

Child and Advertisement

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Abstract: The kid market is burgeoning market worldwide. A similar situation exists in India where kid is estimated at Rs.5000 crores/ \$110 million. Children today are assuming the role of decision makers from a relatively young age. The marketers mainly aim at this target audience.

Purpose: In order to understand the reaction of children to TV advertising, to know how they participate in the buying decision process and how child psychology is affected by ads. To reach this purpose, researched question focused on asking about how children's perspective on TV advertisement and how they react to the Ads? How they influence the buying decision of their parents?

Objective:

- To provide better understanding of how TV commercial affects children.
- To know the reaction of children to TV ads.
- To understand the role of children in buying decision process
- To know the impact of TV advertisement on child psychology

Population & sample:

Total child population of India: 400 million (total population: 1210.19 million)

sample:

- Size: 50
- Age group: (7-11 yrs)

The reason why the age interval was defined is because children below the age of eight have limited processing skills and children above fourteen years of age use a variety of strategies for storing and retrieving of information almost similar to the grown-up people and also because this age group constitutes the "teenager market".

Methodology:

- Primary data collection:
- Observation
- Questionnaire
- Survey

Secondary data collection:

- a) Online surfing
- b) Reference books

The product category includes chocolates, health drinks, and fast foods.

Limitation:

The study is limited to local residential area of Kolkata, which represents a small percentage of population of India.

1. Children in age group of 7-11 years are only examined.
2. A convenient sampling method is adopted.

Keywords: Impact, TV Advertisement, Children.

1. Introduction

Advertising aims to influence audiences by informing or reminding them of the existence of the brand or at a higher level, persuading or helping the target audience differentiate a brand from other competing brands in the marketplace. A strong theory of advertising propounds that advertising can persuade/influence someone to buy a product that they have never previously purchased. Also, it helps in sustaining a long-term purchase behavior. Advertising is also designed to be capable of improving people's knowledge.

The advertising industry spends \$12 billion per year on ads targeted to children, bombarding young audiences with persuasive messages through media such as television and the Internet. The average child is exposed to more than 40,000 TV commercials a year, according to studies. And ads are reaching children through new media technologies and even in schools with corporate sponsored educational materials and product placements in students' textbooks. In India advertisement plays an important role in promotion of various product & services.

Now-a-days children spend most of their time watching the television (mainly the cartoon & music channels). The developmental stage (7-11 years) of children is also termed as the "age of innocence, trusting naivety, and purity of perception". The advertiser is seen more or less the seducer who tries to trustfulness and inadequacy of innocent child.

The research focuses on the impact of advertisement on children. Research interest is associated with a broader concern as to how children are possibly affected by television watching in general, or what kind of cultivation effect television has on children. Special attention has been paid to the effect of violent programs on children's aggressiveness, or to the more specific effects of commercials and commercial programs on children (e.g. materialistic life attitudes, a child's learning of bad food habits etc.)

Children's reactions to advertisement can be very different from grown-ups. If adults, see a product advertised and don't find it when they go shopping they forget about it. As children develop the ability to recognize and understand ads and their purpose they start making demands. If these demands are not fulfilled they might start screaming or throwing themselves to the floor. It is difficult to explain to young children the reasons why they cannot have everything which according to advertising is for them.

Research by advertising agencies has confirmed that

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children's personal preferences can be targeted and changed by TV advertising. Family dynamics are thus influenced by advertisements that create demands and provide children with arguments why they should want a particular thing; this can make life extremely difficult for parents who for financial or moral reasons refuse to comply.

Advertising to children presents challenges. Kids are not sophisticated consumers. Their conceptions of self, time and money are immature. As a result, they know very little about their desires, needs and preferences – or how to use economic resources rationally to satisfy them. And the nature of children's conceptual ability makes it likely that child-oriented advertising can lead to false beliefs or highly improbable product expectations. While most children and parents are still joint consumers, more and more children are becoming sole decision makers. To protect them and their parents, both critics and defenders agree that advertisers should not intentionally deceive children. From the advertiser's point of view, there are good reasons for being interested in how children think and what they do, and what role does advertising play in their lives via product preference and purchase.

A. *Decision-making skills and abilities in children*

Children assume the role of consumer decision makers at a young age. As they grow older, they develop more sophisticated decision-making skills and abilities and also develop a greater awareness of different information sources which they deploy in a more flexible manner depending on need. Children utilize attribute information in evaluating products and adapt their decision strategies to the nature of the choice environment they face. They also act as influencer in buying decision process.

2. Literature Review

Children between the ages of 6-17 viewing television more than 35 hours a week which could severely generate a greater risk of obesity, aggressive and violent behavior amongst them, reveals the ASSOCHAM survey conducted under its Social Development Foundation (SDF). The following statistics are sad and shocking that so many children today sit glued in front of the TV, being brainwashed by all sorts of demonic influences. According to the associated chamber of commerce and industry of India (ASSOCHAM), the average children watch more than 5 hours of TV each day (or 35 hours/week). Major cities in which respondents were interviewed by ASSOCHAM-SDF include Delhi, Mumbai, GOA, Cochin, Chennai, Hyderabad, Indore, Patna, Pune, Chandigarh and Dehradun and interestingly it was observed that majority (52%) of kids have a TV in their bedroom and 56% of Indian homes have three or more TV sets which indicates the need of the family. A majority of parents say they are "very" concerned about the amount of vulgar shows (71%) and violence (58%) their children are exposed to on TV. Nearly two-thirds of parents (63%) say they favor new regulations to limit the amount of sex and violence in TV shows during the early evening hours, when children are most likely to be watching. By: ASSOCHAM

Child and advertising oriented research has two major

approaches. One is generally experimental approach addressing cognitive development, whereby children's information processing and decision making have been examined extensively at different stages of the development. The second is an environmental approach addressing consumer socialization, whereby learning from advertising and other sources is examined within its social and cultural context. Both consumer socialization and cognitive development provide important fundamental research perspectives. The study made by Goldberg and Gorn (1978) examined a number of unintended outcomes of TV advertising directed at children. The experiment was designed to test whether a child's disappointment and unhappiness upon failure to receive an advertised toy were in function of exposure to TV commercials for the toy. It was hypothesized that a child who saw a toy commercial on TV would express more unhappiness when denied a request for a toy than would a child who did not see the commercial but knew of the toy's existence. This study also examined the potential influence of TV advertising on parent child relations, like conflict that may follow denials of requested toy and which, TV or parental guidance (parent advice about toy inappropriateness) is the child more likely to heed. By: TANJA GLISIC

Advertising to children is a controversial subject matter and generates a number of concerns for marketers as well as recipients. Questions and concerns such as if it is morally accepted to aim advertisement towards children who are unable to full grasp the intent of the advertiser? Is television is an effective way to market product to children? Is it appropriate that children learn to be effective consumers from an early age? Does encouraging children to buy products lead them to pester their parents and cause family disputes? Does TV advertising present an accurate or misleading image of the world to the children? Should advertising aimed at children be regulated? If so, how strict should that regulation be and, in a global market place, should regulators drawn up common guidelines across different countries and cultures. By: (BLADES, GUNTER and OATES 2005)

Product is the main item brought forward in the TV advertisement and catching the child's attention. The advertisement makes the child look for the product in the store and internet. They are also eager to tell their friends and family about what they want. If the product is something to have and if they are shore that it will meet their expectation they will also consider spending their own money. Moving on to behavior towards parents, which evolves after a child sees a product on TV. The behavior can have described as begging, negotiating and in some cases showing their best side of them to get the desire product. Child's interest for a product shown on TV is dependent on peers. And pester power is used when they want a desired product from TV. A strong relation is shown that pester increases when children watch more TV. BY: (MARIA ERSSON & ULRIKA KOBIN)

A study conducted in 2002 in the United States revealed that 98% of all homes in the US have television sets. American children between the ages of 2-17 spend an average of 25 hours per week watching TV, more time than in any other activity

outside of school. This study also revealed that a significant trend since 1990 has been the penetration of media into children's bedrooms and influencing their consumption patterns. A number of studies worldwide have noted a correspondence between the products children like and request and those advertised on television (Galst & White 1976; Caron & Ward 1975). TV advertising does appear to be effective in creating positive attitudes and behavior toward advertised products. Television advertising does go a long way in changing perceptions of the product in the course of shifting the relative salience of attitudes, especially when the purchaser is not particularly involved in the message.

At the same time, a key concern underlying child advertising is the extent to which children have the ability to discuss, interpret and cope with advertising. It is generally perceived that younger children lack the guile and sophistication to adequately address the overtures of advertisers (Moses & Baldwin, 2005; Chan & McNeal, 2004; Bartholomew & O'Donahue, 2003). Yet, another research conducted by Young broadly concluded that children of approximately 8 to 9 years understand advertising's reason. In a study of Hong Kong children, Chan (2000) found that children preferred advertisements of food, drinks, toys and mobile phones. Research using an experimental paradigm has tended to support the view that the influence of commercials targeted at children is considerable. Galst & White (1976) report a high degree of influence between children's purchase influence attempts and the foods that are heavily advertised on television. They, thereafter, conclude that "further research is needed to determine if a causal relationship exists between television advertisements and children's food requests and preferences". A study conducted examined children's recall of advertisements from a variety of perspectives. When experiments measure recall of advertisements immediately following viewing, more than half of the children studied, tend to remember advertisements for products such as toys, cereals, and ice-cream even when it is shown just once during a program (Gorn & Goldberg, 1977, 1980; Zuckerman, Ziegler & Stevenson, 1978). When children are asked where they learned about toys they would like to have, they most often identify television commercials as the source (Caron & Ward, 1975). Television has become an important economic socializing agent because of its massive presence in children's lives. Children are exposed to numerous advertisements from an early age and are most likely the ideas advertising promotes. A study by Mittal (2009) shows that television advertisements were found to be more effective in creating a desire among children to own the advertised product. Also, celebrity endorsements are found to be more effective among children.

From the advertiser's perspective, the ultimate intended effect of airing a commercial is for their product to be subsequently purchased by viewers. Both Atkin (1978) and Galst & White (1976) found that the amount of prior television viewing was a significant predictor of children's product purchase requests at the supermarket. Even cross-cultural research comparing families from Japan, UK and the United States has demonstrated a positive relationship between

children's amount of television viewing and their product purchase requests (Robertson, Ward, Gatignon & Klees, 1989).

Research on family decision making has been largely confined to spouses, who have been considered as the relevant decision making unit in a family. However, the role of third party influences such as decision making strategies is essential to taking a broader view of the relevant unit of analysis. Children enjoy greater discretion, not only in making routine consumption decisions for the family but also in pestering their parents to buy other products desired by them (Singh, 2006). Contemporary research also suggests that children constitute a major consumer market with direct purchasing power for snacks and sweets and indirect purchase influence while shopping for big ticket items (Halan, 2000; Singh, 1988). Research makes it clear that children's purchase influence attempts have a relatively high degree of success and that parents create direct opportunities by interacting with their children about purchase requests, giving them pocket money and taking them to shopping excursions (Ward et al 1977), leading to consumer socialization from a relatively young age. Peers are an additional source of influence affecting consumer beliefs starting early in life and continuing through adolescence (Moschis & Churchill 1978). Finally, mass media and advertising provide information about consumption and the value of material goods. Prior research also confirms that children find advertisements to be entertaining. However, they understand that the basic objective of advertisements is to inform about the products and also to persuade them to buy these products. Interestingly, children are also aware that media vehicles carrying advertisements gain financially from the same. Research studies in India, more or less, firmly conclude that television in this country is getting transformed rapidly into a primary source of information and entertainment for millions of Indian families. In a paper published in 2003, Panwar also states that for a whole generation of new age children in India, television is as influential as a parent or a teacher. This is a fact very well understood by the marketers today. It is evident that with the growing influence of media on children, an increasingly large number of advertisements are today directed at this potential target audience. The process may be indirect but television commercials targeted at children are highly effective at accomplishing their intended goal of promoting product sales.

3. Advertising to Children

Advertising to children presents challenges. Ads can act both as an informational source and a hypnotizing agent. The impact of TV Ads on preschool and elementary school-aged children occurs at multiple levels, including the relatively immediate product-persuasion effects intended by the advertiser. For example, maggi Ad may have the immediate effect of generating product-purchase requests and increasing product consumption, but it may also contribute to outcomes such as misinterpretations about the proper nutritional habits.

Kids are not sophisticated consumers. Their conception of self-time and money are immature. As a result, they know very little about their desire, needs and preferences which can lead

to false beliefs or highly improbable product expectations. Celebrities and cartoon characters are commonly used by marketers, as children’s view of advertising appeals are largely influenced by them. In some restaurants giving small toy as a tokens of remembrance to the children such as McDonalds persuade children to like and request the product, rejection of their request by their parents may enhances chances of arousal of conflict between parents and children. Children and parents both a joint consumer, but more and more children are becoming sole decision makers. According to the survey (onl9) most of critics and defenders agree that advertiser should not deceive children.

4. Decision – Making Skills and Abilities in Children

Children perform the role of consumer decision maker at a very young age. Their decision making skills gets more sophisticated as they grow older. They are more prone to T V commercial and have an eagle eye to the details and information provided by the ads. They also develop a greater awareness of different information sources which they deploy in more flexible manner depending on need. On the basis of information, they evaluate product and decide to buy. For some product they act as influencer; they can convince their parents for purchasing or provision of funds whereas for others they are active initiators, information seekers, and buyers. The purchasing act is governed by how they have been socialized to act as consumers. Family media, and peers play important socializing agents for children where in family-specific characteristics such as parental style, and pattern of communication plays a key role.

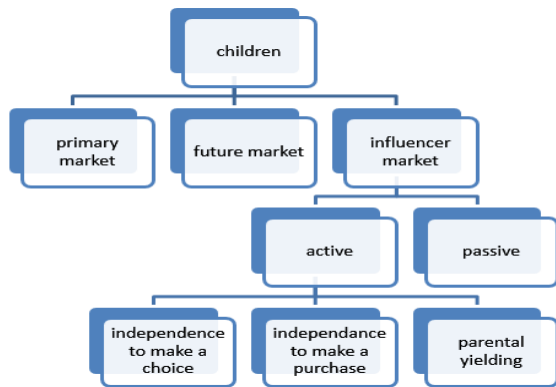


Fig. 1. Decision – making skills and abilities in children

Children constitute three different markets: the primary, the influencer, and the future market.

- *Primary market:* Certain products are simply children’s products for which they are primary user/buyer. They sometimes either buy a product themselves or select the product before it purchased by the parents.
- *Influencer market:* For other products, such as ones which are used by the entire family unit, they may influence purchase made by their parents.
- *Future market:* It is also observed that children are socialized by their parents to act as rational customers.

After years of direct or indirect observation of parental behavior in the market place, the gradually acquire relevant consumer skills from their parents.

5. Role of Children in Buying Decision Process

Children act as a connecting link between advertiser and buyer. The children influence is analyzed from various aspects. The products directly used by children as well as family are considered for the study. For products directly used by children, it is mostly decided by children themselves.

The descending order of influence for products are comics/magazines, snacks, toys/games and candies. Depending upon family structure and working status the definition of need and luxury differs and the same is reflected in the survey analysis. The children are the centre of attraction in any family irrespective of country and culture. They have been voicing their opinion for purchase of various products. There are few family products where children influence is observed higher. The children use a persuasive strategy mostly. When there is more income in the family then it directly impacts the children’s influence. The children influence is slightly more on nuclear family parents compare to joint family.

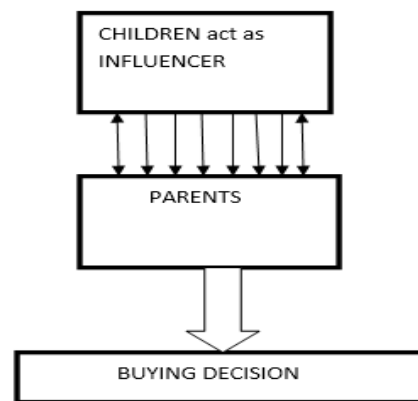


Fig. 2. Role of children in buying decision process

6. Different Types of TV Commercial

There is great concern about children as viewers of advertisements primarily because children are exposed to thousands of commercial each year. Marketers use television as a medium of communication since it affords access to children at much earlier ages than print media can accomplish, largely because textual literacy does not develop until many years after children have become regular television viewers. Approximately, 80% of all advertising targeted to children falls within four product categories: toys, cereals, candies, and fast-food restaurants. The most common persuasive strategy employed in advertising to children is to associate the product with fun and happiness, rather than to provide any factual product-related information. Hence, children in the age category 7-11 years have a positive attitude towards advertisements. There are different types of TV commercials animated (ex: Kitkat), ads by child artists (LIC), ads by celebrity (Frooti), music based (Horlicks). Children were not interested in documentary or news programs rather they prefer

watching cartoon, comedy and music channels. We can conclude that children usually prefer children-targeted, entertaining and funny commercials. Children aged 10-11 tend to identify themselves with teenagers and like the noisy and lively style adopted in commercials directed at them, whereas younger children still appreciate a quieter, a not so fast but, at the same time, fantasy-feeding way of presenting products.

7. Impact of TV Advertisement on Child Psychology

The influence of the media on the psychosocial development of children is profound. Thus, it is important to discuss the child’s exposure to media and to provide guidance on age-appropriate use of all media. Television has the potential to generate both positive and negative effects, and many studies have looked at the impact of television on society, particularly on children. An individual child’s developmental level is a critical factor in determining whether the medium will have positive or negative effects. Not all television programs are bad, but data showing the negative effects of exposure to violence, inappropriate sexuality and offensive language are convincing.

Sometimes children watch excessive amounts of television which can contribute to the increased incidence of childhood obesity. Because television takes time away from play and exercise activities, children who watch a lot of television are less physically fit and more likely to eat high fat and high energy snack foods. Television viewing makes a substantial contribution to obesity because prime time commercials promote unhealthy dietary practices. The fat content of advertised products exceeds the current average diet and nutritional recommendations, and most food advertising is for high calorie foods such as fast foods, candy and presweetened cereals. Commercials for healthy food make up only 4% of the food advertisements shown during children’s viewing time. The number of hours of television viewing also corresponds with an increased relative risk of higher cholesterol levels in children. Eating meals while watching television should be discouraged because it may lead to less meaningful communication and, arguably, poorer eating habits. Advertising can have positive effects on children’s behavior. For example, Life boy hands wash; teaches healthy habits. Bournvita tayari jit ki.

8. Methodology

A. Purpose

To understand the reaction of children to TV advertising. This study covers children between age group of 7-11 yrs. The reason why the age interval was defined is because children below the age of seven have limited processing skills and children above fourteen years of age use a variety of strategies for storing and retrieving of information almost similar to the grown-up people and also because this age group constitutes the “teenager market”. The product category includes chocolates, health drinks, and fast foods.

9. Framework for Analysis

The above framework demonstrates that television advertisements do have an impact upon the purchase behavior

of children in the age group of 7-11 years. The purchase behavior is impacted in following manners:

- a) *Brand preferences*: it is expected that children develop a preference for the brand by watching the commercials on television for a certain period of time. A preference for the brand will lead the child to purchase the said brand.
- b) *Peer group influence*: Children in the age groups 8-14 years are subject to a fair amount of peer pressure. When children watch advertisements, they discuss amongst themselves. This discussion does lead to purchasing those brands favored by their brands. Children do fall prey to peer pressure and tend to buy those brands favored by their friends.
- c) *Pester power*: Pester power is a weapon children use on their parents to get them to buy things they want. They watch commercials on television, like the brand featured in them and ultimately want to buy them. Since, in India, children do not have the independence to make all their purchase decisions on their own, they need to seek the permission of their parents. Permission is not always easily granted by the parent.

From the survey conducted and data collected, the impact of advertisement on the purchasing behavior of children is shown below:

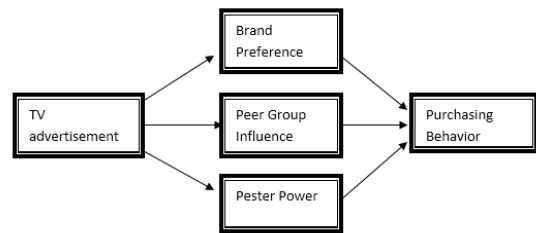


Fig. 3. Framework analysis

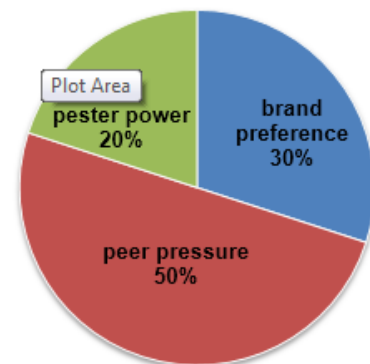


Fig. 4. Purchasing behavior

10. Research Questionnaire

Personal information:

Child’s information:

Age: _____

Gender:

- a) Male
- b) Female

Order of child:

- a) 1st born
- b) 2nd born
- c) 3rd born
- d) Other

Parent's data:

Age:

- a) Less than 30 years
- b) 30-35 years
- c) 35-40 years
- d) More than 40

Gender:

- a) Male
- b) Female

What is your highest education?

- a) Elementary school
- b) High school
- c) Professional school
- d) University

Questions related to research:

Which kinds of TV advertisements are liked by the children?

- a) Animated
- b) Ads b child artist
- c) Musical
- d) Ads by celebrity

Which channel is watched by your child the most?

- a) Cartoon
- b) Humor
- c) Music
- d) News
- e) Fictive (Daily shop)
- f) Realistic

List of their favorite Ads (chocolate, health drink, fast foods)?

- a) Maggie / Yippee noodles
- b) Kitkat / Kinder joy
- c) LIC / Asian paints
- d) Horlics / bournvita/ complain

How much time your child spend by watching TV (average time, in hrs/ week)?

- a) 0 hr
- b) 1-8 (1 hr daily, Sunday 1 hr extra)
- c) 8-16 (2 hrs daily)
- d) 16-24

Ads having negative or positive impact on child's behavior?

- a) Positive
- b) Negative

How child's behavior is affected by Ads?

How Ads influence their demand?

- a) Demand increases abruptly
- b) Manageable
- c) No effect

Does child affect the buying decision process of family?

- a) Yes
- b) No

How often they do affect your buying decision?

- a) Sometimes

b) Very often

c) No effect

What is the % of the spending power of their children?

- a) 10%
- b) 50%
- c) 80%
- d) Negligible

Please, indicate the usual child's reactions to your denial to buy the product which he demanded?

- a) Takes it ok
- b) Becomes disappointed
- c) Argue a little, then let it drop
- d) Gets really angry

How often the child demands the same toy/chocolate/any product his/her friend has?

- a) Never
- b) Sometimes
- c) Most of the time
- d) Rarely

Is your child being brand conscious?

- a) Particular about brands
- b) Never bother
- c) Demanding product seen on TV

Child wants to spend more time with:

- a) Family
- b) Friends
- c) Television
- d) study

- How often do you tell your child (1- never; 2- rarely; 3-sometimes; 4 often)

- That some ads are not good for children?
1 2 3 4

- Which product he/she should/should not buy?
1 2 3 4

- To give his/her opinion when discussing family purchase?
1 2 3 4

- To give his/her opinion about the product?
1 2 3 4

- That (s)/he can make co decide when you make purchase for him/her?
1 2 3 4

Table 1
Data Analysis

S.No.	Parent	Child
Count	45	50
Gender	Female	60% F; 40% M
AGE (In Years)	27-40	7-11

Table 2
Respondent parent age

(In years)	COUNT	%
Less than 30	7	15.5
30-35	30	66.6
35-40	8	17.7

11. Data Analysis

A total sample consisted of 45 parents (mothers) and 50 children, out of which 30 were girls (60%) & 20 were boys (40%) Most of the children were 1st born (42 %), 34% were the single child in the family and 24% were have brother/sister. The targeted families were middle class family. Most of the mothers were house wives

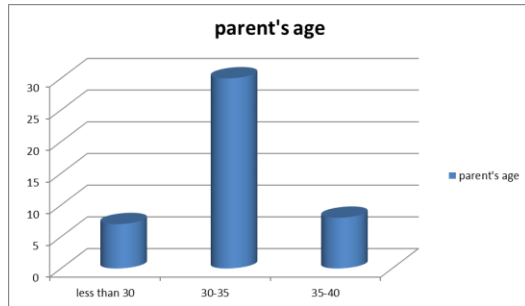


Fig. 5. Parents age

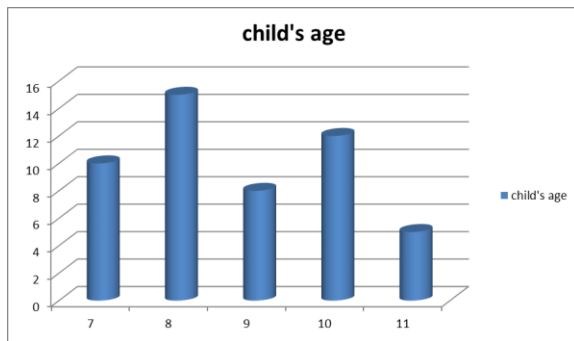


Fig. 6. Child's age

12. Parent's Data Regarding TV Advertising Exposure

By analyzing the questionnaire, we concluded that an average child watches TV (8-16) hours per day. Most kids plug into the world of television long before they enter the age of 7. Approx 56% (28/50) of 7-11years who, when asked to choose between watching TV and spending time with their friends, preferred television. Only 10 out of 50 wanted to spend their time with family and 17 out of 50 enjoy with friends. Children spend more time watching television than in any other activity except sleep.

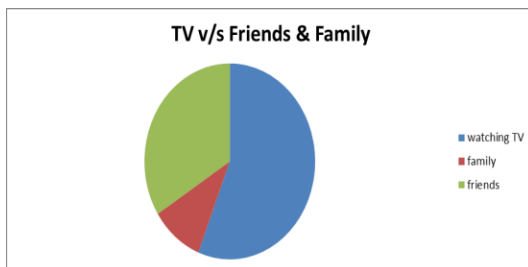


Fig. 7. TV verses Friends and Family Parents

Table 3
Child's age

Age	COUNT	%
7	10	20
8	15	30
9	8	16
10	12	24
11	5	10

Table 4
Order of child born

ORDER	COUNT	%
1 ST BORN	21	42
2 ND BORN	12	24
Single child	17	34

Table 5
Parent's working status

Work status	Counts
Full time	8
part time	10
Not working	32



Fig. 8. Watching TV

13. Role in Buying Decision Process

According to the parents, children have the maximum spending power. They force their parents to buy desired product. Such as snacks, chocolates, toys & video games etc. Sometimes they also influence purchase decision for family such as vacations, movies and restaurants. They also play a role of influencer in purchase of children and family products together (such as; food, cereals, shampoos).

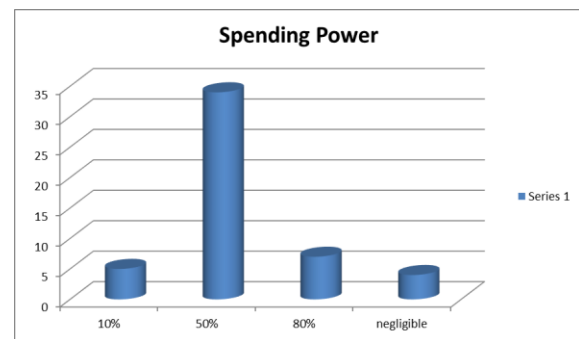


Fig. 9. Spending power

A. Impact of Television

Most of the parents (90%) answered that the TV has both negative and positive effects on their children. According to few parents, excessive television viewing among children has been linked to a greater risk of obesity and violent behavior. They prefer to stay at home and watch channels like cartoon network, POGO, nick, etc. rather than playing outdoor games. Child becomes more demanding; their demands increases

abruptly. Sometimes their knowledge also increases, regarding any product or services.

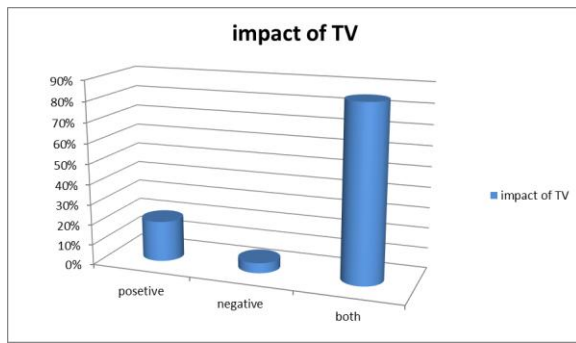


Fig. 10. Impact of TV

14. Results

All the children had adopted a positive attitude towards television viewing and television advertising as a natural element of their life. Parents seem not to limit children's viewing very much as far as the content of program is concerned. However, parents tend to be present when very exciting programs and films are viewed. Viewing limits are set by bedtime (8.30-10.00), where after viewing is not allowed but, during discussions, only a few children admitted having to follow such rules. Especially in Sundays parents allow their child to spend few extra hours in front of TV. Girls seem to be more independent and human drama-oriented in their program choices than boys, who often consult their father about the program and follow his habits, especially in favoring sports viewing.

15. Conclusion

From the study conducted, it is the evidence that the children are effectively fitting into the consumer role owing to time pressures. Moreover, exposure to mass media and discussions with parents ensure that children are not only aware of the new brands available, but also know how to evaluate them on various parameters. Children are an enormously powerful medium for relationship building in India. They not only influence markets in terms of the parental decision-making to buy certain kinds of products, they are also future consumers. Hence more investigation of children's roles in family decision making is imperative. Another significant finding which probably may have long term implications is the fact that parental influence over children appears to be eroding slowly and steadily. This also implies that children are seeking freedom in their purchase and other decisions. It is also significant that pester power which was considered to have an overwhelming presence in most households hardly has a role to play. This could probably be attributed to the fact that children are becoming more assertive and individualistic in nature and do not have to resort to throwing tantrums to get what they want.

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