

Chapter Two

Review of Literature

2.1 Conceptual Framework

Advertising is pervasive. When it comes to advertising to children sociologists claim that children being the most vulnerable segment of the society defenseless to commercials. Innumerable studies have been conducted to find out the impact of television advertisements on children. The research works of various researchers relevant to the study are examined closely to understand the recent trends in research as well child behaviour and their response towards advertisements. Research works carried out both in Indian as well as Western settings are reviewed in this chapter to understand the relationship of commercials with children. Reviewing the existing literature on advertising and children helped to compare and contrast the present research work in historical context. It critically helped to summarise the current knowledge in area under investigation, by identifying the strength and weaknesses of other research works.

2.2 Review of Literature

Namita Unnikrishnan and Shailaja Bajpai's research study on *Impact of Television Advertisement on Children* conducted in the year 1995. The research was done on the impact of advertising on the values, attitudes and aspirations of children residing in urban as well as rural areas of Delhi. The study was conducted among 700 children between 5-15 years. And according to its findings, 75 per cent children between age group 8- 15 want to purchase products that were advertised on TV during that time.

Research study titled *A Study of the Influence of TV Advertisements on Adolescents of Baroda City* conducted by Uma Joshi and Ritu Bhatia in the year 1997. The study revealed that the impact of advertisements on lifestyles, habits, behaviour, emotions and thinking patterns of the adolescents was enormous. The study provides a guideline for parents and schools on how to control the impact of advertisements have pushed their children to words a consumer culture, exposed them to violence and influence that are harmful to the interest of the society, it also portrays the positive role that advertisements play in education children. The study says parents should raise their voice against the exaggeration of advertisements, and the exposure to vulgarity, aggression and limitless cravings, but they should also take the initiative to shape the child's attitude to words the television and its content. Research has revealed that in families where the television content is discussed and advertisements are questioned and criticized for their stereotypes, man oeuvres and claims; children are less likely to be negatively influenced.

Wilson and Wood (2004) found that television advertisements targeted at children force them to nag their parents due to the increase in desire in them to acquire the advertised product, thereby influencing the family buying decisions. Their result points that parents have agreed to the fact that children play a very essential role in influencing decisions of the family, sometimes parents even seek their children's advice. It pointed to the dearth of empirical research internationally and nationally on issues of parents concern about advertising effect on children.

A case study titled *The Impact of Television Advertising on child Health and Family Spending* carried out by Kadambini Katke. For the purpose of study random sampling method is used. The sample size was limited to 200 parents of child aged between 3-

12 years. Correlation tool is used to analyze the relationship of television advertising and its impact on child health and family spending. This paper discusses the television advertising and its impact on child health and family spending. The study has revealed a positive co-relationship exists between time spend with television and its impact on the buying behavior of a child and its influence on family spending. There are several issues associated with television advertising and its impact on child.

Reinhold Bergler, Institute of Psychology, University of Bonn carried out a survey on *The Effects of Commercial Advertising on Children* (1999). The study was conducted in Germany among 1617 respondents of age group between 6 –18 years. According to the findings, for children the main sources of advertising are television, radio and hoarding. And children while watching television are engaged in a lot other activities, that is majority of children are reached by television advertisement for a minimum extent of time. The real socialising agents continue to be or family members. The research also disproves the assumption that children are helpless at the mercy of advertising due to lack of cognitive orientation and judgment patterns of advertisements and concludes that considerably at an earlier age than the prejudice of native psychology accepts, children develop advertisements competence together with functioning orientation judgment for an independent and critical way of handling commercial advertisement. Regarding the purchase decision the study claims that children know how to handle money in a sensible way and include parents more in purchasing decisions.

Nathalie Dens *et al* (2007) in their study performed a structural equation model was built using data from a sample of 485 parents and found family conflicts and pestering are among the most important drivers of restrictive mediation of television. Attitudes

towards food advertising the degree to which children can understand the commercial intent of advertising and the perceived influence of advertisements on children do not directly affect restrictive mediation.

Manish Mittal *et al* (2010) revealed parents have negative impact on children since children demand, nag and pester their parents to purchase the advertised products. Television advertisements are an important factor which drives their product choice and inculcate unhealthy eating habits in them. It also indicated that Indian children love watching television and prefer it over social interaction, physical and development activities. It also indicates that TV advertisements provide children knowledge about products and brands.

The Extent, Mature and Effects of Food Promotion to Children: A Review of the Evidence conducted by Gerard Hastings, Laura McDermott, Kathryn Angus, Martine Stead and Stephen Thompson. The research was undertaken by the Institute for Social Marketing at Sterling and the Open University, United was Kingdom, and on behalf of the World Health Organization in preparation for the WHO meeting of stakeholders on 'Marketing food and non- alcoholic beverages to children' held in Oslo (2-4 May 2006). Systematic review methods were used to search for, identity, and assess evidence for the review. In the last ten years advertising for fast-food outlets has rapidly increased. The advertised diet contrasts sharply with that recommended by public health advisers, and themes of fun and fantasy, or taste, rather than health and nutrition, are used there was limited evidence from the published literature on the extent and nature of food promotion in developing countries. It confirms that in both developed and developing countries advertising; this is typically for highly processed, energy dense, unhealthy products with evocative

branding; and that children recall, enjoy and engage with this advertising. From these it is clear that food promotion does influence children's food preferences, purchase behavior and consumption, and that these effects are significant, independent of other influences and operate at both brand and category level. Also there is no reason to believe that children in the developing world will be any less vulnerable to food promotion. They also recommended that as marketing is clearly a powerful behavior change mechanism. Industry should be given incentive to put its efforts behind health options. Similarly, NGOs and governments should use 'social marketing' to encourage healthy eating.

Barrie Gunter, Caroline Oates and Mark Blades (2005), University of Sheffield, United Kingdom, in their book on *Advertising to Children on TV: Content, Impact and Regulation* reviewed the research and examine the content of advertising on television aimed at children, children's understanding of advertising, and the influence of advertising on young viewers. Research into children's comprehension of small-screen advertising has considered initial identification of advertisements as features of television separate from programmes and has investigated more advanced understanding of the concept of persuasive intent. Researchers have used measures of attention to the screen, memory for content, and direct verbal comments on the nature of advertisements in the process of understanding more about children's and teenagers' abilities to comprehend advertising.

Karen J. Pine and Avril Nash of Department of Psychology, University of Hertfordshire conducted a study titled, *Dear Santa: The Effects of Television Advertising on Young Children*. They opined that every day children are exposed to

the selling messages of advertisers via the television. There is some debate in the literature over the age at which young children can distinguish television advertisements from programmes, when they can remember and want what they see and when they are able to understand that the advertiser's motive is to sell a product. Resolution of the debate has been hampered by methodological difficulties and paradigms which fail to fully capture and explain children's responses to advertisements. This study uses a novel and ecologically valid method of exploring how toy advertising affects children by studying their requests to Father Christmas, monitoring toy commercials and collecting television viewing data. Eighty-three children aged from 4.8 to 6.5 years, who had written letters to Father Christmas, were interviewed regarding the extent and nature of their television viewing. Overall, children who watched more commercial television were found to request a greater number of items from Father Christmas. These children also requested more branded items than children who watched less. However, the children's requests did not correlate significantly with the most frequently advertised toy products on television in the build-up to Christmas. Almost 90 per cent of the toys advertised did not feature once in the children's letters, suggesting that recall for special brand names is poor in the under-7. A positive correlation was found between watching television alone and number of requests. One interpretation of this may be that lone viewing renders children more susceptible to advertising.

Roy Hindol in the year 2012 conducted a research on *Environmental Advertising and its Effects on Consumer Purchasing Patterns in West Bengal, India*. This paper focuses on the green buying behaviour of Indian customers with reference to West Bengal state and finds the crucial factors which marketers should take into

consideration while devising green advertising strategies. On the basis of previous literature a model was developed and tested having a sample size of 400 students studying in different educational institutions of India. Mean score of different items were found followed by two step regression analysis. Research findings divulge that Indian customers have adequate exposure to print and broadcast media but television advertising is preferred. Indians have concern about their environment and are intend to buy green products. In fact studies further suggest that Indians are among the greenest friendly countries. The current study has been conducted with small sample size. Besides that the use of students sample may not be an adequate representative of the general population.

Jennifer L. Harris, John A. Bargh, and Kelly D. Brownell of Yale University worked on the *Priming Effects of Television Food Advertising on Eating Behavior*. Health advocates have focused on the prevalence of advertising for calorie-dense low-nutrient foods as a significant contributor to the obesity epidemic. This research tests the hypothesis that exposure to food advertising during TV viewing may also contribute to obesity by triggering automatic snacking of available food. In Experiments 1a and 1b, elementary-school-age children watched a cartoon that contained either food advertising or advertising for other products and received a snack while watching. In Experiment 2, adults watched a TV programme that included food advertising that promoted snacking and fun product benefits, food advertising that promoted nutrition benefits, or no food advertising. The adults then tested and evaluated a range of healthy to unhealthy snack foods in an apparently separate experiment. Amount of snack foods consumed during and after advertising exposure. Children consumed 45 per cent more when exposed to food advertising.

Adults consumed more of both healthy and unhealthy snack foods following exposure to snack food advertising compared to the other conditions. In both experiments, food advertising increased consumption of products not in the presented advertisements, and these effects were not related to reported hunger or other conscious influences. These experiments demonstrate the power of food advertising to prime automatic eating behaviors and thus influence far more than brand preference alone.

Munni Ray and Kana Ram Jat from the Department of Pediatrics, Advanced Pediatric Center, Postgraduate Institute of Medical Education and Research, conducted a research on the *Effect of Electronic Media on Children*. Radio, television, movies, video games, cell phones, and computer networks have assumed central roles in our children's daily lives. The media has demonstrated potentially profound effects, both positive and negative, on children's cognitive, social, and behavioral development. Considering the increasing exposure of children to newer forms of media, we decided to review the current literature on the effects of media on child health both in the Western countries and India. It is widely accepted that media has profound influence on child health, including violence, obesity, tobacco and alcohol use, and risky sexual behaviors. Simultaneously, media may have some positive effects on child health. We need to find ways to optimize the role of media in our society, taking advantage of their positive attributes and minimizing their negative ones. We need to understand better how to reverse the negative impact of media and make it more positive.

The Report of the Task Force on Advertising and Children submitted by Brian Wilcox, Joanne Cantor, Peter Dowrick, Dale Kunkel, Susan Linn, Edward Palmeron, 2004. The Task Force on Advertising and Children grew out of a general concern

about the influence of commercialism in children's lives and about marketing and advertising to children and adolescents. For many years, young children were generally considered off limits to advertisers, with parents being the intended advertising audience for marketers who delivered products for this age group. More recently, however, children, sometimes very young children, are the audience directly targeted by advertisers. Many groups within and outside organized psychology began to speak out against these and other advertising practices, including that of psychologists serving as consultants to firms advertising to children. To begin addressing these concerns from organized psychology's perspective, the APA Council of Representatives at its August 2000 meeting established the Task Force on Advertising and Children (TFAC), acting upon recommendations from the Board of Directors; the Board for the Advancement of Psychology in the Public Interest; the Committee on Children, Youth, and Families; and the Committee on Women in Psychology.

Farooq Ahmed Jam, Faculty of Management Sciences International Islamic University, Islamabad, Shakeel Akhtar, Faculty of Management Sciences International Islamic University, Islamabad, Syed Tahir Hijazi, Professor, Comsats Institute of Information Technology Islamabad, Muhammad Bashir Khan Professor, Management Sciences Department, Iqra University Islamabad, Pakistan worked on the *Impact of Advertisement on Children Behavior: Evidence from Pakistan*. According to them the impact of marketing activities (specially advertng) on children is very important and sensitive issue for the society and marketers. They explored with sample from 07 different schools 330 children and 107 parents to come up with practical insight of advertising influence on children memory and behavior in

Pakistani context. The results showed interesting findings that advertisements do not impact negatively to children memory and behavior. It enhances the knowledge of children and the ads targeted to children are not effective, for effective positioning of children related products marketers should target the parents and include ethical orientation along with environmental knowledge to influence the buying behaviour of parents. Our study provided several key market insights and suggestions for practitioners and future researchers of marketing field.

Research on Children, Adolescents, and Advertising (Committee on Communications, Pediatrics 2006) finds that advertising is a pervasive influence on children and adolescents. Young people view more than 40,000 ads per year on television alone and increasingly are being exposed to advertising on the Internet, in magazines, and in schools. This exposure may contribute significantly to childhood and adolescent obesity, poor nutrition, and cigarette and alcohol use. Media education has been shown to be effective in mitigating some of the negative effects of advertising on children and adolescents.

Research work done by Merrie Brucks (University of North Carolina), Marvin E. Goldberg (McGill University) and Gary M. Armstrong (University of North Carolina) on Children's Cognitive Responses to Advertising advocates a cognitive response approach for researching children's reactions to advertisements. They suggest that the factors especially likely to influence children's use of cognitive defenses include state of cognitive development, knowledge about advertising, knowledge about the product, spontaneous information processing abilities, emotional involvement with the advertisement or product being advertised, and verbal ability.

Each of these factors and its hypothesized relationship to children's counter arguing is discussed.

A study conducted in the year on the *Freedom to be a Child: Commercial Pressures on Children* (2007) by David Piachaud, London School of Economics. According to researcher, children's lives have been transformed over the past century. Family incomes have increased, children lead more solitary lives, attitudes to childhood have changed, new products have been developed and commercial pressures on children have increased. The importance of these commercial pressures is analysed. The issues raised for public policy are discussed in terms of children's freedom, the rights of children and the protection of children. Finally, the future of childhood is considered and choices between constraining commercial pressures or not are considered.

Deborah L. Roedder, studied on *Age Differences in Children's Responses to Television Advertising: An Information Processing Approach* (1981). According to the study, age differences in children's response to television advertising are examined from an information perspective. Evidence is reviewed that identifies in learning and describes the mechanism underlying these differences. On the basis of these data, appropriate strategies to regulate advertising for different age segments are identified.

Malik Tariq Mahmood conducted the study on *Impacts of Food Product Advertisements of Pakistan Television on the Eating Habits of Children* (2009). This study investigates children's viewing habits of Pakistan Television to find out the impacts of food-products advertising on children's health. Television is such an important socialization agent that it is present in children's lives. Many advertisements

broadcast on television are the creations of brilliant minds that want to persuade them to purchase the advertised products. But parents like to provide good food to their children for their health. 40 per cent parents agree that PTV's ads affected the health of their children. Results show that 23 per cent children watch television up to 3 hours and 30 per cent were watched television up to 4 hours a day. The results also show that thirty percent (30per cent) of children respondents watches PTV for more than four hours daily. The study evidences that majority of children respondents are influenced by the T.V advertisements and usually like to buy cold-drinks, some children responded like to buy chips and like products as well. These products increase fats on the body especially in children of age 8-12 years. Television also has negative impacts, it creates eye problems. It stops the children from going out and playing with friends. Its advertising makes them buy things even if they do not need. It can make them tired and unable to focus on their lessons.

Henrienne Sanft, Carnegie-Mellon University studied *The Role of Knowledge in the Effects of Television Advertising on Children*. Previous research on the effects of television advertising on children has focused on age as the important explanatory variable. This study looks at another variable, that of the child's knowledge about advertising, as the important factor. Specifically, this study looks at memory differences between those children who have knowledge about the purpose of advertising and those who do not. Results indicate that those children who have knowledge about advertising remember more product-related information from commercials.

Robin T. Peterson studied *The Portrayal of Children's Activities in Television Commercials: A Content Analysis* (1998). This study used a content analysis of

television commercials to analyse the depiction of pre-teens and teens. It reveals that children are not often depicted in scholastic roles in the commercials. Moreover when they are featured in these roles the portrayal is frequently not favourable.

Elise J. Johansen, University of Nebraska, worked on *The Portrayals of Family in Advertising: Children's Perspectives* (2012). Children are exposed to over 25,000 advertisements each year just on television. Research has demonstrated advertising's effect on children's preferences and perceptions including gender roles. With the changing structure of family now including diverse family types such as same-sex parents, childfree couples, single-persons, and trans racial adoptive families, we do not yet know if advertising is changing with the times and how children perceive these family groups. This study seeks to determine how children perceive family in advertising and its effect on their concept of family through a content analysis of children's television advertisements and data collection from children in the Midwest. While family is not a prevalent theme within children's advertising, is it present. Images may suggest a nontraditional household, but no concrete clues substantiate the suggestion.

Jill K. Maher, Robert Morris University, Kenneth C. Herbst, Wake Forest University, Nancy M. Childs Saint Joseph's University, Seth Finn, Robert Morris University worked on the *Racial Stereotypes in Children's Television Commercials* (2008). According to them, in our increasingly diverse society, children are deeply engaged in television viewing and their consumption of television programming varies by ethnicity. Ethnic portrayal in children's advertising is an important public policy and self-regulatory topic that may influence children's self-perception and brand perception. This research examines frequency of ethnic representation, as

assessed by the proportionality criterion and type of role portrayals by ethnically stereotyped groups in 155 children's commercials. Results indicate that all diverse ethnicities were under-represented compared to Caucasians. Ethnic representation is also examined by advertised product category, Ethnic interaction, and importance of role portrayed by ethnic characters.

Study titled *Television Advertising to Children: An Analysis of Selected New Zealand Commercials* by Janet Hoek and Kelly Laurence. According to them whether advertising should be directed to children and, if so, how it should be governed, has always generated debate. This article investigated three issues currently causing concern: purchase request behaviour, gender stereotyping and aggression, and compared the results to a similar study conducted in 1989. While very few of the advertisements disobey the Advertising Standards Authority Code on Advertising to Children with respect to purchase request behaviour and aggression, evidence of gender stereotyping was more pronounced. They concluded that industry and government regulatory bodies could play a more proactive role in spreading the Codes of Practice, enjoining acceptance of them and enforcing their provisions.

Study on *Children's Representation in Advertising: A Content Analytic Look (2011)* by Evripides Zantides, Department of Multimedia and Graphic Arts Cyprus University of Technology Anna Zapiti, Department of Psychology University of Cyprus; examines the ways that children and display typography are presented in printed advertisements with either children or adults as target audience in Cyprus. The images were collected from four local weekly magazines over a two-year period. A series of variables common to similar investigations were used to provide a coding scheme. The contribution of this study lies on the investigation of gender stereotypical

portrayals of children. Moreover, the current study extends the visual analysis of the advertisements into an analysis of the display typography of the advertisements. The data revealed that a stereotypical view of female children is present in these images and this is not only expressed in gender stereotypical traits but also in letterform characteristics. Differences in the typographic elements were also found concerning target group.

Jaspal Singh and Namrata Sandhu, Department of Commerce and Business Management Guru Nanak Dev University, studied on the *Impact of Television Commercials on the Social and Moral Behavior of Indian Viewers – Empirical Evidence* (2011). According to the study, there exists no consensus about the impact of television commercials on the social and moral behavior of viewers. An empirical analysis of the views of 520 respondents revealed that television commercials undermine social, moral and religious values and negatively influence human behavior. They violate ethical norms and disrespect the integrity of cultures, the consequences of which manifest themselves in the form of degradation of women, sexual preoccupation and boost to materialism. Degradation of relationships in Indian families and the misleading and untruthful content of television commercials are yet other points of concern highlighted by the study.

Pavleen Kaur and Raghbir Singh of Guru Nanak Dev University Amritsar, India studied on the *Need for Parental Control and Mediation in Food Advertising to Children: A Review of Previous Research* (2011). Food advertising to children is recognised worldwide as contributing to obesity in children. Much of the research in this area has been carried out in US, UK and other developed countries that are fighting the obesity epidemic. The phenomenon is, however, not restricted to the

developed world only, but is now trickling down to the developing countries, such as India. Therefore, it is pertinent that necessary measures are devised and implemented so that Indian children may not face the same situation. At present, when governmental regulations are less forthcoming and marketers are enjoying the potential offered by a huge and untapped market for western foods, it becomes imminent for the parents to intervene and protect their children from banal effects of food advertising. Therefore, the present paper seeks to review various studies conducted in this area to highlight the need for TV viewing mediation by parents in the Indian situation.

Research topic titled *Health Effects of Media on Children and Adolescents* (2010) carried out by Victor C. Strasburger, Department of Pediatrics, University of New Mexico School of Medicine, New Mexico; Amy B. Jordan, Annenberg Public Policy Center, University of Pennsylvania; Donnerstein, Department of Communications, College of Social and Behavioral Sciences, University of Arizona. Youth spend an average of less 7 hours/day using media and the vast majority of them have access to a bedroom television, computer, the Internet, a video-game console, and a cell phone. In this article they review the most recent research on the effects of media on the health and well-being of children and adolescents. Studies have shown that media can provide information about safe health practices and can foster social connectedness. However, recent evidence raises concerns about media's effects on aggression, sexual behavior, substance use, disordered eating, and academic difficulties. They provide recommendations for parents, practitioners, the media, and policy makers, among others, for ways to increase the benefits and reduce the harm that media can have for the developing child and for adolescents. During the past 50

years, thousands of research studies have revealed that the media can be a powerful teacher of children and adolescents and have a profound impact on their health. To date, too little has been done by parents, health care practitioners, schools, the entertainment industry, or the government to protect children and adolescents from harmful media effects and to maximize the powerfully pro-social aspects of modern media.

The Impact of Advertisements on Children and Their Parents' Buying Behavior: An Analytical Study (2011), conducted by Sultan Singh and Jaiman Preet Kaur. According to them children spend much of their free time in watching television seemingly captivated of the screen. Advertisers on children's television channels used to appeal to the parents, but now they directly appeal to children who do not have the emotional or cognitive tools to evaluate what is being sold to them. Gone are the days when parents talked about what their children should wear, eat, play and study. While television is a good medium for imparting knowledge and education, it can also be harmful considering the impact it leaves on the minds of children. Marketers try to plant the seeds of brand recognition in the minds of young children with the hope that these seeds would grow into long-lasting relationships. This paper aims to study the significant impact of television advertisements on children and the buying behavior of their parents. The main objective of this paper is to identify and evaluate the significant difference between the opinions of respondents related to various income and occupational groups. It is found that children always influence parents' shopping decisions whether the purchases are of use to them or not.

Manish Mittal studies on the *Effects of Television Advertising on Children Influence of Gender and Age* (2009). According to the study television has become an important

economic socializing agent because of its massive presence in children's lives. Children are exposed to numerous advertisements from the very early age and are most likely to accept the ideas advertising promotes. The fact that they enjoy greater stake in family purchase decisions have made marketers concerned about them. Children participate not only in the routine purchase decisions and the products to be consumed by them but also for the products not intended to be used by them. The objective of this paper is to study the cognitive, affective and behavioural effects of television advertisements on children and the bearing gender and age of a child have on them. The study employs primary data collected through a structured questionnaire. It was carried out in Indore city of central India using a sample of 171 children. Boys and older children are more aware of the selling intent of television advertisements while girls and younger children find them entertaining. Television advertisements were found to be effective in creating a desire among children to own the advertised product. Celebrity endorsements are more effective among boys and young children. Younger children feel delighted while watching television advertisements and try to remember their jingles and dialogues.

In the year 2009, Manish Mittal conducted a study on the *Correlation between Television Viewing Time and Effects of Television Advertisements on Children*. Children enjoy watching television for long hours and are exposed to numerous television advertisements. The fact that they enjoy greater stake in family buying decision have made marketers attracted towards them. Marketers find it easier to influence children through television advertising. They assimilate the advertising message faster and their minds are not cluttered as adult mind. Parents, generally, hold television advertising to be largely responsible for changing their children's

behavior and inculcating in them the desire for products not good for their health and development and converting them into naggers. This study attempts to understand how much television advertising can be held responsible for molding the behavior of children. It studies the correlation between television viewing time and various behavioral effects of television advertising. The results of the study indicate that Indian children watch television on an average for 18.35 hours in a week and more a child is exposed to television advertisements the greater he/she is affected by television advertisements.

Mohammad Esmaeil Ansari in the year 2011 studied on the topic, *An Investigation of TV Advertisement Effects on Customers' Purchasing and Their Satisfaction*. Today advertisement plays an important role in persuading customers to purchase products and services. On the other hand the expenses of advertisement in comparisons of other activities in most companies are very remarkable. Marketing studies showed that traditional advertisement strategies based on massive ads bombarding over a generic audience are not very effective and, in some cases, are at risk of being counterproductive. As a result, marketers and advertising companies are always looking for more effective and newer communication media and evaluation methods of advertising effectiveness. The present study attempts to examine the effects of Avishan Company's TV advertisement (As a big clothing producer company in Iran) on customers' attention to advertisement, interest for purchasing, desire for purchasing, action of purchasing and eventually customers' satisfaction in Babol city. The results show that the TV advertisement was effective in taking attention of customers, creating interest, desire and action of purchasing. Also, the study revealed that the customers were satisfied from purchasing Avishan's products.

Gennadi Gevorgyan and Naira Manucharova worked on *Children and Persuasive Advertising: Drawing the Line between Peripheral and Informative TV Commercials* (2012). With a goal of revealing the unique vulnerability of children in the face of advertisers' targeting efforts, they revisited the philosophical and legal frameworks underlying the regulation of commercial speech that targets children. In doing so, they reexamined the rationale behind the constitutional protection of advertising within the context of children's information processing patterns and the manipulative nature of persuasive speech. They argued that some of the fundamental assumptions that underlie the protection of commercial speech lack validity when applied to children surrounded by today's technologically advanced marketplace. They further argued that in regulating persuasive advertising, government should be given more flexibility than it currently has under the Central Hudson test. Moreover, we believe that targeting children with persuasive messages should be prohibited on the grounds of being misleading under the Federal Trade Commission's standard for deceptive commercial speech.

D.P.S. Verma, Delhi School of Economics, and Neeru Kapoor, Delhi College of Arts and Commerce, studied on the Influence of television Advertisements on *Children's Buying Response: Role of Parent-Child Interaction*. The study seeks to assess 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. For the purpose, two non-disguised structured questionnaires were designed and administered: one to the children and the other to their parents. Children from different income groups and both the sexes were considered. The study has 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 television 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. The results further implied that parent-child interaction plays 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. Thus, instead of criticizing TV advertisements, it would be desirable if parents resort to more of co-viewing and explaining the intent and contents of such advertisements to their children.

Swati Soni and Makarand Upadhyaya on the *International Marketing Conference on Marketing and Society*, 8-10 April, 2007, IIMK, presented the paper 'Pester Power Effect of Advertising'. Advertisers in India are frankly preparing children to become dutiful consumers in a society riddled not just with economic problems but also with social and cultural patterns that defy the entry of modern gadgets such as washing machines. There are several ads that could be detrimental to children either because they encourage them to act in an unsafe manner or because they propound questionable values. Some also misrepresent information. The second issue that the paper addresses is premature brand learning that plays an important role in future brand selection behavior. The third issue addresses the children's culture, which is over dominated by technologically mediated entertainment and advertising. Indeed, in their culture advertising and entertainment are converging. This hybridization is happening in a variety of ways. These include cross-selling and licensed

merchandising, program length commercials, product placement and the production of advertisements as entertainment in their own right. 'Product placement' is also growing as marketers introduce brands into the sets and increasingly the scripts of children's films. Like program length commercials, product placement is a covert form of advertising which promotes brand awareness and loyalty.

A study on the Advertising and its Social Responsibility (2011) was carried out by Debarati Dhar, University of Burdwan. Advertising in its simplest form means "public announcement". Advertising as described by the American Marketing Association, Chicago is basically "any paid form of non-personal presentation of ideas, goods and services by an identified sponsor." This definition in itself states that advertising is mostly a form of persuasive communication with the audience. Further, it is also clear from the definition that advertising is basically one-sided information where information flows from the part of the advertiser (sender) to the public (receiver). Thus, in this context it wouldn't be wrong to say that that advertising forces itself upon the audiences leaving little scope of response from the receiver's end. Advertising is thus not a panacea that can restore a poor product or rejuvenate a declining market rather it is a tool that helps in selling new ideas, products and services through the art and strategy of persuasive communication.

Vinod Kumar Bishnoi and Ruchi Sharma studied on *The Impact of TV Advertising on Buying Behaviour: A Comparative Study of Urban and Rural Teenagers* (2009). This study aims to establish whether the residential background of consumers has a varying influence on their buying decisions due to the influence of TV advertising. The study was conducted on 866 teenagers of Haryana (431 male and 435 female) of which 440 were rural and 426 were urban. The study suggests that rural teenagers like television

advertising more than their urban counterparts. TV advertising has enhanced their involvement in product selection and purchase, they prefer to buy TV advertised products and it is helpful in buying the new products. The urban teenagers do not buy TV advertised products if they do not require those brands. They also like the advertisements of the products that they are using and believe that products are as good as expected from TV advertisements. Male teenagers' buying behaviour is more influenced by television advertisements than their female counterparts.

Bahram Ranjbarian, Saeed Fathi and Zahra Shekarchizade studied *Age Influence on Information Processing of TV Advertisement Messages by the Elementary Students* (2010). This study examines information processing of TV advertisement messages by the Elementary students in Isfahan. The goal of this study was to investigate the influence of age on children's perception about TV advertisements. Sample was drawn from 385 students in 40 schools in Isfahan (Iran). The students were between 7 to 11 years-of-age. The results show that child's perception about advertisement intent has been affected by its age only in three dimensions of, *to earn money, to be bought by child* and *to entertain*. Moreover the results indicate that effect child's age on TV advertisement likeability is significant, when beautiful persons and beautiful products are presented. But child's age has no significant influence on its perception about TV advertisement truthfulness. This paper provides information about child's perception about Iranian's TV advertisement messages. Moreover, it contributes towards better understanding of children's perceptual difference in different ages.

Nidhi Kotwal, Neelima Gupta and Arjee Devi of Government College for Women, Parade, Jammu, Jammu and Kashmir worked to find out the *Impact of T.V Advertisements on Buying Pattern of Adolescent Girls* (2008). Television and

advertising together present a lethal combination and has become an integral part of modern society. It is the most convenient route to reach not only adult consumers but also the adolescents. Adolescents are manipulated by advertisement promise that the product will do something special for them which will transform their life. The present study was conducted on 100 adolescent girls, studying in class 9th-12th, to know the impact of television advertisement on their buying pattern. The results revealed that advertisements played a vital role in introducing a new product in the family list and making better choice during shopping. Majority of the respondents after watching an advertisement wanted to buy the new brand introduced in the market, they were disappointed when they were not allowed to buy products of their choice and were of the opinion that TV advertisements helped them to make better choice during shopping. The girls utilised their pocket money received every month for shopping. The main items purchased from the pocket money were- food, cosmetics, gifts and cards. They mostly went to shopping with parents. The girls planned their shopping after discussion with family members. In purchase of food items, stationary, cosmetics and toiletries, the girls were influenced by television advertisements. In case of clothing they were guided by fashion, friends and boutiques. The respondents preferred to buy branded and standardised products which are more advertised on television.

Naresh K. Sharma and Ramesh Agarwal, carried out a *Study and Impact of Advertising on Children with Special Reference to Eating Habits in India'* (2011). The study finds advertisement is integral part of the industry which wants its product to be reached to the customer, and thereby converting them into consumers. Advertising is sole of everyone's' lifestyle, and the degree of impact of advertng on

children is becoming devastating day by day. Advertisements showcase the ‘must haves’ for a kid making them a consumer even before they have reached the age of 3. On the contrary, advertisement are educating, updating and motivating the children to learn good thing as well. Thus the objectives of this research paper are to explore both the beneficial and harmful effects of media on children’s food habits, and to identify how the advertising industry can be regulated by formulating unified laws to prevent the over-exposure of children to the ad world. The study also emphasises on directing children’s towards imbibing healthy food habits in them by suggesting parents to be more aware and regulating the advertisement targeted on children. This research paper also take a review on what kind of regulations are implemented in some parts of world regarding advertisements targeting children’s and what kind of steps are being taken in India in this direction. Using ‘On the Spot’ sampling method 100 children between 5-15 yrs age group and 50 parents are interviewed with the help of interview schedule and data collected is presented in the form of pie chart. The research paper concludes that advertising severely affect the eating habits of present generation children. The role of parents and legal system plays crucial role in preventing the anti-health ads influencing the children’s eating habits.

Deepak Kumar and Meenu Bansal (2013) studied on the ‘Impact of Television Advertisements on Buying Pattern of Adolescent - A Study of Punjab. According to them TV advertisement plays an important role on consumer behavior but it is the most effective way to reach the adolescent and encourage them to buy the product. This study is aiming to study the effect of TV advertisement on buying pattern of adolescent by the effect of TV advertisements. The research was conducted in Nawanshahr district of Punjab. A total of 250 questionnaires were circulated among

the respondents. The result shows that TV advertisements help them in making familiar about the product and helps them in making buying decision. They say that frequency of television advertisement increase the product demand but they don't buy the product always by the Influence of television advertisements. We can say that the students see the advertisements just for fun.

Rathod and Parmar (2012) studied on *Impact of Television Advertisements on Children: An Empirical Study with Reference to Chocolate Brands*. According to them advertising is second only to films as far as its influence on the society is concerned. Advertising is the most influential and powerful medium in the present commercial society. The main objective of this study is to find out, how children are influenced by the television advertisements. There are both good and bad impact of advertisement. The focus of the study is on effect of television advertisements on children with special reference to confectionary products. An attempt has been made to know the children's awareness about confectionery products and their advertisements, to measure the impact of advertisement of confectionery products on children, to study the association between preference of children and demographic factors such as gender and medium of study. Descriptive research design was used as the study followed structured design with predetermined objectives and hypotheses.

Narasimhamurthy (2014), studied on *Television Advertisement and its Impact on Attitudes, Behaviors of Children-A study*. The present study is to examine the impact of television advertisements on children, and how it leads to consumerism of product. Advertising is the most influential and powerful medium in the present commercial society. As far as its influence on the society is concerned, advertising is second only to movies. An advertisement shapes the attitude and beliefs of the children and it

encompass every aspect of children life. Children are exposed to the selling messages of advertisers through television. When they can remember and want what they see and when they are able to understand what the advertiser's motive is to sell a product. Television is an integral piece of the household at least one set will be in each family. Thus children are born into a world in which television is present from the start. But at the point during early childhood does viewing actually begin. Television advertisements are designed to influence consumer behavior. The present study focuses on impact of television advertisements on children attitudes, and behavior.

2.3 Research Gap

Advertising-effects research based on the vulnerable child paradigm assumes that children lack the cognitive skills to protect themselves against advertising messages (Valkenburg, Buizen, 2003). Earlier studies emphasized on the change in the eating habits of children (Katke, 2007; Mittal, 2009; Hastings et al, 2006) and claim that advertising leads to unhealthy food habits. Extensive research work on advertising and buying behaviour (Pine and Nash, 2000; Unnikrishnan and Bajpai, 1997) asserts that children who are exposed to advertisements are more influenced by them. Other studies focus on advertising and social behaviour (Singh, et al., 2011), on persuasive intent (Gunter, Blades and Oates, 2005) and rise in consumer culture in children (Upadhyaya and Soni, 2007). A few studies focused on the children in rural milieu (Bishnoi, Sharma, 2009). All these crucial issues are discussed over and again claiming how advertising affects the health and psyche of the child.

It is said that India lives in her villages. Today, India has over 800 TV channels, mostly regional channels, which have penetrated the length and breadth of the

country, including the rural landscape of India. It becomes crucial to study the impact of commercials on rural audiences as well. Empirical studies on the inter-relationships between parental education and children's understanding of advertisements are few and far between in the Indian communication research scenario. Apart from selling products and imbibing a consumer culture, advertisements also promote social ideas for better society and nation. Therefore, a study on the impact of the social service advertisements on children will also be of crucial importance to contribute and generate new knowledge in advertising research vis-à-vis child viewers in India. It has also been seen that advertising research mostly concentrate on either the vulnerable child paradigm or the empowered child paradigm. This study has inculcated both the paradigms, as children of 2-7 years age are considered to be vulnerable and at the same time, children of 8-11 years age who begin to demonstrate a sense of responsibility towards society, environment as well as the country. Therefore, this study attempts to explore the influences of social service advertisements on children belonging to both these two paradigms.