advertised products was highly influenced, with as little as one exposure to a commercial and that marketers were able to get the same results as intended by them.

**Miller and Busch (1980)** conducted a comparative study about the response of children towards premium format commercials vis-a-vis host and announcer commercials. They found that premium format commercials were more effective than host and announcer commercials in producing desired behavioural changes. Girls showed favourable attitudes toward the advertised product but there was no difference in the percentage of boys and girls who selected the advertised product. No differences were found between white and black children in attitude or recall but a higher percentage of white children selected the advertised product than did black children.

**Anderson (1981)** suggested that advertising directed toward children may have more
harmful effects on parent-child relations in low income families than in moderate-to-high income families. Children from poorer families had less developed attitudes, or that socio-economic factors affected communication skills and eventually the quality and meaningfulness of responses.

**Barry And Hansen (1981)** observed the behaviour of black and white children with reference to television advertising. They found that a majority of recall questions produced similar response from two groups i.e. black and white children, black children were apprehensive and found it difficult in associating a brand with a particular commercial. Their stated preferences were pensively influenced by the presence of black character in commercial. They further observed that white children’s preference seemed not to be affected by the presence of black character in a commercial.

**Butter et al. (1981)** conducted a study on the discrimination of television programs and commercials by preschool children. The respondents were 80 preschool children who were divided into two equal size age groups, younger (Average age = 4.13 years) and older (Average age = 5.15 years) with approximately equal gender-wise distribution. It was observed that preschool children were able to distinguish a program from a commercial. Although older preschoolers recognized significantly more number of programs and commercials, the younger preschoolers were also able to recognize and differentiate 80 per cent of the programs and ad segments. Further, the parents view that most of the children who know the difference between programs and commercials also know that the purpose of ads which is to foster purchase was not supported. Amongst the younger children, 68 per cent could not verbalize an awareness of what a TV ad was, and 90 per cent did not know why they were shown on TV.

**Moschis (1982)** investigated the role that parents appeared to play in the consumer socialization of their offspring. It was found that parents were instrumental in teaching them the rational aspects of consumption. In addition, youngsters appeared to acquire variety of other consumption related orientations and skills from their parents. Parental influence on the consumer behaviour of their offspring was situation-specific; it varied across products, stage in the decision-making process and consumer characteristics. Parents influenced the development of consumer behaviour in their children both directly
and indirectly. Parents influenced their children’s consumer learning directly through several communication process, including overt interaction about consumption matters, using reinforcement mechanisms and providing opportunities for the child to observe his own consumption behaviour.

**Stephens and Stutts (1982)** investigated the age at which children developed the ability to understand the difference between TV programme and the advertisement. The sample consisted of 109 children aged 3 to 5 years from nursery schools. It was found that the young children responded to perceptual cues shown on television but were less able to discriminate between commercials and programmes. They were less aware of the persuasive intent of advertising. The ability of a child to distinguish between TV programme and commercial improved with age.

**Julian and Clive (1983)** studied children’s attitudes towards TV advertising. A sample of 545 middle class white boys and girls with average age 10.67 years completed a 28 item scale after viewing a TV commercial. Factor analysis of the items yielded 2 interpretable factors, labeled ‘Entertainment’ and ‘Irritation-Boredom’. Two issues emerged: (1) children’s and adult’s attitudes to TV ads differ somewhat, and (2) children view television advertisements almost entirely in terms of their entertainment function. This had important ethical implications. Children’s purchase behavior may not be manipulated by such ads because (a) their perception of these ads may not be consistent with the advertisers’ primary intentions and (b) children are less entertained and more irritated and bored with such ads as they grow older.

**Roedder and Stemthal (1983)** reported the existence of differences in attitude-behaviour consistency after the children were exposed to TV advertising. This difference in the attitude could be attributed to limitations due to cognitive skills in younger children. The younger children had more difficult time in choosing an alternative that were similar, many in number and required detailed processing of information than the older children.

**Gorn and Florsheim (1985)** investigated the effect of TV commercials on children for adult products. Experiment was conducted testing the effect of exposure to commercial for lipstick and diet drinks. It was assumed that the effects would be greater for lipstick
than for diet drinks, since the sample of nine-and ten year old girls involved in this study saw themselves using that product in the future. The results indicated that lipstick TV commercial could influence children’s perception of the products and brands that were associated with being an adult and thus perhaps the products and brands they should consume in the future. The results suggested that even if children were presently consumers of a product class, exposure to TV advertising for these products might influence the perspective children have of adult world.

Warren (1985) studied parental mediation of pre-school children's television viewing. A survey of 129 parents of pre-school children (ages 1-5) showed that when resources were in highest demand, attitudes toward television were a factor in deciding, whether television mediation would benefit children. Demographic variables, parents' attitudes about television, and parents' involvement with children all significantly predicted restrictive and instructive mediation.

Polly (1986) found out that advertising reinforced materialism, cynicism, irrationality, selfishness, anxiety and restlessness among the children who were not mature enough to comprehend the hidden motives behind advertisements. Major criticism by parents was based on the belief that such commercials were inherently unfair and deceptive.

Wells (1986) observed that when children were exposed to TV advertising they were easily misled and got confused by the advertisements. He indicated that this confusion was not the result of undue sales pressure or lack of knowledge but the dazzle and the way of presentation that proved to be irresistible for children and drove them to buy the product not knowing the reality of what was being shown.

Hite and Eck (1987) studied the attitudes of the business firms and the consumers towards advertising to children. It was found that the level of education was a major determinant in forming the attitude of the consumers towards advertising to children as older and less educated consumers held a more negative opinion of advertising directed at children. The study also provided evidence that the consumers had a more negative view towards children directed advertising, while the business firms had a positive image of such advertising. Among the business firms larger companies had a more favourable
attitude towards children's advertising, than did smaller firms. According to their studies if marketing and advertising managers were to provide positive feedback to the issues of children's advertising, they need to know and understand more about persuasive and communicative effectiveness of advertising to children.

Isler, Popper and Ward (1987) observed that the intra family dynamics was affected by various factors. These factors determined the extent of children's requests towards dairy products and TV viewing. Their results indicated that most of the families considered advertising to be ethically wrong and that advertisers did not have right to advertise to whomever and whatever they wanted because of freedom of speech. The research showed that consumers agreed with the statement that most parents were not concerned with advertising directed towards children but indicated that parents held a negative attitude and agreed that advertising induced negative behavioural elements in children.

Narayan and Andal (1987) conducted a study on the impact of TV on the Indian family. Since there was a solitary channel at that time hence parents held both positive and negative views about advertising to children.

Brucks et al. (1988) employed a cognitive response approach, using non-directive probes in their study, to assess the effects of advertising knowledge and the presence of a cue, on thoughts produced by 9 to 10 years old children while watching commercials. These 102 children were likely to be cued processors and were young enough to be interested in toys but old enough to articulate their thoughts reasonably well (Piaget’s theory of cognitive development). The selected four ads (for a doll, a robot toy, a candy and a sweetened drink) used techniques that had been earlier discussed in the instructional films with the children. It was found that both knowledge about advertising and a cue to activate that knowledge were required to produce advertising counter arguments. Also, knowledge about advertising, as provided by the instructional films, resulted in more skeptical responses. However this critical orientation among knowledgeable children was not consistent with the actual thoughts children produced while watching the ads. Unless the children were given a cue that activated their advertising knowledge, knowledgeable children did not tend to generate critical thoughts during ad exposure. Thus it appears that direct questions themselves may serve as cues that activate advertising knowledge.
Furthermore, direct questions may elicit responses that children believe are “correct” or socially desirable. In either case, this study concludes that responses to direct questions overestimate children’s actual use of cognitive defenses during exposure to advertising.

Carlson and Grossbart (1988) were of the opinion that parents played a crucial role in childrens’ consumer socialization but little was known about differences in parents’ consumer socialization tendencies. They co-related the child socialization with parents’ general socialization styles. Results indicated that mothers with alternative parental styles differed in communicating with children about consumption, number of consumer socialization goals, restricting and monitoring consumption and media exposure.

Ginsberg and Opper (1988) observed that vast differences existed in the cognitive abilities and resources available to children at various developmental stages. Pre-operational children tended to be perceptually bound to the readily observable aspects of their environment, unlike concrete operational children who did not accept perception as reality but could think of stimuli in their environment in a more thoughtful manner. Pre-operational children had an intense tendency to focus on a single dimension of the advertisements. In contrast, the concrete operational child could consider several dimensions of a stimulus at a time and could relate the dimensions to a thoughtful and relatively abstract way.

Abelman and Pettey (1989) related the intellectual giftedness of a child in relation to parents' mediation of the television/child relationship, involving sample of 364 children and their parents. Findings suggested that intellectual giftedness and to a lesser degree, the quantity of children's television consumption influenced parents' perceptions of the possible impact of television on their children and the type of mediation strategies they employed.

Wiman and Larry (1989) suggested that marketers should sponsor more quality programs, pretest advertising messages with mothers and provide long run consumer education for children. Educators have long said that most learning took place in the 'formative' years. Consumerists evidently believed this and this belief led them to the
suspicion that the ability of advertising to persuade was highly effective, but it need not be inherently unethical or morally wrong.

**Unnkrishnan and Bajpai (1992)** carried out the research that highlighted the fact that children aged between 5 and 15 years were having considerable exposure to the TV advertising. The research was considered to be important as it was observed that behaviour of the children in this age group was affected by their exposure to TV. Another fact that surfaced in their study was that children who preferred watching TV showed less interest in reading and doing other activities.

**Greenberg and Brand (1993)** observed that the children who viewed more TV, purchased more cereals and toys than those who watched less. According to his research children were highly selective towards TV viewing and even more selective while purchasing these products. The children belonging to the low-income group purchased more cereals as compared to the children belonging to high income group who had more inclination towards buying the toys after being exposed to TV advertising.

**Mitra (1993)** observed that television had a profound effect on the socio-cultural setup and was leading to cultural change or upheaval in India, it was affecting the cultural norms and values of children the most.

**Boush and Rose (1994)** carried out the study of middle school adolescent students skepticism toward advertising and their beliefs about the persuasive tactics employed by the advertiser. The comparison across different grade levels and over the course of the school years indicated that knowledge about advertiser tactics developed in the direction of adult understanding. Though skeptical attitudes toward advertisers’ motives showed no marked differences across grade levels; however, students generally became more disbelieving of advertising claims as the school years progressed. The level of skepticism toward advertising was high and was positively related to having more adult understanding of advertiser’s tactics.

**Carlson and Muchling (1994)** examined the relation between family communication patterns and mothers' marketplace motivations, attitudes, and behaviour. They also studied the adolescents' prediction accuracy of mothers' consumption motivations.
Results indicated that mothers' materialistic and shopping tendencies, advertising attitudes, information use, and their consumption motivations were directly linked to family communication patterns.

**Haejung and Comstock (1994)** studied the effect of television violence on aggressive behaviour in children. They found that a positive and significant correlation between television violence and aggressive behaviour, albeit to varying degrees depended on various factors. Erotica emerged as a strong factor even when it was not accompanied by portrayal of violence. Additionally, the effect of television violence on the anti-social behaviour of boys and girls was found to be marginally equal in surveys.

**Tidar and Levinsohn (1997)** surveyed the effects of cable television on Israeli parents' mediation of their children’s TV viewing. Results indicated that the introduction of cable television changed strategies of parental control and mediation and parents' assessment of television's influence on children. Active parental mediation was closely related to the attribution of learning values to children's viewing and gratifications attributed to educational television broadcasts.

**Krcmar et al. (1999)** developed a scale to assess three styles of television mediation. According to them the three broad categories of such mediation were "Instructive Mediation", "Restrictive Mediation" and "Social Co-viewing". Parents that adopted instructive mediation gave strict instructions to their children regarding TV viewing. Parents who believed in restrictive mediation restricted the TV viewing and were highly selective in nature whereas, co-viewing was considered to be the most effective way of mediating the TV viewing of children. Such parents believed in watching TV with their kids and openly discussing television shows with their children. It had also been found that parents with higher levels of education were more likely to restrict their children's television viewing.

**Moore and Lutz (1999)** conducted two studies, one using experimentation and the other using depth interviews, to examine the uses of advertising’s impact in conjunction with children’s product usage experiences. 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 (7-8 years olds). It was found that younger children were influenced directly by product trials and showed no evidence of an ad-framing process. Also, liking of an ad influenced younger children’s attitudes about the brand advertised. Further, successful ad from the younger child’s perspective would be one that would attract their attention to the product itself and to the benefits to be gained from personal use experiences with that product. On the other hand, older children are better equipped to perceive and appreciate advertisements’ multiplicity of meanings and to integrate these with the product use. In this context, advertising has the power to frame the interpretation of subsequent product usage. It was evident that advertising for some products is highly involving and leaves a strong impact on children. Participants readily sang jingles, mimicked characters, and recalled ads related product information gleaned from these sources.

Nathanson (1999) investigated the relationship between parental mediation and children's aggression. A survey of 394 parents and children in 2nd to 6th grades was conducted to explore the relationship between parental mediation of violent television and children's generalized and TV-induced aggressive tendencies. It was found that parental active mediation and restrictive mediation were both negatively related to children's generalized and TV-induced aggressive inclinations, whereas parental co-viewing was positively related to children's TV-induced aggressive tendencies. Parental mediation seemed to socialize children into an orientation toward TV that made them less vulnerable to negative effects.

Wimalasiri (2000) reported that children used various influencing tactics to persuade the parents to comply with their requests. Parents’ responses varied from outright denial to total acceptance. One hundred and thirty two parents with at least one child under the age of 12 were interviewed using a structured questionnaire to measure the effect of children’s influence on the parental decision making process. Reinforcing earlier findings, this preliminary investigation suggested considerable differences in purchase decision making process between the parents in the Fiji Islands and those of the developed countries such as USA. The second part of the research was designed to identify the demonstrated influence tactics used by the children in Fiji. The findings
indicated that the children of the Fiji Islands were less demanding and more persuasive than their counterparts in the USA.

Cardoza (2002) examined the complex relationship between parents and the controls they ascribed to their children's television viewing. The study focused on the parent's perspective, whether they did in fact exercise control and, if so, why and how they did. The primary research for the study was carried out in Bangalore, India, and both qualitative and quantitative methods of collecting data are used.

A study by Kids-Link (2002) the market research arm of Kid Stuff Promos and Events, captured the extent of influence of children on parents, termed as 'pester power'. Category-wise the highest impact is seen in the purchase of food and beverages. Therefore, so many advertisements in this category are kid-specific or feature kids. It is found that it does not even matter whether it is a boy or a girl, there is no gender issue in influencing what to buy.

Coon and Tucker (2002) observed that food was the most frequently advertised product category on children's TV. Majority of these TV advertisements were about highly sweetened products and fast food meals. It was found that children exposed to advertising choose advertised food products at significantly higher rates than those not exposed and there was a direct association between number of hours of TV watched and number of requests from the child to the parents and specially the mother for specific food items. It was further observed that greater TV viewing was associated with higher intakes of energy, fat, sweet and salty snacks, and carbonated beverages and lower intakes of fruit and vegetables.

Fujioka, Erica and Austin (2002) reported relationship between family communication patterns and parental mediation styles. Parents who believed in concept-orientation involvement endorsed both positive and negative mediation as well as critical discussion on a variety of issues with the child. Socio-orientation predicted positive mediation and was associated with co-viewing, but it was not related to the parental practice of either negative mediation or critical discussion. The results suggested that parents with an open
communication style were more inclined towards use of discussion based intervention strategies applied to television.

**Jennifer and Wood (2002)** studied the legal framework for regulation of TV advertising to children in US. They observed that regulating advertising to children has shifted hand from self regulation to a more elaborate government aided system. The Children’s Advertising Review Unit (CARU), which is a division of the Council of Better Business Bureaux, acted primarily as a review unit to evaluate advertising to children under 12 years of age that does not comply with CARU’s well-established self-regulatory principles and guidelines.

**Chan and McNeal (2003)** investigated parental concern about television viewing and children's advertising in China. Major objective of this study was to examine mainland Chinese parents attitudes toward advertising and parental mediation of television viewing. A survey of 1,665 parents of elementary school children aged six to fourteen in Beijing, Nanjing and Chengdu was conducted. Results indicated that Chinese parents held negative attitudes toward television advertising in general and children's advertising specifically. The negative perception that advertising was deceptive and annoying was the factor for this unfavourable attitude. Parents strongly felt that advertising need to be banned in all the programmes meant for children. As per analysis ninety-eight per cent of parents exercised some control over the contents and time of television viewing. Despite a low level of co-viewing and discussion of television commercials with children, Chinese parents perceived that they have great influence on their children's attitudes toward advertising.

**Pine and Veasey (2003)** observed young children's knowledge of television advertising within a framework of implicit and explicit knowledge. They proposed that children had knowledge which they were unable to articulate and that 'ways of knowing' was a more appropriate framework than 'age of knowing'. The study investigated 73 children's understanding of the advocacy nature of messages produced for the purposes of self-promotion and for advertising. The findings suggested that, although young children might show a lack of understanding in their verbal responses, the use of non-verbal measures could reveal some implicit understanding in children from 4 years of age.
Warren and Kelly (2003) observed that parental mediation had mixed relationships with demographic and attitudinal factors. Building on critiques of demographic predictors, this study tested the concept of parental involvement. Results confirmed three distinct mediation strategies (co-viewing, restrictive mediation, and instructive mediation) and suggested that their connections were better explained not only by parents' concerns about television, but also by their involvement with children. Mediation was dependent upon parents' accessibility to children and parent-child engagement in certain types of shared activities.

Young et al. (2003) provided a lucid view about the perception that the parents carried regarding advertising to children. The study was based on the survey method in which questionnaires were administered to parents in New Zealand, UK, and Sweden. There was cross-national evidence that attitudes in these areas were affectively strong and consistent. An exploratory factor analysis on the Swedish and UK data suggested a factor structure in respondents with both positive and negative attitudinal clusters toward advertising to children.

Allan (2004) examined parental perception about food advertising and marketing directed at children and adolescents in the United States. Results showed that the food and beverage industry in the US had viewed children and adolescents as a major market force, hence children and adolescents were the target of intense and specialized food marketing and advertising efforts. Multiple techniques and channels were used to reach children, beginning when they were toddlers, to foster brand-building and influence food product purchase behaviour. Marketers used a range of marketing channels as television advertising, in-school marketing, product placements, kids clubs, the internet, toys and products with brand logos to tame the young minds. Foods marketed to children were predominantly high in sugar and fat, and as such were inconsistent with national dietary recommendations.

Halford and Gillespie (2004) studied the impact of TV advertisements on children's eating habits and their health. The sample consisted of lean, over weight and obese children's ability to recognise eight food and eight non-food related advertisements in a repeated measure fashion. Their consumption of sweet and savoury, high and low fat
snack foods were measured after regular time intervals or sessions. Results showed that there was no significant difference in the number of non-food advertisements recognised between the lean and obese children. The obese children were able to recognize significantly more of the food advertisements. The ability to recognise the food advertisements significantly correlated with the amount of food eaten after exposure to them. Results indicated that the overall snack food intake of the obese and overweight children was significantly higher than the lean children. The consumption of all the food offered increased exponentially after exposure to the advertisements. Obese children had a heightened alertness to food related advertisements. Moreover, exposure to such cues induce increased food intake in all children. The research further concluded to the fact that there was a relationship between TV viewing and childhood obesity. This relationship was not merely a matter of excessive sedentary lifestyle but was the result of exposure to food advertisements that promoted consumption among children.

**Vadehra (2004)** observed that there were very few laws in India which deal with child related advertising issues and those existing are by no means comprehensive enough. In India television channels often flout even the existing vague laws as there is no particular legal framework for sponsorship of children’s programmes on television so advertising to children in this way is unregulated. The debate over advertising junk food to children is also raging in India.

**Verma and Kapoor (2004)** assessed the possible effects of television advertising on children's buying response from early childhood to early adolescence and the role of parent-child interaction in this process. Comprehensive surveys in the form of two non-disguised structured questionnaires were designed and administered, one for the children and the other to their parents. Children from different income groups and both the sexes were considered. The study had revealed that parents give due recognition to the increasing role of children above the age of eight years in the family's purchase decision. Both the parents and the children felt the impact of TV advertisements on children's purchase request. However, with an increase in the age of the child, the parents' perception of the children's purchase request being influenced by TV advertisements tended to decrease. Parents' response to children's purchase request was found to be
strongly influenced by the age of the child and the family income. It was found that parent-child interaction played an important role in the children's learning positive consumer values and in parents perceiving the influence as positive on their children's buying response.

Dotson and Hyatt (2005) conducted a study on factors that effect children’s consumer socialization. One of their area of inquiry deals with relation between the amount of TV watched and the consumer socialization factors. Children who watch 4 or more hours of TV a day, are more likely to believe advertising claims; to spend less time on school work; and to play less with friends than children who watch TV less often. Children who watch a lot of TV want more toys seen in ads and eat more advertised food than those who do not watch as much TV. It appeared from the results that as TV usage increases it becomes an overriding influence on children’s consumer socialization. It was found that there was significant positive correlations between peer based and TV based influence. Also, as was predicted, there was a negative relationship, between amount of TV viewed and parental influence. Further, it appears that like girls are more influenced by interpersonal interactions, and boys are more influenced by non-personal communication, like TV advertising. This corresponds with the fact that boys watch more TV than girls. It is important to note that, looking at the valuables used to measured TV in this study, the greater impact of TV in boy’s lives goes beyond the mere number of hours spent viewing it.

Mukherji (2005) examined the linkages between communication patterns, advertising attitudes and television mediation behaviour among urban middle-class mothers in India. An important concern in cross-cultural research was the applicability and use of both frameworks and instruments developed primarily in western contexts in non-western settings. The results of the survey suggested that the family communications framework could be used for understanding Indian middle-class mothers' advertising attitudes and mediation behaviours. Further, concept orientation was related to discussions about television advertising with children. The results of this study have important implications for advertising strategies, particularly the finding that urban middle-class mothers in India
have positive attitudes towards advertising, unlike their western counterparts, whose attitudes have become increasingly negative.

Preston (2005) studied the parental concern about food advertising directed at children and found out that most of the parents held negative views about all such food advertisements. The nutritional requirements of the children and negative impact of such advertisements that encouraged the wrong eating habits were the main reason behind the parental concerns. Parents questioned about the authenticity and truthfulness of the advertisements specially the claims made in the food advertisements. Some of the parents were also of the belief that food advertisements were making it hard for them to provide healthy diet for their children.

James et al. (2006) observed that there was a profound influence of parents on the child and his/her consumption pattern of healthy food products because 87 per cent of the sample actively purchased healthy food for their children. Moreover, it was found that there was a direct and indirect support of the media which played a major role in influencing the child, who in turn has a powerful influence on the consumption patterns of the household.

Kaur and Singh (2006) elucidated the fact that children constituted an important target market segment and merit attention from a marketing perspective. The role that children play in making decisions concerning the entire family unit had prompted researchers to direct attention to the study of influence of children. The amount of influence exerted by children varied by product category and stage of the decision making process. For some products, they were active initiators, information seekers, and buyers; whereas, for other product categories, they influenced purchases made by the parents. The purchasing act was governed by how they had been socialized to act as consumers. Family, peers, and media were key socializing agents for children wherein family-specific characteristics such as parental style, family’s Sex Role Orientation (SRO), and patterns of communication played key roles. More so, changes taking place in the socio-cultural environment in India (such as emergence of dual-career, single parent families) entailed that dimensions of children’s influence in family purchase decision making be investigated in a specific context. Indian society vastly differed from the west in terms of
family composition and structure, values, norms, and behaviour, which affected the role that children played in purchase decision making in families.

**Nathalie and Patrick (2007)** examined the parents’ attitude towards food advertising to children as well as the parental concern regarding food habits of children. They also analysed the degree to which these parental perceptions influence the television monitoring by parents. Results indicated that the primary reason behind the parental restrictive mediation of television was the role that the advertisements played in family conflicts, pestering attitude among children and encouraging poor eating habits among children.

**Calvert (2008)** observed that marketing to children had become more intense now than earlier as a result of increase in the discretionary income of children and their power to influence parental purchases. It was observed that the large increase in the number of TV channels resulted in smaller audiences for each channel; and digital interactive technologies had opened new routes to selectively cater to children. Some of the new marketing approaches included online advertisement and stealth marketing (embedding products in the program content). According to the research all these techniques made children below 8 years of age particularly vulnerable to such products.

**Jordan (2008)** reported that there was an immediate need to balance the contribution of media in the overall mental growth of children against the ill effects of excessive and age inappropriate media exposure. She reported that the exposure to this so-called protected right of speech had many times the detrimental effect on children’s psychological, social and physical well-being. She also gives account of how industry lobbies, child advocacy groups and academic researchers were ‘jockeying’ for a say or for influence in American policymaking about Children’s Media Policy.

**Morley and Chapman (2008)** analysed the parental awareness levels regarding food advertisements on Australian TV. The research showed that there was a strong relationship between the parents of high socio-economic status and their concern towards TV advertisements as compared to parents of other strata. Research revealed that most of
the parents were not aware of the various forms of regulatory frame work about TV advertising specially aimed at children.

**Anschutz et al. (2009)** conducted a research to test whether watching food commercials actually led to elevated snack food intake, as in previous studies exposure to food commercials was assumed to be related to children's food preferences and snack food intake patterns. The research was carried out on young children aged 8-12 years to test the side effects of television food commercials on concurrent non-advertised sweet snack food. While watching TV, the children could freely eat palatable food. Afterward, they filled out questionnaires. The main finding of this study was the interaction between commercial type and gender of the child. Food intake in boys was higher when they watched the food commercials than when they watched the neutral commercials, whereas food intake in girls was slightly lower when they watched the food commercials than when they watched the neutral commercials. The results suggest that boys are susceptible to food cues in commercials. The suggestive reason for this finding was that boys may have a higher tendency to eat in response to food stimuli than do girls. This may also extend to exposure to food stimuli on the television screen, because boys were more vulnerable to exposure to external cues in food commercials (e.g. the sight of food) and therefore ate more.

**Bakir and Vitell (2009)** conducted a study to examine parents’ ethical views of food advertising targeted at children. The study was based on the fact that the marketers in recent years have been spending increasing amounts on advertising, particularly of food and beverages, to reach children’s market. This segment has become significantly more important to marketers in recent years. At the same time, there is a critical debate among parents, government agencies, and industry experts as to the ethics of food advertising practices aimed toward children. The results indicated that parents’ beliefs concerning atleast some dimensions of moral intensity are significantly related to their ethical judgments and behavioural intentions of food advertising targeting children as well as the perceived moral intensity of the situation.

**Handsley et al. (2009)** carried out the research on evaluation of various criteria on the basis of which food advertising to children on television could be regulated. The study
focussed on the controls that revolve around the type of television program, the type of product, the target audience and the time of day. Comparisons were made on the basis of the various jurisdictions around the world, including Sweden and Quebec, where they have most stringent regulatory frameworks to keep a check on adverse effects of TV advertising on children. The study highlighted the various forms of regulatory measures that included, restrictions centering on the time of day when a substantial proportion of children were expected to be watching television. The authors suggested that such restrictions could also be applied in a more nuanced way; for example, no advertisements for foods high in fat, sugar or salt before the watershed, no use of premium offers before the watershed, and so on. Hence, an effective approach according to this study was to consider what proportions of children were expected to be in the television audience at a given time. The study highlighted the facts that if such restrictions are tighter at times when large numbers of children are watching, this would eventually limit the exposure of children to such forms of persuasive advertisements.

Ahmed Jam et al. (2010) observed the impact of marketing activities (specially advertising) on children. Sample of 330 children and 107 parents was selected to find out advertising influence on memory and behaviour of children in context of Pakistan. The results showed that the parents rejected the notion that advertisements negatively impact the behaviour of their children, while they agreed in majority that advertisements enhance the knowledge of their children. It was seen that the advertisements targeted to children were not effective. It was suggested that for effective positioning of children related products, marketers should target the parents and include ethical orientation along with environmental knowledge to influence the buying behaviour of parents. They found that advertisements did not much influence the buying behaviour of children. But children do insist on buying things they like while shopping with their parents.

Priya et al. (2010) carried out a study among children studying in english medium schools in the Indian capital city Delhi, to analyze the impact of children's attitudes towards TV advertisements and on their resultant buying behaviour. The research was based on the survey of children in the age group 5 to 11 years. The results showed that the demand for the advertised products was heavily influenced by the children's attitude.
towards advertisements, as there was a complex relationship between attitude formation towards advertisements and the resulting buying behaviour. The study suggested that more focused approach was required by advertisers while planning their advertising campaign for different age groups of children, rather than considering them as one homogenous group.

Lesley et al. (2011) evaluated the impact of the Australian Food and Grocery Council (AFGC) self-regulatory initiative on unhealthy food marketing to children. The study compared patterns of food advertising by AFGC and non-AFGC signatory companies. Advertised foods were coded as core, non-core and miscellaneous. The average number of food advertisements decreased significantly from 7.0 per hour in 2007 to 5.9 in 2009. There was a significant reduction in non-core food advertising from 2007 to 2009 by AFGC signatories compared with non-signatory companies overall and during peak times, when the largest numbers of children were viewing. The results indicated that there was continued advertising of unhealthy foods and that self-regulatory code does not adequately protect children.

Samantha and Seth (2012) observed that young children were unable to effectively recognize the persuasive intent of advertising or apply the critical evaluation required to comprehend commercial messages. They reported that government should prohibit “inherently misleading” advertising directed at children. They also believed in formulation of the strict rules and regulations that would govern the advertising to children.

Singh and Soni (2012) studied the mediation strategies of Indian mothers regarding TV advertising. It was observed that mothers of Indian children resorted to mediation of advertisements in general and food advertisements in particular. Their mediation level was dependent on the age of the children as mothers of older children primarily focussed on the active advertising mediation as compared to the mothers of the younger children who preferred using restrictive mediation strategies.

Soyoung and Lee (2013) studied the impact of Special Act on Safety Management of Children's Dietary Life Regulation enforced in South Korea by examining changes in the
TV advertising practices of South Korean food companies since the January 2010. The results revealed steady decline in the total advertising budget, number of advertisement placements during regulated hours. Even during non-regulated hours, a significant decline was noticed in the number of advertisement placements. These results suggested positive changes in TV advertising practices of food companies because of the regulation, thereby lowering children's exposure to TV advertising.

Teresa (2013) studied the different styles of parental mediation in children's television consumption. This study was based on 48 in-depth interviews applied to parents from the community of Madrid who had children aged 4 to 12 years. The detailed study of the indicators derived from the literature review resulted in identification of three parental mediation styles; hetro control, lack of control and self control. They concluded that mediation was very simplified as a result of low parental participation due to which parents were hesitant to discuss the issues with the children.

The foregoing review of literature reveals that most of the studies relating to the present topic have been conducted in the west. In India, a very few studies have been conducted in this context and they too lack adequacy and reliability. Hardly any comprehensive study is available in the context of parental attitudes towards children directed TV advertising, which can bridge the gap in the existing research. Hence, the present study is being conducted to fulfill the needs of the advertisers, parents and the academicians.