

Chapter Four

TABULATION, DATA INTERPRETATION AND ANALYSIS

4.1 VARIABLE- AGE

Table 4.1.1 Time devoted for watching TV among children of Silchar

Category	Age	Less than 30 minutes a day	1 hour/day	2-3 hours a day	More than 3 hours a day	Entire day during holidays	Total
Urban	2-4 years	23.33(9)	26.67(16)	30(18)	20(12)	0(0)	100(60)
	5-7 years	17.14(12)	27.14(19)	35.71(25)	17.14(12)	2.87(02)	100(70)
	8-11 years	24.34(28)	20.87(24)	32.18(37)	13.04(15)	9.57(11)	100(115)
Total(urban)							245
Rural	2-4 years	35(14)	22.5(09)	22.5(09)	12.5(05)	7.5(03)	100(40)
	5-7 years	12.12(04)	18.19(06)	45.45(15)	24.24(08)	0(0)	100(33)
	8-11 years	29.12(53)	19.23(35)	34.07(62)	12.09(22)	5.49(10)	100(182)
Total(rural)							255
Total							500

30 per cent of the children of the urban areas of age group 2-4 years watch television for 2-3 hours a day and 35 per cent children of the rural areas of the same age group watch television for less than 30 minutes a day. 35.71 per cent urban children of 5-7 age groups also watch television for 2-3 hours a day. Even in the rural areas children of same age group watch television for 2-3 hours a day. 32.18 per cent of urban

children and 34.07 per cent of rural children of age group 8-11 years watch television for 2-3 hours a day

Table 4.1.2 Accompaniment of children while watching television

Category	Age	With parents	With friends	Alone	With neighbours	With siblings	Total
Urban	2-4 years	51.68(31)	6.66(04)	33.33(20)	3.33(02)	5(03)	100(60)
	5-7 years	25.71(18)	8.58(06)	41.42(29)	10(07)	14.29(10)	100(70)
	8-11 years	28.69(33)	3.49(04)	33.91(39)	8.70(10)	25.21(29)	100(115)
Total(urban)							245
Rural	2-4 years	47.5(19)	2.5(01)	25(10)	22.5(09)	2.5(01)	100(40)
	5-7 years	24.24(08)	12.12(04)	30.30(10)	18.19(06)	15.15(05)	100(33)
	8-11 years	26.38(48)	3.84(07)	18.13(33)	15.39(28)	36.26(66)	100(182)
Total(rural)							255
Grand Total							500

It is found that 51.67 per cent of urban children watch TV with their parents and majority of the children of age group 5-7 and 8-11 watch TV alone which offers a free allowance to watch any kind of media content. Around 7.75 per cent of urban children watch TV with their neighbours as they do not have an access to television/satellite

channels. Majority of the rural children watch TV with their parents. Lone viewing is also prevalent among children of various age groups of both urban and rural areas.

Table 4.1.3 Preference of channels

Category	Age	Entertainment channels	Cartoon channels	Music channels	News channels	Sports channels	Total
Urban	2-4 years	11.66(07)	76.68(46)	11.66(07)	0(0)	0(0)	100(60)
	5-7 years	8.57(06)	75.71(53)	10(07)	2.86(02)	2.86(02)	100(70)
	8-11 years	33.91(39)	33.91(39)	13.04(15)	6.10(07)	13.04(15)	100(115)
Total(urban)							245
Rural	2-4 years	2.5(01)	95(38)	2.5(01)	0(0)	0(0)	100(40)
	5-7 years	6.06(02)	84.85(28)	9.09(03)	0(0)	0(0)	100(33)
	8-11 years	20.89(38)	52.19(95)	14.84(27)	2.74(05)	9.34(17)	100(182)
Total(rural)							255
Grand Total							500

In the urban children cartoons are extremely popular among all age groups of both urban and rural back grounds. With the progression of age children start watching other channels also. This is evident from their responses. And entertainment as well as music channels are also popular but lesser than cartoons. News and other channels that cater information only occupy a minimal space in the media habits of children.

But a negligible percentage watches news and sports channels which are lower than the urban areas.

Table 4.1.4 Perception of children regarding advertisements

Category	Age	Exaggerate facts	Ads are always true	Ads are TV programmes	Ads are not reliable	Not meant for children	Total
Urban	2-4 years	0 (0)	41.66(25)	50 (30)	3.34 (02)	5 (3)	100(60)
	5-7 years	1.42(1)	38.59(27)	31.42(22)	21.43(15)	7.14 (5)	100(70)
	8-11 years	20.86(24)	20 (23)	12.18(14)	44.35	2.60 (3)	100(115)
Total(urban)							245
Rural	2-4 years	0(0)	50(20)	50 (20)	0(0)	0(0)	100(40)
	5-7 years	0(0)	57.58(19)	24.24 (08)	12.12(04)	6.06(02)	100(33)
	8-11 years	13.18(24)	37.91(69)	4.39 (08)	39.56(72)	4.94(09)	100(182)
Total(rural)							255
Total							500

The majority of urban children of 2-4 years are unable to understand the underlying functions of advertisement, they watch and believe them and 50 per cent of them are unable to distinguish between the advertisements and TV programmes. The children of 5-7 age groups also rely on the information disseminated through the ads and a few respondents feel that ads exaggerate the facts for promotion of the product. And a large number of respondents of age group 8-11 feel that commercials are not reliable. The rural respondents of age group 2-4 cannot differentiate between ads and TV

programmes and believe in whatever is shown. Even 57.58 per cent rural children of 5-7 age groups believe in whatever is shown in the ads which is quite higher than the urban children of the same age group. For 37.91 per cent of children between 8-11 years the advertisements are reliable and for 39.56 per cent advertisements are not reliable and only 13.18 per cent believe that ads exaggerate the facts.

Table 4.1.5 Frequency of watching advertisements among children

Category	Age	Every moment they sit in front of TV	Only during changing channels	Search channels for watching ads	When they wait for a programme to start	Change channels when ads are featured	Total
Urban	2-4 years	45(27)	23.33(14)	05(03)	25(15)	1.67(01)	100(60)
	5-7 years	30(21)	30(21)	17.15(12)	21.43(15)	1.42(01)	100(70)
	8-11 years	17.39(20)	46.08(53)	6.09(07)	27.83(32)	2.60(03)	100(115)
Total(urban)							245
Rural	2-4 years	62.5(25)	15(06)	15(06)	7.5(03)	0(0)	100(40)
	5-7 years	42.43(14)	21.21(07)	15.15(05)	18.18(06)	3.03(01)	100(33)
	8-11 years	27.49(50)	42.86(78)	2.74(05)	22.52(41)	4.39(08)	100(182)
Total(rural)							255
Grand Total							500

Majority of the children of 2-4 and 5-7 years watch advertisements every moment they sit in front of TV and are probably exposed to all kind of commercials. Even the 8-11 years old are also exposed to the magical world of ads whenever they sit to

watch TV. Children from all age groups are heavily exposed to the ads. In the rural landscape majority of the children from all age groups watch ads every moment they sit in front of the TV which is higher than the urban children.

Table 4.1.6 Reasons for watching advertisements among children

Category	Age	Fast moving images of cartoons	Provide information	Presence of the child	Presence of celebrities	Attractive music	Total
Urban	2-4 years	35 (21)	3.33(02)	48.34(29)	3.33(02)	10(06)	100(60)
	5-7 years	37.15(26)	5.71(04)	40 (28)	1.43(01)	15.71(11)	100(70)
	8-11 years	27.83(32)	36.52(42)	11.30 (13)	11.30(13)	13.05(15)	100(115)
Total(urban)							245
Rural	2-4 years	15 (06)	0 (0)	70(28)	2.5(01)	12.5(05)	100(40)
	5-7 years	21.21(07)	9.09 (03)	51.51(17)	0 (0)	18.19(06)	100(33)
	8-11 years	37.92(69)	14.83 (27)	9.89(18)	10.98(20)	26.38(48)	100(182)
Total(rural)							255
Grand Total							500

Children of all age groups are attracted towards the fast moving cartoon images and jingle of the commercials. The presence of the child also draws their attention. And 36.52 per cent of the respondents of the age group 8-11 years love watching commercials as they are rich in information. Celebrities are endorsed for promotion of a particular brand or product; it has successfully gathered the attention from a large number of children. Similar as the urban area the respondents of the rural area are drawn toward the ads due to the fast moving images. But few numbers of children

watch ads as they provide information as compared to the respondents of the urban area. Ads are pleasurable because of the music is opined by some children which is higher than the respondents residing in the urban areas. And the liking of music increases with the progression of the age.

Table 4.1.7 Behaviour of children while advertisements are featured on TV

Category	Age	Feels the lack of the advertised product in their life	Desire to buy the product	Find the advertised product least essential	Do not want to buy the product	Compare themselves with the televised character in the ad	Total
Urban	2-4 years	36.67(22)	20(12)	11.67(07)	18.33(11)	13.33(08)	100(60)
	5-7 years	28.58(20)	38.58(27)	10(07)	11.42(08)	11.42(08)	100(70)
	8-11 years	20.87(24)	51.30(59)	12.18(14)	6.08(07)	9.57(11)	100(115)
Total(urban)							245
Rural	2-4 years	42.5(17)	7.5(03)	17.5(07)	25(10)	7.5(03)	100(40)
	5-7 years	45.46(15)	21.21(07)	3.03(01)	18.18(06)	12.12(04)	100(33)
	8-11 years	14.28(26)	48.36(88)	6.04(11)	7.14(13)	24.18(44)	100(182)
Total(rural)							255
Total							500

When the ads are featured a good number of respondents from all age groups pay attention to the ads and feel the lack of the product in their life. The desire to buy is seen higher among children of 8-11 years of both urban and rural areas. And some of the children are escapist in nature when they compare themselves with the characters

featured in the advertisement. The feeling of lack of the advertised product is prevalent among rural children. And many of them compare themselves with the characters featured in the ad and this escapist tendency is more prevalent among the rural children.

Table 4.1.8 Frequency of buying

Category	Age	Want to buy every time are ads featured	During occasions	While shopping	Rarely demand for advertised products	Buy non-advertised products	Total
Urban	2-4 years	23.33 (14)	15(09)	35(21)	25(15)	1.67(01)	100(60)
	5-7 years	30(21)	10(07)	30(21)	20(14)	10 (07)	100(70)
	8-11 years	24.34(28)	24.34 (28)	23.49(27)	24.34(28)	3.49 (04)	100(115)
Total(urban)							245
Rural	2-4 years	42.5(17)	10(04)	10 (04)	05(02)	32.5(13)	100(40)
	5-7 years	42.43(14)	3.03(01)	30.30 (10)	12.12(04)	12.12(04)	100(33)
	8-11 years	25.28(46)	14.83(27)	15.93 (29)	31.87(58)	12.09(22)	100(182)
Total(rural)							255
Grand Total							500

The present study shows positive relationship between watching the ads and buying behaviour of the children. In the urban areas children do not buy a product if it is not advertised on TV or the advertisement is not attractive. Some of the children do not

buy a product if celebrity featured in the ad is not impressive. In the rural areas majority of the children do not want to buy a product if it is not advertised on TV or the advertisement is not attractive. More children belonging to rural setting do not buy a product due to its unavailability in their place which is higher than the urban areas and some of the children do not buy a product due to financial problems. Some of the children do not buy a product if celebrity featured in the ad is not impressive. The frequency of request is found higher among rural children.

Table 4.1.9 The advertised product that the child want to have the most-

Category	Age	Toys (non advertised)	Garments	Junk food	Gadgets	Fashion accessories	Total
Urban	2-4 years	68.33(41)	05(03)	16.67(10)	8.33(05)	1.67(01)	100(60)
	5-7 years	47.15(33)	12.86(09)	22.86(16)	11.42(08)	5.71(04)	100(70)
	8-11 years	17.39(20)	10.44(12)	30.44(35)	27.82(32)	13.91(16)	100(115)
Total(urban)							245
Rural	2-4 years	62.5(25)	0(0)	32.5(13)	05(02)	0(0)	100(40)
	5-7 years	75.76(25)	3.03(01)	12.12(04)	9.09(03)	0(0)	100(33)
	8-11 years	36.27(66)	7.69(14)	42.30(77)	8.25(15)	5.49(10)	100(182)
Total(rural)							255
Grand Total							500

Majority of the children of the urban area wants to have a new toy when it comes to buy a new product. They demand for toys which are not advertised in television. The fast food culture is also prevalent and many of the respondents desire to have electronic gadgets. Majority of the children of the rural areas wish to consume fast

food even more than the urban children. A very small number of respondents wish to have a gadget and fashion accessories and cosmetics. And toys are the most desired product among the rural children.

Table 4.1.10 Reasons for buying a particular product

Category	Age	Saw the ad	Brand conscious	Friends have the product	Luxurious in nature	For being happy	Total
Urban	2-4 years	28.33 (17)	0(0)	26.67(16)	10(06)	35(21)	100(60)
	5-7 years	37.15(27)	0 (0)	30 (21)	7.14 (05)	25.71(18)	100 (70)
	8-11 years	13.91(16)	14.79(17)	31.30(36)	10.43(12)	29.57 (34)	100 (115)
Total(urban)							245
Rural(255)	2-4 years	20(08)	2.5(01)	30 (12)	2.5(01)	45(18)	100(40)
	5-7 years	39.39(13)	0(0)	24.25 (08)	3.03(01)	33.33(11)	100(33)
	8-11 years	34.06(62)	6.59(12)	17.59 (32)	6.59(12)	35.17(64)	100(182)
Total(rural)							255
Grand Total							500

A good number of the urban children buy a product after watching the advertisement. Children of 2-7 years are not brand conscious. A good number of respondents buy a product as their friends have the same product. Many of them buy a product only for an immediate gratification of happiness. The rural children also buy a product after watching it on TV. The competitive attitude is evident among them but lesser than urban children. It can be asserted that in both urban and rural areas children buy a product influenced by ads. Peer pressure plays a significant role many of them buy a

product only for an immediate gratification of happiness. Children in the age groups 8-11 years are subject to a fair amount of peer pressure.

Table 4.1.11 Response of parents at the demand of the child

Category	Age	Children convince their parents for buying the product	Parents simply fulfill their demand	Parents motivate the child for not buying the product	Parents completely restrict the child from buying the product	Children do not listen to their parents	Total
Urban	2-4 years	51.68(31)	15(09)	15(09)	11.66(07)	6.66(04)	100(60)
	5-7 years	41.42(29)	18.57 (13)	12.86(09)	14.29(10)	12.86(09)	100(70)
	8-11 years	33.04(38)	23.48(27)	26.09(30)	11.30(13)	6.09(07)	100(115)
Total(urban)							245
Rural	2-4 years	15(06)	15(06)	15(06)	15(06)	40(16)	100(40)
	5-7 years	36.37(12)	15.15(05)	12.12(04)	12.12(04)	24.24(08)	100(33)
	8-11 years	43.40(79)	13.19(24)	29.69(54)	8.79(16)	4.94(09)	100(182)
Total(rural)							255
Grand Total							500

Majority of the urban children can motivate their parents for buying a product. Some parents also motivate the children for not consuming the product. And there are a great number of parents who fulfill the demand of the child. The rural children can also motivate their parents for buying a product. Some parents also motivate the children for not consuming the product. And there are a large number of parents who fulfill the demand of the child. But in the rural areas the numbers of children who do

not listen to their parents are higher in number as compared to the urban part when it comes to buy an advertised product.

Table 4.1.12 Parental involvement in the decision making process of children

Category	Age	Being very strict	Apply logic to implement their decision	Giving excuse of financial problems	Help children in understanding function of ads	Cannot motivate the child	Total
Urban	2-4 years	20 (12)	56.67(34)	6.66(04)	15(09)	1.66(01)	100(60)
	5-7 years	21.42(15)	37.14(26)	12.85(09)	15.71(11)	12.87(09)	100(70)
	8-11 years	20.87(24)	34.79(40)	13.05(15)	20(23)	11.30(13)	100(115)
Total (urban)							245
Rural	2-4 years	17.5(07)	25(10)	40 (16)	7.5(03)	10(04)	100(40)
	5-7 years	15.16(05)	24.24(08)	21.21 (07)	9.09(03)	30.30(10)	100(33)
	8-11 years	14.29(26)	29.12(53)	42.30 (77)	4.39(08)	9.90(18)	100(182)
Total(rural)							255
Grand total							500

The parents residing in the urban areas involve themselves in the decision making process of the child. Often they employ their own reasoning skills in order to motivate the child to accept their decision. Some of the parents give an excuse of having financial problem when they do not want to give that product to the child. And some of the parents help the children in understanding the function of ads and minimum numbers of parents are unable to motivate the child. Children's lives have been transformed over the past century. The parents residing in the rural areas also involve themselves in the decision making process of the child. Often they employ their own reasoning skills in order to motivate the child to accept their decision. Some of the

parents give an excuse of having financial problem when they do not want to give that product to the child which is higher in the rural scenario. And some of the parents help the children in understanding the function of commercials which is also lesser in the rural area and maximum numbers of parents are unable to motivate the child.

Table 4.1.13 Food habit of children

Category	Age	Homemade food	Junk food	Anything given by parents	Advertised Health drinks	Advertised beverages	Total
Urban	2-4 years	36.67 (22)	45(27)	11.67(07)	0(0)	6.66(04)	100(60)
	5-7 years	38.57(27)	38.57(27)	10 (07)	8.58(06)	4.28(03)	100(70)
	8-11 years	26.08(30)	48.69(56)	15.65 (18)	6.09(07)	3.49 (04)	100(115)
Total(urban)							245
Rural	2-4 years	40(16)	57.5(23)	2.5 (01)	0(0)	0(0)	100(40)
	5-7 years	57.58(19)	30.30(10)	12.12 (04)	0(0)	0(0)	100(33)
	8-11 years	53.85(98)	28.02(51)	11.54 (21)	2.74(5)	3.85(07)	100(182)
Total(rural)							255
Grand Total							500

Majority of the urban children consume fast food as well as soft drinks. But it must be mentioned that home-made food is the second preference given by the children. And only a few of them want to consume the health drinks. In the rural area the home-made food is the first preference given by the children. But fast is also very popular among the rural children. And only a few of them want to consume the health drinks.

Table 4.1.14 The child wants to buy an advertised product -

Category	Age	Advertised products are more reliable	Better in quality	More attractive than non-advertised products	Fulfill desires	The product is the problem solving agent	Total
Urban	2-4 years	15(09)	10(06)	63.34(38)	3.33(02)	8.33(05)	100(60)
	5-7 years	25.71(18)	8.58(06)	47.14(33)	7.15(05)	11.42(08)	100(70)
	8-11 years	30.44(35)	25.21(29)	21.74(25)	17.4(20)	5.21(06)	100(115)
Total (urban)							245
Rural	2-4 years	37.5(15)	2.5(01)	60(24)	0(0)	0(0)	100(40)
	5-7 years	48.49(16)	0(0)	51.51(17)	0(0)	0(0)	100(33)
	8-11 years	46.16(84)	16.49(30)	21.42(39)	2.74(05)	13.19(24)	100(182)
Total (rural)							255
Grand Total							500

Majority of the urban children of 2-4 years and 5-7 years as well as rural children of 2-4 years and 5-7 years buy a product that is advertised in an attractive way and a greater percentage of rural children of all age groups have a concept that advertised products are more reliable and only a few of them consider the product as a problem solving agent. Majority of the rural children buy a product that is advertised and have a concept that advertised products are more reliable and some of them consider the product as a problem solving agent.

Table 4.1.15 Reasons specified by children for not buying a particular product

Category	Age	Product is not advertised on TV	Advertisement is not attractive	The model in the ad is not impressive	Unavailable in the locality	Financial constraint	Total
Urban	2-4 years	23.33(14)	46.67(28)	16.67(10)	10(06)	3.33(02)	100(60)
	5-7 years	37.14(26)	30(21)	11.43(08)	11.43(08)	10(07)	100(70)
	8-11 years	29.58(34)	27.82(32)	10.43(12)	24.35(28)	7.82(09)	100(115)
Total(urban)							245
Rural	2-4 years	25(10)	20(08)	7.5(03)	25(10)	22.5(09)	100(40)
	5-7 years	45.46(15)	18.18(06)	0(0)	24.24(08)	12.12(04)	100(33)
	8-11 years	24.18(44)	11.53(21)	9.35(17)	43.95(80)	10.99(20)	100(182)
Total(rural)							255
Grand Total							500

The present study shows positive relationship between watching the commercials and buying behaviour of the children. In the urban areas children do not buy a product if it is not advertised on TV or the advertisement is not attractive. Some of the children do not buy a product if celebrity featured in the ad in not impressive. The present study shows positive relationship between watching the ads and buying behaviour of the children. In the rural areas children do not buy a product if it is not advertised on TV or the advertisement is not attractive. Most of the children do not buy a product due to its unavailability in their place which is higher in the areas and some of the children do not buy a product due to financial problems. Some of the children do not buy a product if celebrity featured in the ad in not impressive.

Table 4.1.16 Reaction of children at their parent’s disapproval for buying a product

Category	Age	Show revolting attitude towards parents	Become disappointed	Always listen to the parent	Feel that parents do not understand them	Ask someone else of the family to fulfill their demand	Total
Urban	2-4 years	15(09)	40(24)	28.33(17)	05(03)	11.67(07)	100(60)
	5-7 years	24.28(17)	30(21)	32.86(23)	4.28(03)	8.58(06)	100(70)
	8-11 years	17.39(20)	32.18(37)	25.21(29)	13.92(16)	11.30(13)	100(115)
Total(urban)							245
Rural	2-4 years	30(12)	37.5(15)	17.5(07)	0(0)	15(06)	100(40)
	5-7 years	51.51(17)	30.30(10)	12.12(04)	6.07(02)	0(0)	100(33)
	8-11 years	18.13(33)	48.90(89)	21.43(39)	7.15(13)	4.39(08)	100(182)
Total(rural)							255
Grand Total							500

Children tend to show revolting attitude towards parents when they deny to fulfill the demand of the child. It is evident from the present study that many of the respondents show revolting attitude towards parents. But majority of the urban children do not react, first they become sad. But some of them are so obsessed with the product that they ask any other member of the family to fulfill their demand. Children tend to show revolting attitude towards parents when they deny to fulfill the demand of the child. It is evident from the present study that many of the respondents show revolting

attitude towards parents. But 51.51 per cent of the rural children of age group 5-7 years show revolting attitude towards their parents. But some of them do not show arrogance and listen to whatever their parents say the tendency which is higher among the urban children. But some of them are so obsessed with the product that they ask any other member of the family to fulfill their demand which is lower than the urban children.

Table 4.1.17 Reaction of children when they see the product of their choice in the hand of their friends

Category	Age	Become jealous	Become sad as they cannot afford to buy it	Become adamant for having the product	Buy it with pocket money	Do not react	Total
Urban	2-4 years	25(15)	10(06)	18.33(11)	0(0)	46.67(28)	100(60)
	5-7 years	21.42(15)	17.14(12)	22.86(16)	2.87(02)	35.71(25)	100(70)
	8-11 years	22.60(26)	17.39(20)	13.05(15)	6.96(08)	40(46)	100(115)
Total(urban)							245
Rural	2-4 years	30(12)	25(10)	12.5(05)	0(0)	32.5(13)	100(40)
	5-7 years	27.27(09)	12.12(04)	33.34(11)	0(0)	27.27(09)	100(33)
	8-11 years	18.69(34)	19.23(35)	8.79(16)	4.39(08)	48.90(89)	100(182)
Total(rural)							255
Grand Total							500

Majority of the children of urban areas do not react when they see the product of their choice in the hands of their friend. 25 per cent of age group 2-4, and 21.42 per cent of age group 5-7 and 22.60 per cent of 7-11 years become jealous which is lower than the rural areas. Children from all the age groups want to have the product at any cost which is also lower in the urban scenario. Only a few children buy the product with

their pocket money. Majority of the children of rural areas also do not react when they see the product of their choice in the hands of their friend. 30 per cent of age group 2-4, 27.27 per cent of age group 5-7 and 18.68 per cent of 7-11 years become jealous which is higher than the urban areas. Children from all the age groups want to have the product at any cost which is also higher than the urban scenario. Only a few children buy the product with their pocket money. And for many it becomes a dream to have the product as they cannot afford to buy it.

Table 4.1.18 Children share media content (advertisement) with person of preference

Category	Age	Parents	Friends	Siblings	Neighbours	No one	Total
Urban	2-4 years	63.33(38)	11.67(07)	11.67(07)	0(0)	13.33(08)	100(60)
	5-7 years	32.85(23)	37.15(26)	17.15(12)	0(0)	12.85(09)	100(70)
	8-11 years	26.09(30)	49.57(57)	13.91(16)	1.74(02)	8.69(10)	100(115)
Total(urban)							245
Rural	2-4 years	27.5(11)	10(04)	7.5(03)	0(0)	55(22)	100(40)
	5-7 years	27.27(09)	33.33(11)	3.03(01)	0(0)	36.37(12)	100(33)
	8-11 years	20.32(37)	53.29(97)	7.15(13)	0.55(01)	18.69(34)	100(182)
Total(rural)							255
Total							500

In the urban areas majority of the children discuss the content of the advertisements with their parents. In the first two age groups the interaction with their parent is higher than children of age group 8-11 and majority of them discuss the ad contents with their friends. Some of the children share their thought regarding commercials with their siblings. In the rural areas also the majority of the children discuss the content of the ads with their parents. In the first two age groups the interaction with their parent

is higher than children of age group 8-11 and majority of them discuss the contents of commercials with their friends. Some of the children share their thought with their siblings.

Table 4.1.19 Persons involved in making the children more aware and make them understand the functions of advertisement

Category	Age	Parents	Friends	Siblings	Neighbours	No one	Total
Urban	2-4 years	81.68(49)	0(0)	0(0)	1.66(01)	16.66(10)	100(60)
	5-7 years	71.42(50)	0(0)	0(0)	0(0)	28.58(20)	100(70)
	8-11 years	67.82(78)	5.21(06)	3.49(04)	0(0)	23.48(27)	100(115)
Total(urban)							245
Rural	2-4 years	40(16)	0(0)	0(0)	0(0)	60(24)	100(40)
	5-7 years	42.42(14)	0(0)	0(0)	0(0)	57.58(19)	100(33)
	8-11 years	56.60(103)	0.54(01)	0(0)	0(0)	42.86(78)	100(182)
Total(rural)							255
Grand Total							500

Parents play an important role in making the child aware and conscious which is evident from the data. Majority of the parents help the child to understand the function of ads which is higher than the rural area. In the rural areas the parent-child

interaction is lesser when it comes to make the child understand the function of ads as compared to the urban areas.

Table 4.1.20 Gratification achieved after buying the advertised product

Category	Age	Possessiveness	Mental satisfaction	Status consciousness	Competitive possessiveness	Utility satisfaction	Total
Urban	2-4 years	10 (06)	61.66(37)	05(03)	11.67(07)	11.67(07)	100 (60)
	5-7 years	25.71(18)	31.43(22)	10(07)	17.15(12)	15.71(11)	100 (70)
	8-11 years	17.40(20)	39.13 (45)	13.04(15)	10.43(12)	20 (23)	100 (115)
Total (urban)							245
Rural	2-4 years	17.5(07)	70(28)	0 (0)	12.5(05)	0(0)	100 (40)
	5-7 years	42.43(14)	30.30(10)	0 (0)	15.15(05)	12.12(04)	100 (33)
	8-11 years	26.39(48)	44.50(81)	3.85 (07)	11.53(21)	13.73(25)	100(182)
Total (rural)							255
Grand Total							500

A good number of respondents feel a sense of possessiveness when they buy an advertised product, majority of them become mentally satisfied after buying the product, some of them try to maintain their status and buy the product to maintain the competition. And some of the children become happy with the usage of the product. A good number of respondents feel a sense of possessiveness when they buy an advertised product which is higher in the rural areas, majority of them become mentally satisfied after buying the product, only a few of them try to maintain their status and is lower in the rural areas and some of them buy the product to maintain the competition which is similar as the urban area.

Table 4.1.21 Perception of children regarding role of advertisements

Category	Age	Ads provide entertainment	Create awareness	Ads implement healthy habits	Have adverse impact on health	Generate a sense of responsibility	Total
Urban	2-4 years	40 (24)	21.67(13)	18.33(11)	13.33(08)	6.67(04)	100(60)
	5-7 years	41.42 (29)	14.29(10)	14.29(10)	22.86(16)	7.14(05)	100(70)
	8-11 years	16.52 (19)	54.79(63)	16.52(19)	4.34(05)	7.83 (09)	100(115)
Total (urban)							245
Rural	2-4 years	60 (24)	05(02)	10 (04)	20(08)	5(02)	100(40)
	5-7 years	63.64 (21)	12.12(04)	9.09 (03)	12.12(04)	3.03(01)	100(33)
	8-11 years	29.12 (53)	39.57(72)	23.08 (42)	5.49(10)	2.74(05)	100(182)
Total (rural)							255
Grand Total							500

The urban children of age group 2-4 and 5-7 feel that commercials are entertaining which is higher in rural areas. But the children of age group 8-11 consider that advertisements make them much more aware. From all the age groups the respondents believe that advertisements are also able to implement healthy habits. And many children feel that they have generated sense responsibility. Even the rural children of age group 2-4 and 5-7 feel that ads provide entertainment. Only some of the children of age group 5-7 feel that commercials are also able to implement healthy habits which are lower than the urban areas.

Table 4.1.22 Engagement of urban children in various activities besides watching

TV

Category	Age	Devote maximum time in studies	Spend time with family and friends	Extracurricular activities	Games and Sports	Computer games	Total
Urban	2-4 years	10(06)	21.67(13)	31.67(19)	33.33(20)	3.33(02)	100(60)
	5-7 years	20(14)	24.29(17)	30(21)	20(14)	5.71(04)	100(70)
	8-11 years	32.18(37)	18.27(21)	24.34(28)	11.30(13)	13.91(16)	100(115)
Total(urban)							245
Rural	2-4 years	12.5(05)	27.5(11)	10(04)	50(20)	0(0)	100(40)
	5-7 years	6.06(02)	30.30(10)	6.06(02)	51.52(17)	6.06(02)	100(33)
	8-11 years	39.57(72)	25.82(47)	9.89(18)	20.88(38)	3.84(07)	100(182)
Total(rural)							255
Grand Total							500

In the urban areas children of age group 2-4 years mostly engage themselves in indoor and outdoor games, some of them are also engaged in extracurricular activities and spend time with family and friends and only a few engage themselves in studies. The number of children devoting maximum time to studies increases with the progression of the age. And in the era of technology some of the children also engage themselves in playing computer games. But devoting majority of the time for computer games is more prevalent among the age group 8-11. In the rural areas children of age group 2-4 years mostly engage themselves in spending time with family and friends, some of them are also engaged in extracurricular activities and many of them engage themselves in studies. The number of children devoting maximum time to studies increases with the progression of the age. And in the era of

technology some of the children also engage themselves in playing computer games. But devoting majority of the time for computer games is more prevalent among the age group 8-11 and sports is popular among all the age groups.

Table 4.1.23 Understanding capability of urban children regarding the advertisements on conservation of resources

Category	Age	Make them aware	Help them to implement the message	Difficult to understand	Least interesting	They understand but do not implement	Total
Urban	2-4 years	20(12)	11.67(07)	53.33(32)	13.33(08)	1.67(01)	100(60)
	5-7 years	27.15(19)	17.14(12)	47.14(33)	5.71(04)	2.86(02)	100(70)
	8-11 years	50.44(58)	17.39(20)	7.82(09)	11.30(13)	13.05(15)	100(115)
Total(urban)							245
Rural	2-4 years	15(06)	5(02)	75(30)	5(2)	0(0)	100(40)
	5-7 years	9.09(03)	3.03(01)	75.76(25)	9.09(03)	3.03(01)	100(33)
	8-11 years	35.16(64)	26.92(49)	27.48(50)	4.39(08)	6.05(11)	100(182)
Total(rural)							255
Grand Total							500

Besides the commercial ads there are numerous ads featured in the TV that are directed towards the conservation of the natural resources. The majority of the children of age group 2-4(53.33 per cent) and 5-7(47.14 per cent) believe that the messages are difficult for the children to understand. But 50.43 per cent of the children of 8-11 believe that such ads make them more aware. On the other hand, there some children (13.05 per cent) of the 8-11 years understand the ads but never try to implement them. For many these ads are least interesting in nature. On the other hand, in the rural areas 35.16 per cent of the children of age group 8-11 years feel that

such ads increase the awareness level and 27.48 per cent such ads are difficult to understand which is higher than the urban areas and 26.92 per cent implement the message in their own life which is higher in the rural area. But for majority of the children of age group 2-7 the ads are difficult to understand.

Table 4.1.24 Understanding capability of children regarding the advertisements on protection of environment

Category	Age	Make them aware	Generate a sense of responsibility	Difficult to understand	Least interesting	They understand but do not implement	Total
Urban	2-4 years	11.67(07)	16.67(10)	65(39)	6.66(04)	0(0)	100(60)
	5-7 years	24.28(17)	14.29(10)	44.29(31)	12.85(09)	4.29(03)	100(70)
	8-11 years	39.13(45)	24.35(28)	11.30(13)	13.04(15)	12.18(14)	100(115)
Total (urban)							245
Rural	2-4 years	0(0)	2.5(01)	90(36)	7.5(03)	0(0)	100(40)
	5-7 years	9.09(03)	3.03(01)	81.81(27)	6.07(02)	0(0)	100(33)
	8-11 years	42.86(78)	31.32(57)	12.64(23)	5.49(10)	7.69(14)	100(182)
Total (rural)							255
Grand Total							500

Besides the commercial ads there are numerous ads featured in the TV that are directed towards the protection of the environment. The majority of the parents of the children of age group 2-4 (65 per cent) and 5-7 (44.29 per cent) believe that the messages are difficult for the children to understand and some of them also feel that such non commercials increase the level of awareness among children. But 39.13 per cent of the children of 8-11 believe that such ads make them more aware. On the other

hand, there some children (12.18 per cent) of the 8-11 years understand them but never try to implement them. For many these ads are least interesting in nature. In the rural areas none of the parents of 2-4 ages feel that such ads make the child more aware. But the children of 8-11 years, around 42.86 per cent have an opinion that such non-commercials make them more aware, for 31.32 per cent such ads make them more responsible towards saving the environment which is quite higher among the rural children.

Table 4.1.25 Understanding capability of urban children regarding the advertisements on nationalism

Category	Age	Make them aware	Generate a sense of responsibility	Difficult to understand	Least interesting	They understand but do not implement	Total
Urban	2-4 years	10(06)	15(09)	73.33(44)	1.67(01)	0(0)	100(60)
	5-7 years	24.29(17)	24.29(17)	41.42(29)	5.71(04)	4.29(03)	100(70)
	8-11 years	40.88(47)	22.60(26)	19.14(22)	11.30(13)	6.08(07)	100(115)
Total(urban)							245
Rural	2-4 years	0(0)	2.5(01)	87.5(35)	10(04)	0(0)	100(40)
	5-7 years	6.06(02)	6.06(02)	81.82(27)	6.06(02)	0(0)	100(33)
	8-11 years	47.80(87)	24.73(45)	18.13(33)	5.49(10)	3.85(07)	100(182)
Total(rural)							255
Grand Total							500

The majority the urban children of age group 2-4 (73.33per cent) and 5-7 (41.42 per cent) believe that the messages are difficult for the children to understand and some of them also feel that such ads increase the level of awareness among children. But 40.88 per cent of the children of 8-11 believe that such ads make them more aware. On the

other hand, there some children (6.08 per cent) of the 8-11 years understand the ads but never try to implement them. For many these ads are least interesting in nature. The majority of the children of age group 2-4 (87.5 per cent) and 5-7 (81.82 per cent) believe that the messages are difficult for the children to understand which is quite higher than the urban areas and only a few of them 6.06 per cent (5-7) also feel that such ads increase the level of awareness among children. Even 47.80 per cent of the children of 8-11 believe that such ads make them more aware. On the other hand, there some children (3.85 per cent) of the 8-11 years understand the ads but never try to implement them. For many these ads are least interesting in nature

Table 4.1.26 Understanding capability of urban children on ads of health and hygiene

Category	Age	Make them aware	Implement healthy habits	Difficult to understand	Least interesting	They understand but do not implement	Total
Urban	2-4 years	23.33(14)	16.67(10)	51.66(31)	8.34(05)	0(0)	100(60)
	5-7 years	27.14(19)	32.85(23)	28.57(20)	7.15(05)	4.29(03)	100(70)
	8-11 years	39.13(45)	33.92(39)	10.44(12)	5.21(06)	11.30(13)	100(115)
Total(urban)							245
Rural	2-4 years	5(02)	7.5(03)	80(32)	7.5(03)	0(0)	100(40)
	5-7 years	18.18(06)	42.42(14)	36.37(12)	3.03(01)	0(0)	100(33)
	8-11 years	64.84(118)	18.69(34)	10.44(19)	3.86(07)	2.20(04)	100(182)
Total(rural)							255
Grand Total							500

The majority of urban children of age group 2-4 (51.66 per cent) believe that the messages are difficult for the children to understand and 5-7 (32.85 per cent) the ads try to implement healthy habits in the child. 39.13 per cent of the children of 8-11

believe that such ads make them more aware, 33.91 per cent have an opinion that such ads implement healthy habits in them. On the other hand, there some children (11.30 per cent) of the 8-11 years understand the ads but never try to implement them. For many these ads are least interesting in nature. And the level understanding increases with the progression of age. The of the rural children age group 2-4 (80 per cent) believe that the messages are difficult for the children to understand and 5-7 (42.42 per cent) the ads try to implement healthy habits in the child which is higher in the rural areas. 64.84 per cent of the children of 8-11 believe that such ads make them more aware. On the other hand, there some children (2.20 per cent) of the 8-11 years who are able to understand the ads but never try to implement them and this tendency is lower in the rural areas. For many these ads are least interesting in nature. And the level understanding increases with the progression of age.

Table 4.1.27 Understanding capability of urban children regarding the advertisements on education for national development

Category	Age	Do not understand	Least interesting	Makes aware	Do not want to implement	Feel that people must go to school	Total
Urban	2-4 years	90(54)	10(06)	0(0)	0(0)	0(0)	100(60)
	5-7 years	84.28(59)	11.43(08)	4.29(03)	0(0)	0(0)	100(70)
	8-11 years	20(23)	25.22(29)	40(46)	6.09(07)	8.69(10)	100(115)
Total(urban)							245
Rural	2-4 years	90(36)	10(04)	0(0)	0(0)	0(0)	100(40)
	5-7 years	90.91(30)	9.09(03)	0(0)	0(0)	0(0)	100(33)
	8-11 years	62.09(113)	10.44(19)	20.89(38)	4.39(08)	2.19(04)	100(182)
Total(rural)							255
Grand Total							500

The majority of the urban children of age group 2-4 years (90 per cent) and of 5-7 years (84.28 per cent) believe that the messages are difficult for the children to understand. 20.89 per cent of 8-11 years feel that people should go to school which is

quite higher in the urban areas. 6.09 per cent of children of 8-11 years do not want to implement the message. And the level understanding increases with the progression of age. Urban children of 8-11 years are more aware of the concept of educating the nation. The majority of the rural children of age group 2-4 (90 per cent), 5-7 (90.91 per cent) and 8-11 (62.09 per cent) find the messages difficult to be understood. For many these ads are least interesting in nature. Even in the rural part understanding increases with the progression of age.

Table 4.1.28 Understanding capability of children regarding the non commercials on blood donation

Category	Age	Do not understand	Least interesting	Started feeling that people should donate blood	The child want to donate blood in future	Will inspire parents to donate blood	Total
Urban	2-4 years	88.33(53)	11.67(07)	0(0)	0(0)	0(0)	100(60)
	5-7 years	77.15(54)	15.72(11)	5.71(04)	1.42(01)	0(0)	100(70)
	8-11 years	12.18(14)	20(23)	34.78(40)	26.96(31)	6.08(07)	100(115)
Total(urban)							245
Rural	2-4 years	90(36)	10(04)	0(0)	0(0)	0(0)	100(40)
	5-7 years	90.91(30)	9.09(03)	0(0)	0(0)	0(0)	100(33)
	8-11 years	22.52(41)	10.44(19)	37.37(68)	19.23(35)	10.44(19)	100(182)
Total(rural)							245
Grand Total							500

The majority of the children of age group 2-4 (88.33 per cent), 5-7 (77.15 per cent) find the messages are difficult for the children to understand. And 5.71 per cent of children of age 5-7 and 34.78 per cent of 8-11 years feel that people should donate

blood. 26.95 per cent of 8-11 years want to donate blood in future. For many these ads are least interesting in nature. And the level understanding increases with the succession of age. The majority of the parents of the children of age group 2-4 (90 per cent), 5-7 (90.91 per cent) and 8-11 (22.52 per cent) believe that the messages are difficult for the children to understand. 37.37 per cent of 8-11 years feel that people should donate blood. 19.23 per cent of 8-11 years want to donate blood in future. A few children of both urban and rural settings of 8-11 years will also inspire their parents to donate blood.

4.2 VARIABLE- PARENTAL INCOME

Table 4.2.1 Time devoted for watching TV.

Category	Parental income	Less 30 minutes a day	1 hour/day	2-3 hours a day	More than 3 hours a day	Entire day during holidays	Total
Urban	Below RS. 5000	53.84(07)	7.70(01)	15.38(02)	7.70(01)	15.38(02)	100(13)
	Rs. 5001- Rs. 10,000	21.57(11)	23.52(12)	31.38(16)	17.65(09)	5.88(03)	100(51)
	Rs. 10,001- Rs. 25,000	21.18(18)	22.36(19)	37.64(32)	15.30(13)	3.52(03)	100(85)
	More than Rs.25,000	21.88(21)	26.05(25)	30.20(29)	16.67(16)	5.20(05)	100(96)
Total(urban)							245
Rural	Below RS. 5000	38.87(21)	12.97(07)	27.78(15)	18.52(10)	1.86(01)	100(54)
	Rs. 5001- Rs. 10,000	31.04(27)	20.68(18)	31.04(27)	14.95(13)	2.29(02)	100(87)
	Rs. 10,001- Rs. 25,000	21.54(14)	21.54(14)	26.16(17)	16.91(11)	13.85(09)	100(65)
	More than Rs.25,000	18.36(09)	22.45(11)	51.02(25)	6.12(03)	2.05(01)	100(49)
Total(rural)							255
Grand Total							500

Majority of the urban respondents (53.84 per cent) of lower income strata (Rs. 5000 per month) watch television for less than 30 minutes a day. Most of the children (31.38 per cent) of lower-middle income (Rs.5, 001 – 10,000) group watches television for 2-3 hours a day. In similar fashion children (37.67 per cent) of middle income group (Rs.10, 000- 25, 000) watch television for 2-3 hours a day. Even the

children (30.20 percent) of higher income group dedicate 2-3 hours a day sitting in front of TV sets. In the rural part of Silchar a good number of children (38.87 per cent) of lower income group watch television for less than 30 minutes a day. 31.04 per cent of respondents of lower middle income group watch television for 2-3 hours a day and 31.04 per cent of the same income group watches television for less than 30 minutes a day. It is seen that 26.16 per cent children of middle income group watches television for 2-3 hours a day. And 51.02 per cent of children from higher income group also watch television for 2-3 hours a day. It is crucial to mention that a good number of children from various economic strata watch television for more than 3 hours a day and some of them watch television throughout the day during holidays.

Table 4.2.2 Accompaniment of children while watching television

Category	Parental income	With parents	With friends	Alone	With neighbours	With siblings	Total
Urban	Below RS. 5000	30.77(04)	0(0)	0(0)	69.23(09)	0(0)	100(13)
	Rs. 5001- Rs. 10,000	23.52(12)	5.88(03)	41.19(21)	11.76(06)	17.65(09)	100(51)
	Rs. 10,001- Rs. 25,000	31.77(27)	7.05(06)	41.18(35)	3.52(03)	16.48(14)	100(85)
	More than Rs.25,000	40.63(39)	5.20(05)	37.5(36)	1.04(01)	15.63(15)	100(96)
Total(urban)							245
Rural	Below RS. 5000	12.97(07)	5.55(03)	11.12(06)	51.84(28)	18.52(10)	100(54)
	Rs. 5001- Rs. 10,000	39.09(34)	3.44(03)	17.25(15)	11.49(10)	28.73(25)	100(87)
	Rs. 10,001- Rs. 25,000	26.16(17)	3.07(02)	23.08(15)	1.54(01)	46.15(30)	100(65)
	More than Rs.25,000	34.69(17)	8.17(04)	36.73(18)	6.12(03)	14.29(07)	100(49)
Total(rural)							255
Grand Total							500

Most of the urban children, 69.23 per cent, of lower income group watch television with their neighbours and 30.77 per cent of the same income group watches television with their parents and 41.18 per cent of them watch television alone. It is seen that 40.63 per cent of urban children of high income group watch television with their parents and 37.5 per cent of them watch television alone.

In the rural part it is seen that 51.84 per cent of children of lower income group watch television with their neighbours and few watch television with their parents. And 39.09 per cent of the rural children of lower middle income group watch television with their siblings. On the other hand 36.73 percent of children of higher income group watch television alone and 34.69 percent of them watch with their parents.

Table 4.2.3 Channels children prefer to watch.

Category	Parental income	Entertainment channels	Cartoon channels	Music channels	News channels	Sports channel	Total
Urban (245)	Below RS. 5000	46.15(06)	53.85(07)	0(0)	0(0)	0(0)	100(13)
	Rs. 5001-Rs. 10,000	19.60(10)	72.55(37)	5.88(03)	1.97(01)	0(0)	100(51)
	Rs. 10,001-Rs. 25,000	25.88(22)	52.94(45)	16.48(14)	2.35(02)	2.35(02)	100(85)
	More than Rs.25,000	14.59(14)	54.16(52)	10.41(10)	6.26(06)	14.58(14)	100(96)
Total(urban)							245
Rural (255)	Below RS. 5000	16.66(09)	72.22(39)	9.26(05)	0(0)	1.86(01)	100(54)
	Rs. 5001-Rs. 10,000	16.09(14)	62.07(54)	14.95(13)	0(0)	6.89(06)	100(87)
	Rs. 10,001-Rs. 25,000	13.85(09)	61.54(40)	13.85(09)	3.07(02)	7.69(05)	100(65)
	More than Rs.25,000	18.36(09)	57.14(28)	8.17(04)	4.09(02)	12.24(06)	100(49)
Total(rural)							255
Grand Total							500

The study reveals that 53.85 per cent of urban children of lower income group are more inclined towards watching cartoons; 46.15 per cent of them watch channels driven by entertainment; none of them watch music, news and sports channels. And 72.55 per cent children of lower middle income group are more drawn towards cartoon channels. It also appears that 52.94 per cent children of middle income group also find cartoons more attractive and 54.16 per cent of children of higher income group also watches cartoon channels. Similarly in the rural areas 72.22 per cent of lower income group, 62.07 per cent of lower middle income group, 61.54 per cent of higher income group and 57.14 per cent of children of higher income group watch cartoon channels. And very few of them watch other channels.

Table 4.2.4 Perception of children regarding television advertisements

Category	Parental income	Exaggerate rate facts	Ads are always true	Ads are TV programmes	Ads are not reliable	Not meant for children	Total
Urban	Below RS. 5000	15.38(02)	38.47(05)	15.38(02)	30.77(04)	0(0)	100(13)
	Rs. 5001- Rs. 10,000	5.88(03)	27.46(14)	31.37(16)	31.37(16)	3.92(02)	100(51)
	Rs. 10,001- Rs. 25,000	5.88(05)	36.47(31)	22.36(19)	31.77(27)	3.52(03)	100(85)
	More than Rs.25,000	15.63(15)	29.16(28)	26.05(25)	21.88(21)	7.28(07)	100(96)
Total(urban)							245
Rural	Below RS. 5000	0(0)	64.81(35)	14.81(08)	20.38(11)	0(0)	100(54)
	Rs. 5001- Rs. 10,000	11.49(10)	41.39(36)	13.79(12)	29.89(26)	3.44(03)	100(87)
	Rs. 10,001- Rs. 25,000	10.77(07)	29.22(19)	10.77(07)	44.63(29)	4.61(03)	100(65)
	More than Rs.25,000	34.69(17)	36.73(18)	4.09(02)	14.29(07)	10.20(05)	100(49)
Total(rural)							255
Grand Total							500

The present study shows that 38.47 per cent of children of lower income group feel that facts presented in the ads are always true, 15.38 percent of them can not differentiate between advertisements and television programmes and 15.38 per cent of them opine that ads exaggerate facts. And 31.37 per cent of children of lower middle income group feel that advertisements are television programmes, simultaneously 31.37 per cent think that advertisements cannot be relied and 3.92 per cent of them feel that ads are not meant for children and 27.46 per cent among them believe that ads are always true. And 36.47 per cent of children of middle income group believe in whatever is shown in ads, 31.77 opine that ads are not reliable and 3.52 per cent feel that ads are not meant for children. Only 15.63 per cent say that ads exaggerate facts. And 21.88 per cent do not find them reliable.

On the other hand 64.81 per cent of rural children of lower income group find advertisement to be very true. 20.38 per cent of them reveal that ads are not reliable. 41.39 per cent of lower middle income group find advertisements to be always true, 29.89 per cent of them feel that ads are not reliable and only 11.49 per cent say that ads exaggerate the facts. Around 29.22 per cent of children of middle income group believe in whatever is shown in ads, 44.63 opine that ads are not reliable and 6.61 per cent feel that commercials are not meant for children. 36.73 per cent of higher income group find ads to be true and 4.09 per cent consider advertisements to be television programmes, 34.69 per cent say that they exaggerate facts. And 14.29 per cent do not find ads reliable.

Table 4.2.5 Frequency of watching advertisements among children

Category	Parental income	Every moment they sit in front of TV	Only during changing channels	Search channels for watching ads	When they wait for a programme to start	Change channels when ads are featured	Total
Urban	Below RS. 5000	15.38(02)	23.07(03)	7.70(01)	38.47(05)	15.38(02)	100(13)
	Rs.5001-Rs. 10,000	31.38(16)	37.25(19)	7.84(04)	21.56(11)	1.97(01)	100(51)
	Rs.10,001-Rs. 25,000	3.52(03)	36.48(31)	18.82(16)	35.30(30)	5.88(05)	100(85)
	More than Rs.25,000	28.11(27)	39.59(38)	9.38(09)	21.88(21)	1.04(01)	100(96)
Total(urban)							245
Rural	Below RS. 5000	64.81(35)	20.37(11)	3.70(02)	9.26(05)	1.86(01)	100(54)
	Rs. 5001-Rs. 10,000	35.64(31)	37.94(33)	5.74(05)	19.54(17)	1.14(01)	100(87)
	Rs. 10,001-Rs. 25,000	18.46(12)	49.23(32)	6.15(04)	26.16(17)	0(0)	100(65)
	More than Rs.25,000	24.49(12)	28.58(14)	10.20(05)	24.49(12)	12.24(06)	100(49)
Total(rural)							255
Grand Total							500

The study shows 38.47 per cent of urban children of lower income group watch ads when they wait for their favourite programme to start and 23.07 per cent watch ads when they appear in between the programmes. 15.38 per cent flip the channel to avoid watching ads. And 21.56 per cent of the children of lower middle income group watch ads when they wait for their favourite programme to start, 31.38 per cent of them watch ads whenever they sit in front of the television and 7.84 per cent search channels for watching advertisements. And 37.25 per cent watch ads when the ads appear in between the programmes. In middle income group 36.48 per cent of

children watch ads appearing in between programmes.. In the higher income group 39.59 per cent of respondents watch ads when ads featured in between the programmes. 28.11 watch ads whenever they sit in front of television. 9.38 per cent among them search channels for watching ads, 9.38 per cent searches channels for watching advertisement, 21.88 watch when they wait for their favourite programme to start, 1.04 per cent change channels when ads are featured.

Most of the rural children, 64.81 per cent from lower income group watch ads every moment they sit in front of television, 20.37 per cent watch ads only in between the programme, 3.70 per cent searches channels for watching ads, 9.26 per cent watch ads when they wait for their favourite programme to start. 35.64 per cent of children from lower middle income group watch ads every moment they sit in front of television, 19.54 per cent watch ads when they wait for their favourite programme to start and 1.14 per cent flips the channel when advertisements are featured. And 18.46 per cent of children from middle income group watch ads every moment they sit in front of television, 49.23 per cent watch advertisements only in between the programme, 6.15 per cent searches channels for watching commercials, and 26.16 per cent watch ads when they wait for their favourite programme to start. Around 24.49 per cent of children from higher income group watch ads every moment they sit in front of television, 28.58 per cent watch ads only in between the programme, it is crucial to mention that children from all income groups are exposed to commercials frequently. Only a few children of both urban and rural areas avoid watching them.

Table 4.2.6 Reasons for watching advertisements among children

Category	Parental income	Presence of Cartoons	Provide information	Presence of the child	Presence of celebrities	Music	Total
Urban	Below RS. 5000	15.39(02)	23.07(03)	30.77(04)	0(0)	30.77(04)	100(13)
	Rs. 5001- Rs. 10,000	37.26(19)	17.65(09)	23.52(12)	5.88(03)	15.69(08)	100(51)
	Rs. 10,001- Rs. 25,000	35.30(30)	17.64(15)	28.23(24)	7.06(06)	11.77(10)	100(85)
	More than Rs.25,000	30.21(29)	19.80(19)	35.41(34)	5.20(05)	9.38(09)	100(96)
Total(urban)							245
Rural	Below RS. 5000	33.34(18)	16.66(09)	25.93(14)	7.41(04)	16.66(09)	100(54)
	Rs. 5001- Rs. 10,000	29.89(26)	9.19(08)	24.14(21)	4.59(04)	32.19(28)	100(87)
	Rs. 10,001- Rs. 25,000	36.92(24)	10.77(07)	18.46(12)	15.39(10)	18.46(12)	100(65)
	More than Rs.25,000	28.58(14)	12.24(06)	30.61(15)	6.12(03)	22.45(11)	100(49)
Total(rural)							255
Grand Total							500

The study shows that 30.77 per cent of children of lower income group of the urban areas watch commercials because of the presence of the child, 23.07 per cent watch commercials to get information about the product, service or idea, 15.39 per cent love watching ads because of the presence of the child. 37.26 per cent of children of lower middle income group love watching ads because of the cartoon characters in the ad and 23.52 per cent watch the ads because of the presence of the child, 5.88 per cent watch ads due to the presence of celebrities, and 17.65 per cent watches them as they provide information. And 35.30 per cent of children of middle income group love

watching ads because of its cartoon characters, 17.64 per cent watch ads as they provide information, 28.23 per cent watch the ads because of the presence of the child. 30.21 per cent of children of higher income group love watching ads because of its fast moving cartoons and 35.41 per cent watch the ads because of the presence of the child, 5.20 per cent watch ads due to the presence of celebrities, and 19.80 per cent watches commercials as they provide information.

Around 33.34 per cent children of rural areas watch ads because of the presence of the cartoon characters, 25.93 per cent watch ads because of the presence of the child, 16.66 per cent watch ads to get information about the product, service or idea. 29.89 per cent of children of lower middle income group love watching ads because of its cartoons and 24.14 per cent watch the ads because of the presence of the child, 4.59 per cent watch ads due to the presence of celebrities, and 9.19 per cent watches ads as they provide information. 36.92 per cent of children of middle income group love watching ads because of its cartoons, 10.77 per cent watch ads as they provide information, 18.46 per cent watch the ads because of the presence of the child, and 15.39 per cent watch ads because of the presence of celebrity. 28.58 per cent of children of higher income group love watching ads because of its cartoons featured in the ad and 30.61 per cent watch the ads because of the presence of the child, 22.45 per cent watch ads due to the presence of celebrities, and 12.24 per cent watches ads as they provide information.

Table 4.2.7 Behaviour of children while advertisements are featured on TV

Category	Parental income	Feels the lack of the advertised product in their life.	Desire to buy the product	Find the advertised product least essential	Do not want to buy the product	Compare themselves with the televised character in the ad	Total
Urban	Below RS. 5000	38.46(05)	38.46(05)	7.70(01)	0(0)	15.38(02)	100(13)
	Rs. 5001- Rs. 10,000	23.52(12)	35.29(18)	13.73(07)	13.73(07)	13.73(07)	100(51)
	Rs. 10,001- Rs. 25,000	35.30(30)	36.48(31)	12.94(11)	10.58(09)	4.70(04)	100(85)
	More than Rs.25,000	22.91(22)	43.76(42)	10.41(10)	9.38(09)	13.54(13)	100(96)
Total(urban)							245
Rural	Below RS. 5000	20.37(11)	18.52(10)	7.41(04)	22.22(12)	31.48(17)	100(54)
	Rs. 5001- Rs. 10,000	27.59(24)	45.98(40)	5.75(05)	6.89(06)	13.79(12)	100(87)
	Rs. 10,001- Rs. 25,000	9.23(06)	50.77(33)	9.23(06)	7.69(05)	23.08(15)	100(65)
	More than Rs.25,000	34.69(17)	28.58(14)	10.20(05)	12.24(06)	14.29(07)	100(49)
Total(rural)							255
Grand Total							500

The study shows that 38.46 per cent urban children of lower income group feel the lack of the advertised product in their life, 38.46 per cent of them desires to buy the product. 15.38 per cent of them compare themselves to the character featured in the advertisement. In the lower middle income group 23.52 per cent of children feel the lack of the advertised product in their life, 35.29 per cent desire to buy the product, 13.73 per cent of them compare themselves to the character featured in the advertisement. In the middle income group 35.30 per cent of respondents feel the lack of the advertised product in their life, 36.48 desires to have the advertised product. 22.91 per cent of children of higher income group feel the lack of the advertised product in their life, 43.76 per children desire to have the product. In the rural part

20.73 per cent of children of lower income group feels the lack of the advertised product in their life, 18.52 per cent of children desire to buy the product and 31.48 compare themselves to character featured in the advertisement. In the lower middle income group 27.59 per cent of children feel the lack of the advertised product in their life, 45.98 per cent desire to buy the product, 13.79 per cent of them compare themselves to the character featured in the advertisement. In the middle income group 9.23 per cent of respondents feel the lack of the advertised product in their life, 50.77 per cent desire to have the advertised product. And 34.69 per cent of children of higher income group feels the lack of the advertised product in their life, 28.58 per children desire to have the product.

Table 4.2.8 Buying behaviour of children (frequency of buying)

Category	Parental income	Want to buy every time they see the advertisement	During occasions	While shopping	Rarely demand for advertised products	Buy non-advertised products	Total
Urban (245)	Below RS. 5000	30.77(04)	38.46(05)	7.70(01)	0(0)	23.07(03)	100(13)
	Rs. 5001-Rs. 10,000	27.46(14)	19.60(10)	27.46(14)	21.56(11)	3.92(02)	100(51)
	Rs. 10,001-Rs. 25,000	34.12(29)	14.12(12)	29.41(25)	20(17)	2.35(02)	100(85)
	More than Rs.25,000	16.67(16)	16.67(16)	31.25(30)	30.21(29)	5.20(05)	100(96)
Total(urban)							245
Rural	Below RS. 5000	44.44(24)	18.52(10)	9.26(05)	7.41(04)	20.37(11)	100(54)
	Rs. 5001-Rs. 10,000	28.75(25)	5.74(05)	14.94(13)	32.19(28)	18.38(16)	100(87)
	Rs. 10,001-Rs. 25,000	24.62(16)	10.77(07)	21.53(14)	27.70(18)	15.38(10)	100(65)
	More than Rs.25,000	26.53(13)	18.36(09)	22.46(11)	26.53(13)	6.12(03)	100(49)
Total(rural)							255
Grand Total							500

In the urban areas 30.77 per cent of children of lower income group want to buy the advertised product every time they see the ads. 38.46 per cent buy during occasions

only, 7.70 per cent buy when they go for shopping with parents, 23.07 per cent buy non advertised product. 27.46 per cent of children of lower middle income group want to buy the advertised product every time they see the ads. 19.60 per cent buy during occasions only, 27.46 per cent buy when they go for shopping with parents, 3.92 per cent buy non advertised product, 34.12 per cent of children of middle income group want to buy the advertised product every time they see the ads. And 14.12 per cent buy during occasions only, 29.41 per cent buy when they go for shopping with parents, 2.35 per cent buy non advertised product. 16.67 per cent of respondents of higher income group want to buy the advertised product every time they see the advertisements, 16.67 per cent buy during occasions only, 30.21 per cent rarely demand for advertising products, 31.35 per cent buy when they go for shopping with parents, and 5.20 per cent buy non advertised product.

In the rural areas 44.44 per cent of children of lower income group want to buy the advertised product every time they see the advertisements, 18.52 per cent buy during occasions only, 9.26 per cent buy when they go for shopping with parents, 20.37 per cent buy non advertised product. And 28.75 per cent of children of lower middle income group want to buy the advertised product every time they see the advertisements. And 5.74 per cent buy during occasions only, 14.94 per cent buy when they go for shopping with parents, 18.36 per cent buy non advertised product. 24.62 per cent of children of middle income group want to buy the advertised product every time they see the advertisements, 10.77 per cent buy during occasions only, 21.53 per cent buy when they go for shopping with parents, 27.70 per cent rarely demand for advertised products, 15.38 per cent buy non advertised product. 26.53 per cent of respondents of higher income group want to buy the advertised product every

time they see the advertisements. And 18.36 per cent buy during occasions only, 22.46 per cent buy when they go for shopping with parents, 26.53 rarely demand for advertised products, and 6.12 per cent buy non advertised product.

Table 4.2.9 The advertised products that the child want to have the most-

Category	Parental income	Toys (non advertised)	Garments	Junk food	Gadgets	Fashion accessories	Total
Urban	Below RS. 5000	30.77(04)	0(0)	61.53(08)	0(0)	7.70(01)	100(13)
	Rs. 5001- Rs. 10,000	39.21(20)	9.80(05)	29.42(15)	15.69(08)	5.88(03)	100(51)
	Rs. 10,001- Rs. 25,000	35.30(30)	8.23(07)	28.23(24)	20(17)	8.24(07)	100(85)
	More than Rs.25,000	41.67(40)	12.5(12)	12.5(12)	21.88(21)	11.45(11)	100(96)
Total(urban)							245
Rural	Below RS. 5000	44.45(24)	3.70(02)	44.45(24)	3.70(02)	3.70(02)	100(54)
	Rs. 5001- Rs. 10,000	47.13(41)	2.30(02)	45.99(40)	3.44(03)	1.14(01)	100(87)
	Rs. 10,001- Rs. 25,000	47.69(31)	4.61(03)	36.93(24)	9.23(06)	1.54(01)	100(65)
	More than Rs.25,000	40.83(20)	16.33(08)	10.20(05)	20.40(10)	12.24(06)	100(49)
Total(rural)							255
Grand Total							500

The study reveals that 30.77 per cent urban children of lower income group desires to buy toys that are not advertised on television, 61.63 per cent of children desire to consume fast food. 39.21 per cent of children of lower middle income group want to buy toys, 9.80 per cent of them want to buy clothes, 29.42 per cent want to consume fast food, 15.69 per cent wants to buy gadgets, and 5.88 per cent desires to buy fashion accessories. And 35.30 per cent of children of middle income group desires to

buy toys, 28.23 per cent want to consume fast food. On the other hand 41.67 per cent of children of higher income group desire to buy toys, 12.5 per cent and 21.88 per cent want to buy gadgets.

In the rural areas 44.45 per cent of children of lower income group want to have toys, 44.45 of them want to consume fast food. 47.13 per cent of the children of lower middle income group desire to have toys, 45.99 per cent of them wish to consume fast food. 47.69 per cent of the children of middle income group are fascinated with toys and 36.93 per cent desires to consume fast food. The children belonging to higher income group are similarly inclined towards toys (40.83 per cent), 20.40 per cent children are inclined towards buying gadgets.

Table 4.2.10 Reasons for buying a particular product

Category	Parental income	Saw the advertisement	Brand conscious	Friends have the product	Luxurious in nature	For being happy	Total
Urban	Below RS. 5000	15.38(02)	0(0)	15.38(02)	7.70(01)	61.54(08)	100(13)
	Rs. 5001- Rs. 10,000	19.60(10)	3.92(02)	25.50(13)	7.84(04)	43.14(22)	100(51)
	Rs. 10,001- Rs. 25,000	28.23(24)	8.24(07)	30.59(26)	9.41(08)	23.53(20)	100(85)
	More than Rs.25,000	23.96(23)	8.34(08)	31.25(30)	8.34(08)	28.11(27)	100(96)
Total(urban)							245
Rural (255)	Below RS. 5000	33.33(18)	0(0)	27.78(15)	1.86(01)	37.03(20)	100(54)
	Rs. 5001- Rs. 10,000	34.49(30)	3.44(03)	14.95(13)	3.44(03)	43.68(38)	100(87)
	Rs. 10,001- Rs. 25,000	32.31(21)	4.61(03)	21.54(14)	4.61(03)	36.93(24)	100(65)
	More than Rs.25,000	28.58(14)	14.28(07)	22.45(11)	12.24(06)	22.45(11)	100(49)
Total(rural)							255
Grand Total							500

It shows that 15.38 per cent of urban children of lower income group buy the product after they see it in television, 15.38 per cent get influenced from their friends, 61.54

per cent buy for happiness only. And 43.14 per cent of the children of lower middle income group buy the product for happiness, 25.50 per cent buy the product as their friends possess the product, and 19.60 per cent buy the product after watching the advertisement; 30.59 per cent of the children of middle income group get influenced from their friends, 23.23 per cent buy the product for being happy and 28.23 per cent buy the product after they see the advertisement. 31.25 per cent of the children of higher income group get influenced from their friends, 28.11 per cent buy the product for being happy, 8.34 per cent of them are brand conscious and 23.96 per cent buy the product after they see the advertisement.

On the other hand 33.33 per cent of the of the rural population of lower income group buy the product after they see it in television, 27.78 per cent want to buy the product as their friends posses the product, 37.03 per cent buy a product as it gives them happiness. And 34.49 per cent of the of the rural population of lower middle income group buy the product after they see it in television, 14.95 per cent want to buy the product as their friends possess the product, 43.68 per cent buy a product as it gives them happiness and 3.44 per cent among them are conscious regarding the brand. And 32.31 per cent of the of the children middle income group buy the product after they see it in television, 21.54 per cent want to buy the product as their friends possess the product, 36.93 per cent buy a product as it gives them happiness and 4.61 per cent among them are conscious regarding the brand. Around 28.58 per cent of the respondents of higher income group buy the product after they see it in television, 22.45 per cent want to buy the product as their friends possess the product, 22.45 per cent buy a product as it gives them happiness and 14.28 per cent among them are conscious regarding the brand.

Table 4.2.11 Parents' response towards the demand of the child

Category	Parental income	Children motivate their parents for buying the product	Parents simply fulfill their demand	Parents motivate the child for not buying the product	Parents completely restrict the child from buying the product	Children do not listen to their parents	Total
Urban	Below RS. 5000	30.77(04)	7.69(01)	30.77(04)	0(0)	30.77(04)	100(13)
	Rs.5001- Rs. 10,000	29.42(15)	25.50(13)	17.64(09)	17.64(09)	9.80(05)	100(51)
	Rs. 10,001- Rs. 25,000	38.81(33)	16.48(14)	22.36(19)	14.12(12)	8.23(07)	100(85)
	More than Rs.25,000	50(48)	18.76(18)	17.70(17)	9.38(09)	4.16(04)	100(96)
Total(urban)							245
Rural	Below RS. 5000	33.33(18)	12.97(07)	22.22(12)	7.40(04)	24.08(13)	100(54)
	Rs.5001- Rs. 10,000	40.24(35)	16.09(14)	31.04(27)	1.14(01)	11.49(10)	100(87)
	Rs. 10,001- Rs. 25,000	36.93(24)	12.30(08)	24.62(16)	20(13)	6.15(04)	100(65)
	More than Rs.25,000	42.86(21)	12.24(06)	12.24(06)	16.33(08)	16.33(08)	100(49)
Total(rural)							
Grand Total							500

The study shows that 30.77 per cent of urban children of lower income group can motivate their parents for buying the product, 30.77 per cent of urban parents of the same income group can motivate the children, 30.77 per cent of children do not listen to their parents, and 7.69 per cent of parents simply fulfill the demand of the child. In the lower middle income group 29.42 per cent of the children can motivate the parent, 25.50 per cent of parents simply meet their desires, 17.64 per cent of parents can motivate and strictly restrict the child from buying the advertised product and 9.80 per

cent of children don't listen to their parents. In the middle income group 38.81 per cent of the children can motivate the parent, 16.48 per cent of parents simply meet their desires, 22.36 per cent of parents can motivate the child and 14.12 per cent of parents strictly restrict the child from buying the advertised product, and 8.23 per cent of children don't listen to their parents. In the higher middle income group 50 per cent of the children can motivate the parent, 18.76 per cent of parents simply meet their desires, 17.70 per cent of parents can motivate the child and 9.38 per cent of parents strictly restrict the child from buying the advertised product, and 4.16 per cent of children don't listen to their parents.

On the other hand 33.33 per cent of rural children of lower income group can motivate their parents for buying the product, 22.22 per cent of rural parents of the same income group can motivate the child, 24.08 per cent of children do not listen to their parents, and 12.97 per cent of parents simply fulfill the demand of the child. In the lower middle income group 40.24 per cent of the children can motivate the parent, 16.09 per cent of parents simply meet their desires, 31.04 per cent of parents can motivate the child and 1.14 per cent of parents strictly restrict the child from buying the advertised product, and 11.49 per cent of children don't listen to their parents. In the middle income group 36.93 per cent of the children can motivate the parent, 12.30 per cent of parents simply meet their desires, 24.62 per cent of parents can motivate and 20 per cent of the parents strictly restrict the child from buying the advertised product and 6.15 per cent of children don't listen to their parents. In the higher income group 42.86 per cent of the children can motivate the parent, 12.24 per cent of parents simply meet their desires, 12.24 per cent of parents can motivate the child and

16.33 per cent of parents strictly restrict the child from buying the advertised product, and 16.33 per cent of children don't listen to their parents.

Table 4.2.12 Parental involvement in the buying decision making process of children

Category	Parental income	Being very strict	Apply logic to implement their decision	giving excuse of financial problems	Help children in understanding function of ads	Cannot motivate the child	Total
Urban	Below RS. 5000	7.70 (01)	30.77 (04)	23.07 (03)	0(0)	38.46 (05)	100 (13)
	Rs.5001- Rs. 10,000	27.46 (14)	33.34 (17)	23.52 (12)	11.76 (06)	3.92 (02)	100 (51)
	Rs.10,001- Rs. 25,000	24.71 (21)	38.81 (33)	11.77 (10)	15.30 (13)	9.41 (08)	100 (85)
	More than Rs.25,000	15.63 (15)	46.86 (45)	3.12 (03)	26.05 (25)	8.34 (08)	100 (96)
Total (urban)							245
Rural	Below RS. 5000	7.41 (04)	14.81 (08)	61.12 (33)	0(0)	16.66 (09)	100 (54)
	Rs.5001- Rs. 10,000	16.09 (14)	21.83 (19)	51.75 (45)	1.14 (01)	9.19 (08)	100 (87)
	Rs.10,001- Rs. 25,000	15.39 (10)	41.54 (27)	26.16(17)	4.61 (03)	12.30 (08)	100 (65)
	More than Rs.25,000	26.53 (13)	32.66 (16)	6.12 (03)	20.40(10)	14.29(07)	100(49)
Total (rural)							255
Grand Total							500

It is seen that 38.46 per cent of the urban parents of lower income group finds it difficult to motivate the child when it comes to their buying decision, 30.70 per cent of the parents apply logic to implement their decision, 23.07 per cent give an excuse of the financial constraints and no one helps the child to understand the underlying meaning of the ads. In the lower middle income group 33.34 per cent of the parents apply logic to implement their decision on the child, 27.46 per cent of the parents act very strictly, 23.52 per cent give an excuse of financial problems, 11.76 per cent of the parents help the children in understanding the meaning of advertisements, 38.81

per cent parent of the middle income group apply logic to implement their decision on the child, 24.71 per cent act very strict, 15.30 per cent help them to understand the underlying functions of ads. And 46.86 per cent of the urban parents of higher income group can implement their logical decision on the child. In the rural part 61.12 per cent of the parents of lower income group, 14.41 per cent act very strictly, 14.81 apply their logical arguments to implement their decisions. 51.75 per cent of the rural parents of lower middle income group give an excuse of the financial constraints, 16.09 per cent act very strictly, 21.83 per cent apply logical arguments to implement their decisions, 1.14 per cent help their children to understand the underlying functions of ads. 41.54 per cent of them apply logical arguments to implement their decisions, 26.16 per cent give an excuse of financial problems, 4.61 per cent help their children to understand the underlying functions of ads, and 12.30 per cent can't motivate the child's buying decision.

Table 4.2.13 Food habit of children

Category	Parental income	Homemade food	Junk food	Anything given by parents	Health drinks	Advertised beverages	Total
Urban	Below RS. 5000	46.15(06)	46.15(06)	7.70(01)	0(0)	0(0)	100(13)
	Rs.5001- Rs. 10,000	35.29(18)	37.26(19)	19.60(10)	1.97 (01)	5.88(03)	100(51)
	Rs.10,001- Rs. 25,000	27.05(23)	47.07(40)	14.12(12)	5.88 (05)	5.88(05)	100(85)
	More than Rs.25,000	34.38(33)	45.84(44)	9.38(09)	7.28 (07)	3.12(03)	100(96)
Total(urban)							245
Rural	Below RS. 5000	51.85(28)	35.18(19)	12.97(07)	0(0)	0(0)	100(54)
	Rs.5001- Rs. 10,000	64.38(56)	32.19(28)	2.29(02)	0(0)	1.14(01)	100(87)
	Rs.10,001- Rs. 25,000	58.46(38)	32.31(21)	4.61(03)	3.07(02)	1.54(01)	100(65)
	More than Rs.25,000	24.49(12)	32.65(16)	26.52(13)	8.17(04)	8.17(04)	100(49)
Total (rural)							255
Grand Total							500

The study reveals 46.15 per cent of urban children of lower income group eat homemade food, 46.15 per cent consumes junk food; 37.26 per cent of children of lower middle income group eat junk food; 35.29 per cent among them eat homemade food, and 5.88 per cent consume advertised beverages. And 47.07 per cent children of middle income group consume junk food and 27.05 per cent eat homemade food. And 45.84 per cent children of higher income group consume junk food and 34.38 per cent consume homemade food. It is seen that 51.85 per cent of the rural children of lower income group eat homemade food, 35.18 per cent prefer to consume junk food 58.46 per cent of middle income group prefer to eat homemade food, 32.31 per cent consume junk food and only 3.07 per cent consume health drinks. 32.65 per cent of children of higher income group consume junk food, 26.52 per cent eat anything provided by their parents.

Table 4.2.14 The child wants to buy an advertised product

Category	Parental income	Advertised products are more reliable	Advertised products are better in quality	More attractive than non-advertised products	Fulfill the desires	The product is the problem solving agent	Total
Urban (245)	Below RS. 5000	38.47(05)	23.07(03)	15.39(02)	23.07(03)	0(0)	100(13)
	Rs. 5001-Rs. 10,000	25.50(13)	25.50(13)	41.18(21)	3.91(02)	3.91(02)	100(51)
	Rs. 10,001-Rs. 25,000	28.22(24)	16.48(14)	36.48(31)	14.12(12)	4.70(04)	100(85)
	More than Rs.25,000	20.84(20)	11.45(11)	41.67(40)	14.59(14)	11.45(11)	100(96)
Total(urban)							245
Rural	Below RS. 5000	55.55(30)	12.97(07)	31.48(17)	0(0)	0(0)	100(54)
	Rs. 5001-Rs. 10,000	51.75(45)	8.04(07)	25.28(22)	1.14(01)	13.79(12)	100(87)
	Rs. 10,001-Rs. 25,000	33.85(22)	20(13)	33.85(22)	0(0)	12.30(08)	100(65)
	More than Rs.25,000	34.69(17)	12.24(06)	38.78(19)	8.17(04)	6.12(03)	100(49)
Total(rural)							255
Grand Total							500

Majority of the urban children, 38.47 per cent of lower income group find advertised products to be more reliable, 23.07 per cent feel that advertised products are better in quality than non-advertised products, 15.39 per cent advertised product more attractive, and 23.07 per cent opine that advertised products fulfill their desires. And 25.50 per cent of children of lower middle income group find advertised products to be more reliable, 25.50 per cent feel that advertised products are better in quality than non-advertised products, 41.18 per cent advertised product more attractive, 3.91 per cent opine that advertised products fulfill their desires, and 3.91 per cent of them find advertisements as a problem solving agent. 28.22 per cent of children of middle income group find advertised products to be more reliable, 16.48 per cent feel that advertised products are better in quality than non-advertised products, 36.48 per cent advertised product more attractive, and 4.70 per cent of them find ads as a problem solving agent. Around 20.84 per cent of children of higher income group find advertised products to be more reliable, 11.45 per cent feel that advertised products are better in quality than non-advertised products, 41.67 per cent advertised product more attractive, 14.59 per cent opine that advertised products fulfill their desires, and 11.45 per cent of them find ads as a problem solving agent.

Majority of the rural children 55.55 per cent of lower income group find advertised products to be more reliable, 12.97 per cent feel that advertised products are better in quality than non-advertised products, 31.48 per cent advertised product more attractive. 51.75 per cent of children of lower middle income group find advertised products to be more reliable, 8.04 per cent feel that advertised products are better in quality than non-advertised products, 25.28 per cent advertised product more attractive, 1.14 per cent opine that advertised products fulfill their desires, and 13.79

per cent of them find commercials as a problem solving agent. 33.85 per cent of children of middle income group find advertised products to be more reliable, 20 per cent feel that advertised products are better in quality than non-advertised products, 33.85 per cent advertised product more attractive, and 12.30 per cent of them find ads as a problem solving agent. 34.69 per cent of children of higher income group find advertised products to be more reliable, 12.24 per cent feel that advertised products are better in quality than non-advertised products, 38.78 per cent advertised product more attractive, 8.17 per opine that advertised products fulfill their desires, and 6.12 per cent of them find ads as a problem solving agent.

Table 4.2.15 Reasons specified by children for not buying a particular product

Category	Parental income	Product is not advertised on TV	Advertisement is not attractive	The model in the ad is not impressive	Unavailable in the locality	Financial constraint	Total
Urban	Below RS. 5000	15.39(02)	30.77(04)	0(0)	30.77(04)	23.07(03)	100(13)
	Rs. 5001- Rs. 10,000	19.61(10)	39.21(20)	5.88(03)	19.61(10)	15.69(08)	100(51)
	Rs. 10,001- Rs. 25,000	35.30(30)	18.82(16)	21.18(18)	17.64(15)	7.06(06)	100(85)
	More than Rs.25,000	33.33(32)	44.79(43)	8.34(08)	13.54(13)	0(0)	100(96)
Total(urban)							245
Rural	Below RS. 5000	29.63(16)	5.56(03)	3.70(02)	24.07(13)	37.04(20)	100(54)
	Rs. 5001- Rs. 10,000	27.59(24)	6.89(06)	4.59(04)	47.14(41)	13.79(12)	100(87)
	Rs. 10,001- Rs. 25,000	18.46(12)	21.54(14)	7.69(05)	50.77(33)	1.54(01)	100(65)
	More than Rs.25,000	34.69(17)	22.45(11)	18.36(09)	22.45(11)	2.05(01)	100(49)
Total(rural)							255
Grand Total							500

The study shows that 15.39 per cent of the urban children of lower income group don't buy a product if it is not advertised on television, 30.77 per cent of the children do not buy if the advertisement is not attractive, 30.77 per cent do not buy as it is unavailable in their locality, and 23.07 of them cannot buy due to financial constraints. Around 19.61 per cent of the urban children of lower middle income group don't buy a product if it is not advertised on television, 39.21 per cent of the children do not buy if the advertisement is not attractive, 5.88 per cent do not buy if the model featured in the advertisement is not impressive, 19.61 per cent do not buy as it is unavailable in their locality, and 15.69 of them cannot buy due to financial constraints. 35.30 per cent of the urban children of middle income group don't buy a product if it is not advertised on television, 18.82 per cent of the children do not buy if the advertisement is not attractive, 21.18 per cent do not buy if the model featured in the advertisement is not impressive, 17.64 per cent do not buy as it is unavailable in their locality, and 7.06 of them cannot buy due to financial constraints. And 33.33 per cent of the urban children of higher income group don't buy a product if it is not advertised on television, 44.79 per cent of the children do not buy if the advertisement is not attractive, 8.34 per cent do not buy if the model featured in the advertisement is not impressive, and 13.54 per cent do not buy as it is unavailable in their locality.

29.63 per cent of the rural children of lower income group don't buy a product if it is not advertised on television, 5.66 per cent of the children do not buy if the advertisement is not attractive, 3.70 per cent do not buy a product if the model featured in the advertisement is not impressive, 24.07 per cent do not buy as it is unavailable in their locality, and 37.04 per cent of them cannot buy due to financial constraints. 27.59 per cent of the rural children of lower middle income group don't

buy a product if it is not advertised on television, and 13.79 of them cannot buy due to financial constraints. 18.46 per cent of the rural children of middle income group don't buy a product if it is not advertised on television, 18.82 per cent of the children do not buy if the advertisement is not attractive, 34.69 per cent of the rural children of higher income group don't buy a product if it is not advertised on television, 22.45 per cent of the children do not buy if the advertisement is not attractive, 18.36 per cent do not buy if the model featured in the advertisement is not impressive, and 2.05 per cent do not buy as it is unavailable in their locality.

Table 4.2.16 Reaction of children at their parent's disapproval for buying a product

Category	Parental income	Show revolting attitude towards parents	Become disappointed	Always listen to the parent	Feel that parents do not understand them	Ask someone else of the family to fulfill their demand	Total
Urban	Below RS. 5000	30.77(04)	46.15(06)	0(0)	15.38(02)	7.70(01)	100(13)
	Rs.5001- Rs. 10,000	17.65(09)	33.33(17)	25.50(13)	9.80(05)	13.72(07)	100(51)
	Rs. 10,001- Rs. 25,000	17.64(15)	28.23(24)	34.13(29)	5.88(05)	14.12(12)	100(85)
	More than Rs.25,000	17.70(17)	36.47(35)	28.11(27)	9.38(09)	8.34(08)	100(96)
Total (urban)							245
Rural	Below RS. 5000	48.16(26)	31.48(17)	7.40(04)	3.70(02)	9.26(05)	100(54)
	Rs. 5001- Rs. 10,000	20.68(18)	51.75(45)	19.54(17)	3.44(03)	4.59(04)	100(87)
	Rs. 10,001- Rs. 25,000	16.91(11)	47.69(31)	30.79(20)	3.07(02)	1.54(01)	100(65)
	More than Rs.25,000	16.33(08)	42.86(21)	18.36(09)	16.33(08)	6.12(03)	100(49)
Total(rural)							255
Grand Total							500

The study shows that 30.77 per cent of the urban children of lower income group show revolting attitude towards parents when their parents refuse them to buy the desired product of their choice, but 46.15 per cent of them become disappointed, 15.38 per cent feel that their parents do not understand their needs. And 17.75 per cent of the urban children of lower middle income group show revolting attitude towards parents when their parents refuse them to buy the desired product of their choice, but 33.33 per cent of them become disappointed. And 17.64 per cent of the urban children of middle income group show revolting attitude towards parents when their parents refuse them to buy the desired product of their choice, but 28.23 per cent of them become disappointed but tend to forget about it after sometime, 5.88 per cent feel that their parents do not understand their needs, 34.13 per cent of the children always listen to their parent. Also 17.70 per cent of the urban children of higher income group show revolting attitude towards parents. 48.16 per cent of the rural children of lower income group show revolting attitude towards parents when their parents refuse them to buy the desired product of their choice, 3.70 per cent feel that their parents do not understand their needs. 20.68 per cent of the rural children of lower middle income group show revolting attitude towards parents when their parents refuse them to buy the desired product of their choice, but 51.75 per cent of them become disappointed but tend to forget about it after sometime, 19.45 per cent of the children always listen to their parent, 3.44 per cent feel that their parents do not understand their needs. Around 16.91 per cent of the children of middle income group show revolting attitude towards parents when their parents refuse them to buy the desired product of their choice, but 47.69 per cent of them become disappointed, 3.07 per cent feel that their parents do not understand their needs, 30.79 per cent of the children always listen to their parent; 16.33 per cent of the urban children of higher income

group show revolting attitude towards parents when their parents refuse them to buy the desired product of their choice and 16.33 per cent of them feel that parents do not understand their needs.

Table 4.2.17 Reaction of children when they see the product of their choice in the hand of their friends

Category	Parental income	Become jealous	Become sad as they cannot afford to buy it	Become adamant for having the product	Buy it with pocket money	Do not react	Total
Urban	Below RS. 5000	15.39(02)	23.07(03)	23.07(03)	7.70(01)	30.77(04)	100(13)
	Rs. 5001- Rs. 10,000	15.70(08)	29.42(15)	23.52(12)	7.84(04)	23.52(12)	100(51)
	Rs. 10,001- Rs. 25,000	25.90(22)	17.64(15)	15.30(13)	2.35(02)	38.81(33)	100(85)
	More than Rs.25,000	25(24)	8.34(08)	17.70(17)	2.10(02)	46.86(45)	100(96)
Total(Urban)							245
Rural	Below RS. 5000	33.33(18)	33.33(18)	12.97(07)	3.70(02)	16.67(09)	100(54)
	Rs. 5001- Rs. 10,000	13.79(12)	16.09(14)	13.79(12)	1.14(01)	55.19(48)	100(87)
	Rs. 10,001- Rs. 25,000	15.39(10)	18.46(12)	9.23(06)	3.07(02)	53.85(35)	100(65)
	More than Rs.25,000	30.61(15)	8.16(04)	16.32(08)	4.08(02)	40.83(20)	100(49)
Total(rural)							255
Grand Total							500

The study shows 15.39 per cent of the urban children of lower income group become jealous to see the product of their choice in their friend's hand, 23.07 per cent of them become sad as they cannot afford to buy it, 23.07 per cent become adamant for buying the product, and 7.70 buy it with their pocket money, 30.77 per cent of children do not react. 15.70 per cent of the urban children of lower middle income group become

jealous to see the product of their choice in their friend's hand, 29.42 per cent of them become sad as they cannot afford to buy it, 23.52 per cent become adamant for buying the product, and 7.84 buy it with their pocket money, 23.52 per cent of children do not react. 25.90 per cent of the urban children of middle income group become jealous to see the product of their choice in their friend's hand, 17.64 per cent of them become sad as they cannot afford to buy it, 15.30 per cent become adamant for buying the product, 38.81 per cent of children do not react. 25 per cent of the urban children of higher income group become jealous to see the product of their choice in their friend's hand, 8.34 per cent of them become sad as they cannot afford to buy it, 17.70 per cent become adamant for buying the product, 46.86 per cent of children do not react.

On the other hand 33.33 per cent of the rural children of lower income group become jealous to see the product of their choice in their friend's hand, 33.33 per cent of them become sad as they cannot afford to buy it, 12.97 per cent become adamant for buying the product, and 16.67 per cent of children do not react. 13.79 per cent of the children of lower middle income group become jealous to see the product of their choice in their friend's hand, 16.09 per cent of them become sad as they cannot afford to buy it, 13.79 per cent become adamant for buying the product, and 55.19 per cent of children do not react. 15.39 per cent of the children of middle income group become jealous to see the product of their choice in their friend's hand, 18.64 per cent of them become sad as they cannot afford to buy it, 9.23 per cent become adamant for buying the product, 53.85 per cent of children do not react. And 30.61 per cent of the children of higher income group become jealous to see the product of their choice in their friend's hand, 8.16 per cent of them become sad as they cannot afford to buy it, 16.32 per cent become adamant for buying the product, 40.83 per cent of children do not react.

Table 4.2.18 Children share content of advertisement with person of preference

Category	Parental income	Parents	Friends	Siblings	Neighbours	No one	Total
Urban	Below RS. 5000	15.38(02)	30.77(04)	23.07(03)	7.70(01)	23.07(03)	100(13)
	Rs. 5001- Rs. 10,000	25.49(13)	43.13(22)	15.69(08)	0(0)	15.69(08)	100(51)
	Rs. 10,001- Rs. 25,000	40(34)	37.64(32)	15.30(13)	1.18(01)	5.88(05)	100(85)
	More than Rs.25,000	44.79(43)	32.31(31)	11.45(11)	0(0)	11.45(11)	100(96)
Total (urban)							245
Rural	Below RS. 5000	5.55(03)	29.63(16)	5.55(03)	0(0)	59.27(32)	100(54)
	Rs. 5001- Rs. 10,000	17.24(15)	52.88(46)	5.74(05)	0(0)	24.14(21)	100(87)
	Rs. 10,001- Rs. 25,000	26.15(17)	52.30(34)	7.70(05)	0(0)	13.85(09)	100(65)
	More than Rs.25,000	46.94(23)	30.61(15)	8.17(04)	2.04(01)	12.24(06)	100(49)
Total (rural)							255
Grand Total							500

The study shows that 15.38 per cent of the urban children of lower income group discuss the advertisement with their parents, 30.77 per cent discuss it with their friends, 23.07 per cent discuss with their siblings, 23.07 per cent do not share it anyone. And 25.49 per cent of the children of lower middle income group discuss the advertisement with their parents, 43.13 per cent discuss it with their friends, 15.69 per cent discuss with their siblings, 15.69 per cent do not share it anyone. 40 per cent of the children of middle income group discuss the advertisement with their parents, 37.64per cent discuss it with their friends, 15.30 per cent discuss with their siblings, 5.88 per cent do not share it anyone. 44.79 per cent of the children of higher income

group discuss the advertisement with their parents. And 5.55 per cent of the rural children of lower income group discuss the advertisement with their parents, 29.63 per cent discuss it with their friends, 5.55 per cent discuss with their siblings, 59.27 per cent do not share it anyone. And 17.24 per cent of the children of lower middle income group discuss the advertisement with their parents, 52.88 per cent discuss it with their friends, 5.74 per cent discuss with their siblings, 24.14 per cent do not share it anyone. 26.15 per cent of the children of middle income group discuss the advertisement with their parents; 46.94 per cent of the children of higher income group discuss the advertisement with their parents.

Table 4.2.19 Persons involved in making the children more aware and make them understand the functions of advertisement

Category	Parental income	Parents	Friends	Siblings	Neighbours	No one	Total
Urban	Below RS. 5000	38.47(05)	15.38(02)	0(0)	(0)	46.15(06)	100(13)
	Rs. 5001- Rs. 10,000	58.82(30)	7.84(04)	5.88(03)	0(0)	27.46(14)	100(51)
	Rs. 10,001- Rs. 25,000	72.95(62)	3.52(03)	0(0)	0(0)	23.53(20)	100(85)
	More than Rs.25,000	83.33(80)	0(0)	1.04(01)	0(0)	15.63(15)	100(96)
Total (urban)							245
Rural	Below RS. 5000	14.81(08)	3.70(02)	0(0)	0(0)	81.49(44)	100(54)
	Rs. 5001- Rs. 10,000	50.58(44)	0(0)	0(0)	0(0)	49.42(43)	100(87)
	Rs. 10,001- Rs. 25,000	64.61(42)	1.54(01)	0(0)	0(0)	33.85(22)	100(65)
	More than Rs.25,000	79.60(39)	0(0)	0(0)	0(0)	20.40(10)	100(49)
Total(rural)							255
Grand Total							500

It is seen that 38.47 per cent of urban parents of lower income group help the child to understand the functions of ads, 15.38 per of them get to know it from their friends, and no one helps 46.15 per cent of them to understand the ads or makes them aware. 58.82 per cent of parents of lower middle income group help the child to understand the functions of ads, 7.84 per of them get to know it from their friends, and no one helps 27.46 per cent of them to understand the ads or makes them aware. 72.95 per cent of parents of middle income group help the child to understand the functions of ads, 3.53 per of them get to know it from their friends, and no one helps 23.53 per cent of them to understand the ads or makes them aware. 83.33 per cent of parents of higher income group help the child to understand the functions of advertisements, and no one helps 15.63 per cent of them to understand the advertisements.

On the other 14.81 per cent of rural parents of lower income group help the child to understand the functions of ads, 3.70 per of them get to know it from their friends, and no one helps 81.49 per cent of them to understand the ads or makes them aware; 50.58 per cent of parents of lower middle income group help the child to understand the functions of commercials; no one helps 49.42 per cent of them to understand the ads or makes them aware. 64.61 per cent of parents of middle income group help the child to understand the functions of ads, 1.54 per cent of them get to know it from their friends, and no one helps 33.85 per cent of them to understand the ads or makes them aware. 79.60 per cent of parents of higher income group help the child to understand the functions of commercials.

Table 4.2.20 Gratification achieved after buying the advertised product

Category	Parental income	Possessiveness	Mental satisfaction	Status consciousness	Competitive possessiveness	Utility satisfaction	Total
Urban	Below RS. 5000	53.84(07)	30.76(04)	0(0)	7.70(01)	7.70(01)	100 (13)
	Rs. 5001- Rs. 10,000	25.49(13)	50.99(26)	3.92(02)	11.76(06)	7.84(04)	100 (51)
	Rs. 10,001- Rs. 25,000	10.58(09)	44.71(38)	14.12(12)	11.77(10)	18.82(16)	100 (85)
	More than Rs.25,000	17.70(17)	34.38(33)	11.45(11)	15.63(15)	20.84(20)	100 (96)
Rural	Below RS. 5000	35.19(19)	37.02(20)	1.85(01)	18.51(10)	7.40(04)	100 (54)
	Rs. 5001- Rs. 10,000	26.43(23)	52.88(46)	2.29(02)	8.05(07)	10.35(09)	100 (87)
	Rs. 10,001- Rs. 25,000	26.16(17)	46.15(30)	1.54(01)	6.15(04)	20(13)	100 (65)
	More than Rs.25,000	24.49(12)	42.85(21)	8.17(04)	16.32(08)	8.17(04)	100 (49)
Total (rural)							255
Grand Total							500

The study shows that 53.84 per cent of the urban children of lower income group are possessive about what they buy, for 30.77 per cent buying a product gives them mental satisfaction, 7.70 per cent of them buy it due to competitive possessiveness, and 7.70 per cent feel satisfied after using the product. 25.49 per cent of the children of lower middle income group are possessive about what they buy, for 50.99 per cent buying a product gives them mental satisfaction, 11.76 per cent of them buy it due to competitive possessiveness, 3.92 per cent of them are status conscious, and 7.84 per cent feel satisfied after using the product. 10.58 per cent of the children of middle income group are possessive about what they buy, for 44.71 per cent buying a product gives them mental satisfaction, 11.77 per cent of them buy it due to

competitive possessiveness, 14.12 per cent of them are status conscious, 18.82 per cent feel satisfied after using the product. 17.70 per cent of the children of higher income group are possessive about what they buy, for 34.38 per cent buying a product gives them mental satisfaction, 15.63 per cent of them buy it due to competitive possessiveness, 11.45 per cent of them are status conscious, 20.84 per cent feel satisfied after using the product.

On the other hand 35.19 per cent of the rural children of lower income group are possessive about what they buy, for 37.02 per cent buying a product gives them mental satisfaction, 18.51 per cent of them buy it due to competitive possessiveness, 7.40 per cent feel satisfied after using the product and 1.86 per cent among them buy a product as they are status conscious. 26.43 per cent of the children of lower middle income group are possessive about what they buy, for 52.88 per cent buying a product gives them mental satisfaction, 8.05 per cent of them buy it due to competitive possessiveness, 2.29 per cent of them are status conscious, and 10.35 per cent feel satisfied after using the product. And 26.16 per cent of the children of middle income group are possessive about what they buy, for 46.15 per cent buying a product gives them mental satisfaction, 6.32 per cent of them buy it due to competitive possessiveness, 14.12 per cent of them are status conscious, 8.17 per cent feel satisfied after using the product. 24.49 per cent of the children of higher income group are possessive about what they buy, for 42.85 per cent buying a product gives them mental satisfaction, 16.32 per cent of them buy it due to competitive possessiveness, 11.45 per cent of them are status conscious, 8.17 per cent feel satisfied after using the product.

Table 4.2.21 Perception of children regarding the purpose of advertisements

Category	Parental income	Ads are entertaining	Create awareness	Try to implement healthy habits	Have adverse impact on health and psyche	Generate a sense of responsibility	Total
Urban	Below RS. 5000	23.008(03)	53.85(07)	15.37(02)	7.70(01)	0(0)	100(13)
	Rs. 5001- Rs. 10,000	43.14(22)	35.30(18)	9.80(05)	5.88(03)	5.88(03)	100(51)
	Rs. 10,001- Rs. 25,000	21.18(18)	36.48(31)	27.05(23)	9.41(08)	5.88(05)	100(85)
	More than Rs.25,000	33.33(32)	31.26(30)	15.63(15)	14.59(14)	5.19(05)	100(96)
Total(urban)							245
Rural	Below RS. 5000	50(27)	37.04(20)	3.70(02)	7.40(04)	1.86(01)	100(54)
	Rs. 5001- Rs. 10,000	33.33(29)	32.19(28)	20.69(18)	12.65(11)	1.14(01)	100(87)
	Rs. 10,001- Rs. 25,000	33.85(22)	32.30(21)	27.70(18)	4.61(03)	1.54(01)	100(65)
	More than Rs.25,000	38.79(19)	20.40(10)	20.40(10)	12.24(06)	8.17(04)	100(49)
Total(rural)							255
Grand Total							500

The study shows that 23.08 per cent of the respondents of urban lower income group feel that advertisements are entertaining, 53.85 per cent finds that ads create consciousness regarding the product, for 15.37 per cent ads try to implement healthy habits, and 7.70 per cent believes that ads have an adverse impact on them. 43.14 per cent of the children of lower middle income group feel that advertisements give entertainment, 35.30 per cent finds that ads create consciousness regarding the product, for 9.80 per cent ads try to implement healthy habits, and 5.88 believes that ads have an adverse impact on them, and 5.88 per cent of them opine that ads generate

a sense of responsibility in them. 33.33 per cent of the children of higher income group feel that advertisements are entertaining, 31.26 per cent finds that ads create consciousness regarding the product, for 15.63 per cent ads try to implement healthy habits, and 14.59 per cent of them believe that ads have an adverse impact on them, and 5.19 per cent of them opine that ads generate a sense of responsibility in them.

On the other hand 50 per cent of the rural children of lower income group feel that advertisements are entertaining, 37.04 per cent finds that ads create consciousness regarding the product, for 3.70 per cent advertisements try to implement healthy habits, and 7.40 per cent of them believe that ads have an adverse impact on them. And 33.85 per cent of the children of middle income group feel that advertisements create entertain them, 32.30 per cent finds that ads create consciousness regarding the product, for 27.70 per cent ads try to implement healthy habits, and 4.61 believes that ads have an adverse impact on them, and 1.54 per cent of them opine that ads generate a sense of responsibility in them. 38.79 per cent of the children of higher income group feel that advertisements provides entertainment, 20.40 per cent finds that ads create consciousness regarding the product, for 20.40 per cent ads try to implement healthy habits, and 12.24 per cent of them believe that ads have an adverse impact on them, and 8.17 per cent of them opine that ads generate a sense of responsibility in them.

Table 4.2.22 Engagement of urban children in various activities besides watching TV

Category	Parental income	Devote maximum time in studies	Spend time with family and friends	Extracurricular activities	Sports	Computer games	Total
Urban	Below RS. 5000	38.47(05)	15.38(02)	7.69(01)	30.77(04)	7.69(01)	100(13)
	Rs.5001- Rs.10,000	29.42(15)	31.38(16)	19.60(10)	19.60(10)	0(0)	100(51)
	Rs.10,001 - Rs.25,000	21.18(18)	20(17)	25.90(22)	21.17(18)	11.76(10)	100(85)
	More than Rs.25,000	18.76(18)	18.76(18)	37.49(36)	14.58(14)	10.41(10)	100(96)
Total (rural)							245
Rural	Below RS. 5000	33.33(18)	22.22(12)	0(0)	42.59(23)	1.86(01)	100(54)
	Rs.5001- Rs.10,000	39.09(34)	22.98(20)	6.89(06)	31.04(27)	0(0)	100(87)
	Rs.10,001 - Rs.25,000	40(26)	27.70(18)	12.30(08)	18.46(12)	1.54(01)	100(65)
	More than Rs.25,000	12.24(06)	28.58(14)	24.49(12)	22.45(11)	12.24(06)	100(49)
Total (rural)							255
Grand Total							500

The study shows that 38.47 per cent of the urban children of lower income group devote maximum time for studies, with family and friends (31.38 per cent), in sports (19.60 per cent) and computer games (7.70 per cent); 29.42 per cent of children of lower middle income group devote maximum time for studies, with family and friends (15.38 per cent), in extra-curricular activities (19.60 per cent), and in sports (30.77 per cent). 21.17 per cent of children of middle income group devote maximum time for studies, with family and friends (20 per cent), around 18.76 per cent of children of higher group devote maximum time for studies, with family and friends (18.76 per cent), in extra-curricular activities (37.49 per cent), in sports (14.58 per cent), and computer games (10.41 per cent). Around 33.33 per cent of rural children of

lower income group devote maximum time for studies, with family and friends (22.22 per cent) and 39.09 per cent of children of lower middle income group devote maximum time for studies, with family and friends (22.98 per cent), and in sports (31.04 per cent). 40 per cent of children of middle income group devote maximum time for studies, with family and friends (27.70 per cent. And 12.24 per cent of children of higher group devote maximum time for studies, with family and friends (28.58 per cent), in extra-curricular activities (24.49 per cent).

Table 4.2.23 Understanding capability of children regarding the ads on conservation of resources

Category	Parental income	Make children aware	Help to implement the message in real life	Difficult for them to understand	Least interesting	do not implement	Total
Urban	Below RS. 5000	46.16(06)	0(0)	23.07(03)	23.07(03)	7.70(01)	100(13)
	Rs.5001- Rs. 10,000	37.26(19)	7.84(04)	43.14(22)	5.88(03)	5.88(03)	100(51)
	Rs.10,001- Rs. 25,000	38.83(33)	18.82(16)	21.18(18)	11.77(10)	9.40(08)	100(85)
	More than Rs.25,000	33.33(32)	19.80(19)	33.33(32)	8.34(08)	5.20(05)	100(96)
Total (urban)							245
Rural	Below RS. 5000	24.07(13)	1.86(01)	62.97(34)	5.55(03)	5.55(03)	100(54)
	Rs.5001- Rs. 10,000	31.04(27)	32.19(28)	33.33(29)	3.44(03)	0(0)	100(87)
	Rs.10,001- Rs. 25,000	35.39(23)	20(13)	35.39(23)	6.15(04)	3.07(02)	100(65)
	More than Rs.25,000	18.36(09)	22.45(11)	34.70(17)	10.20(05)	14.29(07)	100(49)
Total(rural)							255
Grand Total							500

The study shows 46.16 per cent of the urban children of lower income group find the ads on conservation of natural resources create awareness among them, 23.07 per cent find it difficult to understand, 23.07 per cent find such ads least interesting, and 7.70 per cent of them understand the message but do not implement it in their life. And 37.26 per cent of children of lower middle income group find the ads on conservation of natural resources create awareness among them, 7.84 per cent of children find that such ads help them to implement those messages in life, 43.14 per cent find it difficult to understand, 5.88 per cent find such ads least interesting, and 5.88 per cent of them understand the message but do not implement it in their life. Around 38.83 per cent of children of middle income group find the ads on conservation of natural resources create awareness among them, 18.82 per cent of children find that such ads help them to implement those messages in life, 21.18 per cent find it difficult to understand, 11.77 per cent find such ads least interesting, and 9.40 per cent of them understand the message but do not implement it in their life. 33.33 per cent of children of higher income group find the ads on conservation of natural resources create awareness among them, 19.80 per cent of children find that such ads help them to implement those messages in life, 33.33 per cent find it difficult to understand, 8.34 per cent find such ads least interesting, and 5.20 per cent of them understand the message but do not implement it in their life.

On the other part 24.07 per cent of the rural children of lower income group find the advertisements on conservation of natural resources create awareness among them, 1.86 per cent find it difficult to understand, 5.55 per cent find such ads least interesting, and 5.55 per cent of them understand the message but do not implement it in their life. 31.04 per cent of children of lower middle income group find the ads on

conservation of natural resources create awareness among them, 32.19 per cent of children find that such ads help them to implement those messages in life, 33.33 per cent find it difficult to understand. 35.39 per cent of children of middle income group find the ads on conservation of natural resources create awareness among them, 20 per cent of children find that such ads help them to implement those messages in life, 35.39 per cent find it difficult to understand, 6.15 per cent find such ads least interesting. And 18.36 per cent of children of higher income group find the ads on conservation of natural resources create awareness among them, 22.45 per cent of children find that such ads help them to implement those messages in life, 34.70 per cent find it difficult to understand.

Table 4.2.24 Understanding capability of children regarding the ads on protection of environment

Category	Parental income	Make children aware	Generate a sense of responsibility	Difficult to understand	Least interesting	do not implement	Total
Urban	Below RS. 5000	46.16(06)	0(0)	23.07(03)	7.70(01)	23.07(03)	100(13)
	Rs. 5001- Rs.10,000	25.49(13)	11.75(06)	50.99(26)	9.80(05)	1.97(01)	100(51)
	Rs.10,001- Rs. 25,000	27.05(23)	28.23(24)	23.53(20)	14.12(12)	7.07(06)	100(85)
	More than Rs.25,000	30.22(29)	20.84(20)	33.33(32)	10.41(10)	5.20(05)	100(96)
Total (urban)							245
Rural	Below RS. 5000	29.63(16)	3.70(02)	55.57(30)	5.55(03)	5.55(03)	100(54)
	Rs.5001- Rs.10,000	29.89(26)	31.04(27)	33.33(29)	5.74(05)	0(0)	100(87)
	Rs.10,001- Rs.25,000	43.08(28)	27.70(18)	21.54(14)	3.07(02)	4.61(03)	100(65)
	More than Rs.25,000	28.57(14)	22.45(11)	28.57(14)	8.17(04)	12.24(06)	100(49)
Total (rural)							255
Grand Total							500

The study reveals that 46.16 per cent of the urban children of lower income group find that advertisements on protection of environment and wildlife that create awareness among them, 23.07 per cent find it difficult to understand, 7.70 per cent find such ads least interesting, and 23.07 per cent of them understand the message but do not implement it in their life. 25.49 per cent of children of lower middle income group find the ads that create awareness among them, 11.75 per cent of children find that such ads help them to generate a sense of responsibility, 50.99 per cent find it difficult to understand. And 27.05 per cent of children of middle income group find the ads that create awareness among them, 28.23 per cent of children such ads find that help them to generate a sense of responsibility, 23.53 per cent find it difficult to understand, and 7.07 per cent of them understand the message but do not implement it in their life. 30.22 per cent of children of higher income group find the ads that create awareness among them, 20.84 per cent of children such ads find that help them to generate a sense of responsibility, 33.33 per cent find it difficult to understand, 10.41 per cent find such ads least interesting, and 5.20 per cent of them understand the message but do not implement it in their life.

On the other hand 26.93 per cent of the rural children of lower income group find that the ads on protection of environment and wildlife create awareness among them, 55.57 per cent find it difficult to understand, 5.55 per cent find such ads least interesting, and 5.55 per cent of them understand the message but do not implement it in their life. And 29.89 per cent of children of lower middle income group find that such advertisements create awareness among them, 31.04 per cent of children find that such ads help them to generate a sense of responsibility, 33.33 per cent find it difficult to understand. And 43.08 per cent of children of middle income group find

the ads that create awareness among them, 27.70 per cent of children find such ads that help them to generate a sense of responsibility, 21.54 per cent find it difficult to understand, 3.07 per cent find such ads least interesting, and 4.61 per cent of them understand the message but do not implement it in their life. 28.57 per cent of children of higher income group find the ads that create awareness among them, 22.45 per cent of children such ads find that help them to generate a sense of responsibility, 28.57 per cent find it difficult to understand, 8.17 per cent find such ads least interesting, and 12.24 per cent of them understand the message but do not implement it in their life.

Table 4.2.25 Understanding capability of urban children regarding the advertisements on nationalism

Category	Parental income	Make children aware	Generate a sense of responsibility	Difficult for them to understand	Least interesting	do not implement	Total
Urban	Below RS. 5000	38.46(05)	7.70(01)	30.76(04)	15.38(02)	7.70(01)	100(13)
	Rs.5001- Rs.10,000	21.56(11)	17.64(09)	50.99(26)	7.84(04)	1.97(01)	100(51)
	Rs.10,001- Rs.25,000	25.89(22)	22.36(19)	37.65(32)	7.05(06)	7.05(06)	100(85)
	More than Rs.25,000	32.30(31)	25(24)	34.38(33)	5.20(05)	3.12(03)	100(96)
Total (urban)							245
Rural	Below RS. 5000	27.77(15)	3.70(02)	6.12(33)	5.55(03)	1.86(01)	100(54)
	Rs.5001- Rs. 10,000	41.39(36)	17.25(15)	35.63(31)	3.44(03)	2.29(02)	100(87)
	Rs.10,001- Rs.25,000	43.08(28)	27.70(18)	23.07(15)	4.61(03)	1.54(01)	100(65)
	More than Rs.25,000	20.40(10)	28.58(14)	32.65(16)	10.20(05)	8.17(04)	100(49)
Total (rural)							255
Grand Total							500

38.46 per cent of the urban children of lower income group find that the ads on nationalism create awareness among them, for 7.70 per cent of them such ads generate a sense of responsibility, 30.76 per cent find it difficult to understand, 15.38 per cent find such ads least interesting, and 7.70 per cent of them understand the message but do not implement it in their life. 21.56 per cent of children of lower middle income group find the ads that create awareness among them, 17.64 per cent of children find that such ads help them to generate a sense of responsibility, 50.99 per cent find it difficult to understand, 7.84 per cent find such ads least interesting, and 1.97 per cent of them understand the message but do not implement it in their life. 25.89 per cent of children of middle income group find the ads that create awareness among them, 22.36 per cent of children such ads find that help them to generate a sense of responsibility, 37.65 per cent find it difficult to understand. 32.30 per cent of children of higher income group find the ads that create awareness among them, 25 per cent of children such ads find that help them to generate a sense of responsibility, 34.38 per cent find it difficult to understand, 5.20 per cent find such ads least interesting, and 3.12 per cent of them understand the message but do not implement it in their life.

On the other hand 27.77 per cent of the rural children of lower income group find that the ads on nationalism create awareness among them, for 3.70 per cent of them such ads generate a sense of responsibility, 61.12 per cent find it difficult to understand, 5.55 per cent find such ads least interesting. And 41.39 per cent of children of lower middle income group find the ads that create awareness among them, 17.25 per cent of children find that such ads help them to generate a sense of responsibility, 35.63 per cent find it difficult to understand, 3.44 per cent find such ads least interesting,

and 2.29 per cent of them understand the message but do not implement it in their life. 43.08 per cent of children of middle income group find the ads that create awareness among them, 27.70 per cent of children such ads find that help them to generate a sense of responsibility, 23.07 per cent find it difficult to understand. 20.40 per cent of children of higher income group find the ads that create awareness among them, 28.58 per cent of children such ads find that help them to generate a sense of responsibility, 32.65 per cent find it difficult to understand, 10.20 per cent find such ads least interesting, and 8.17 per cent of them understand the message but do not implement it in their life.

Table 4.2.26 Understanding capability of children regarding the advertisements on health and hygiene

Category	Parental income	Make children aware	Implement healthy habits	Difficult for them to understand	Least interesting	do not implement	Total
Urban	Below RS. 5000	38.47 (05)	30.77(04)	15.38(02)	0(0)	15.38(02)	100 (13)
	Rs. 5001- Rs.10,000	33.34 (17)	19.60(10)	37.26(19)	3.92(02)	5.88(03)	100 (51)
	Rs.10,001- Rs. 25,000	30.58 (26)	29.41(25)	22.36(19)	9.41(08)	8.24(07)	100 (85)
	More than Rs.25,000	32.30 (31)	32.30(31)	26.04(25)	5.20(05)	4.16(04)	100 (96)
Total(urban)							245
Rural	Below RS. 5000	37.04 (20)	11.11(06)	48.15(26)	3.70(02)	0(0)	100 (54)
	Rs.5001- Rs. 10,000	59.80 (52)	13.79(12)	21.83(19)	3.44(03)	1.14(01)	100 (87)
	Rs.10,001- Rs. 25,000	63.08 (41)	18.46(12)	13.85(09)	3.07(02)	1.54(01)	100 (65)
	More than Rs.25,000	32.66 (16)	32.66(16)	24.48(12)	6.12(03)	4.08(02)	100 (49)
Total (rural)							255
Grand Total							500

The study shows that 38.47 per cent of the urban children of lower income group find that the advertisements on health and hygiene create awareness among them, for 30.77 per cent of them feel such ads implement healthy habits in them, 15.38 per cent find it difficult to understand. 33.34 per cent of children of lower middle income group find the ads that create awareness among them, 19.60 per cent of children find that such ads help to implement healthy habits, 37.26 per cent find it difficult to understand, 3.92 per cent find such ads least interesting. And 30.58 per cent of children of middle income group find the ads that create awareness among them, 29.41 per cent of them feel such ads implement healthy habits in them, 22.36 per cent find it difficult to understand, 9.41 per cent find such ads least interesting. Around 32.30 per cent of children of higher income group find the ads that create awareness among them, 32.30 per cent of children such ads help them to implement healthy habits, 26.04 per cent find it difficult to understand, 5.20 per cent find such ads least interesting, and 4.16 per cent of them understand the message but do not implement it in their life. In the rural part, 37.04 per cent of children of lower income group find that the ads on health and hygiene create awareness among them, for 11.11 per cent of them feel such ads implement healthy habits in them, 48.15 per cent find it difficult to understand. 59.80 per cent of children of lower middle income group find the ads that create awareness among them, 13.79 per cent of children find that such ads help to implement healthy habits, 21.83 per cent find it difficult to understand, 3.44 per cent find such ads least interesting, and 1.14 per cent of them understand the message but do not implement it in their life. 63.08 per cent of children of middle income group find the ads that create awareness among them, 18.46 per cent of them feel such ads implement healthy habits in them, 13.85 per cent find it difficult to understand, 3.07 per cent find such ads least interesting, and 1.54 per cent of them understand the

message but do not implement it in their life. 32.66 per cent of children of higher income group find the ads that create awareness among them, 32.66 per cent of children such ads help them to implement healthy habits, 24.48 per cent find it difficult to understand, 6.12 per cent find such ads least interesting, and 4.08 per cent of them understand the message but do not implement it in their life.

Table 4.2.27 Understanding capability of children regarding the ads on educating the nation

Category	Parental income	Do not understand the ad	Least interesting	Create awareness	Do not implement the message	Feel that children must go to school	Total
Urban	Below Rs. 5000	61.54(08)	15.38(02)	23.08(03)	0(0)	0(0)	100(13)
	Rs. 5001- Rs.10,000	62.74(32)	13.72(07)	17.65(09)	3.92(02)	1.97(01)	100(51)
	Rs.10,001- Rs. 25,000	49.42(42)	20(17)	20(17)	4.70(04)	5.88(05)	100(85)
	More than Rs.25,000	57.30(55)	17.70(17)	20.84(20)	1.04(01)	3.12(03)	100(96)
Total(urban)							245
Rural	Below RS. 5000	88.89(48)	3.70(02)	5.55(03)	0(0)	1.86(01)	100(54)
	Rs.5001- Rs. 10,000	70.12(61)	11.49(10)	18.39(16)	0(0)	0(0)	100(87)
	Rs.10,001- Rs. 25,000	66.17(43)	12.30(08)	12.30(08)	9.23(06)	0(0)	100(65)
	More than Rs.25,000	55.12(27)	12.24(06)	24.48(12)	2.04(01)	6.12(03)	100(49)
Total (rural)							255
Grand Total							500

It is seen that 61.54 per cent of the urban children of lower income group do not understand the advertisement, 23.08 per cent of them feel that such ads make them aware, 62.47 per cent of lower middle income group do not understand the intension of such ads, for 17.65 per cent it creates awareness among children; 49.42 per cent of middle income group do not understand the intension of such ads, for 20 per cent it creates awareness among children, 5.88 per cent of them inspired other children to go

to school. 57.03 per cent of higher income group do not understand the intension of such ads, for 20.84 per cent it creates awareness among children.

On the other hand 88.89 per cent of the rural children of lower income group do not understand the advertisement, 5.55 per cent of them feel that such ads make them aware. And 70.12 per cent of lower middle income group do not understand the intension of such ads, for 18.39 per cent it creates awareness among children. 66.17 per cent of middle income group do not understand the intension of such ads, for 12.30 per cent it creates awareness among children; 55.12 per cent of higher income group do not understand the intension of such ads, for 24.48 per cent it creates awareness among children.

Table 4.2.28 Understanding capability of children regarding the advertisements on blood donation

Category	Parental income	Do not understand the ad	Least interesting	Felt that people should donate blood	The child wants to donate blood in future	Will inspire parents to donate blood	Total
Urban	Below RS. 5000	46.16(06)	23.07(03)	30.77(04)	0(0)	0(0)	100(13)
	Rs.5001- Rs. 10,000	50.99(26)	11.75(06)	25.49(13)	9.80(05)	1.97(01)	100(51)
	Rs.10,001- Rs. 25,000	44.72(38)	17.64(15)	14.12(12)	18.82(16)	4.70(04)	100(85)
	More than Rs.25,000	53.14(51)	17.70(17)	16.67(16)	11.45(11)	1.04(01)	100(96)
Total(urban)							245
Rural	Below RS. 5000	64.81(35)	1.86(01)	29.61(16)	1.86(01)	1.86(01)	100(54)
	Rs.5001- Rs. 10,000	33.33(29)	10.35(09)	35.63(31)	12.65(11)	8.04(07)	100(87)
	Rs.10,001- Rs. 25,000	27.70(18)	13.85(09)	29.22(19)	21.54(14)	7.69(05)	100(65)
	More than Rs.25,000	42.86(21)	16.33(08)	12.24(06)	16.33(08)	12.24(06)	100(49)
Total (rural)							255
Grand Total							500

The study shows that 46.16 per cent of the urban children of lower income group do not understand the advertisement, 30.77 per cent of them feels that people must donate blood; 50.99 per cent of the children of lower middle income group do not understand the advertisement, 25.49 per cent of them feels that people must donate blood, 9.80 per cent of them want to donate blood in future; 44.72 per cent of the children of middle income group do not understand the advertisement, 14.12 per cent of them consider that people must donate blood, 18.82 per cent of them want to donate blood in future, and 4.70 per cent inspire their parents to donate blood. 53.14 per cent of the children of higher income group do not understand the advertisement, 17.70 per cent find such ads least interesting, 16.67 per cent of them feel that people must donate blood, 11.45 per cent of them want to donate blood in future, and 1.04 per cent of them will inspire their parents to donate blood.

On the other hand 64.81 per cent of the rural children of higher income group do not understand the advertisement, 29.61 per cent of them feel that people must donate blood. 33.33 per cent of the children of lower middle income group do not understand the advertisement, 10.35 per cent find such ads least interesting, 35.63 per cent of them feel that people must donate blood, 12.65 per cent of them decided to donate blood in future. And 27.70 per cent of the children of middle income group do not understand the advertisement, 29.22 per cent of them feel that people must donate blood, and 7.69 per cent inspired their parents to donate blood. 42.86 per cent of the children of higher income group do not understand the advertisement, 16.33 per cent find such ads least interesting, 12.24 per cent of them feel that people must donate blood.

4.3 VARIABLE- PARENTAL EDUCATION

Table 4.3.1 Time devoted for watching television among children of Silchar.

Category	Parental education	Less than 30 minutes a day	1 hour/day	2-3 hours a day	More than 3 hours a day	Entire day during holidays	Total
Urban	Post Graduate	16.67(10)	25(15)	35(21)	20(12)	3.33(02)	100(60)
	Graduate	21.37(25)	23.93(28)	35.04(41)	15.38(18)	4.28(05)	100(117)
	Intermediary education	31.74(20)	20.63(13)	26.99(17)	12.70(08)	7.94(05)	100(63)
	Elementary education	40(20)	20(01)	0(0)	20(01)	20(01)	100(05)
Total(urban)							245
Rural	Post Graduate	32.14(09)	17.86(05)	42.86(12)	3.57(01)	3.57(01)	100(28)
	Graduate	22(22)	22(22)	30(30)	17(17)	09(09)	100(100)
	Intermediary education	28.05(23)	20.73(17)	32.93(27)	15.86(13)	2.43(02)	100(82)
	Elementary education	37.78(17)	13.33(06)	31.11(14)	15.56(07)	2.22(01)	100(45)
Total(rural)							255
Grand Total							500

The study shows that 16.67 per cent of the urban children having post graduate parents watch television for less than 30 minutes a day, 25 per cent watch for an hour a day, 35 per cent watch for 2-3 hours a day. And 21.37 per cent of the children having graduate parents watch television for less than 30 minutes a day, 35.04 per cent watch for 2-3 hours a day. 31.74 per cent of the children having parents with intermediary education watch television for less than 30 minutes a day, 40 per cent of

the children having parents with elementary education watch television for less than 30 minutes a day. And 32.14 per cent of the rural children having post graduate parents watch television for less than 30 minutes a day. And 30 per cent of the children having graduate parents watch television for 2-3 hours a day. Around 32.93 per cent of the children having parents with intermediary education watch television for r 2-3 hours a day. Most of the urban as well as rural children from different educational background are found to watch television for 2-3 hours a day.

Table 4.3.2 Accompaniment of children while watching television

Category	Parental education	With parents	With friends	Alone	With neighbours	With siblings	Total
Urban	Post graduate	50(30)	3.33(02)	30(18)	3.33(02)	13.34(08)	100(60)
	Graduate	24.79(29)	8.54(10)	47.87(56)	2.57(03)	16.23(19)	100(117)
	Intermediary education	34.92(22)	3.18(02)	28.57(18)	15.87(10)	17.46(11)	100(63)
	Elementary education	20(01)	0(0)	(0)	0(0)	80(04)	100(05)
Total(urban)							245
Rural	Post graduate	39.29(11)	0(0)	39.29(11)	0(0)	21.42(06)	100(28)
	Graduate	29(29)	6(06)	24(24)	8(08)	33(33)	100(100)
	Intermediary education	40.24(33)	3.66(03)	15.85(13)	12.20(10)	28.05(23)	100(82)
	Elementary education	8.89(04)	8.89(04)	11.11(05)	53.33(24)	17.78(08)	100(45)
Total(rural)							245
Grand Total							500

Urban children having post graduate parents watched television with their parents (50 per cent), 30 per cent of them watched alone. Urban children having graduate parents watched television with their parents (24.79 per cent), 47.87 per cent of them watched alone, 16.23 per cent watched with their siblings. Urban children having intermediate parents watched television with their parents (34.92 per cent), 28.57 per cent of them watched alone. Urban children having elementary educated parents watched television with their parents (20), 80 per cent watched with their siblings. Rural children having post graduate parents watched television with their parents (39.29 per cent), 39.29 per cent of them also watched alone. Rural children having graduate parents watched television with their parents (29 per cent), 24 per cent of them watched alone. Rural children having intermediate parents watched television with their parents (40.24 per cent), 15.85 per cent of them watched alone. Rural children having elementary educated parents watch television with their parents (8.89 per cent), 53.33 per cent watch with their neighbours. Both in urban and rural areas parents with elementary education do not keep a watch on what the child sees in television whereas parents with graduation and post graduation keep eyes on the things children watch on television as they accompany their children while watching television. At the same time higher percentage of lone viewing is also seen prevalent among urban and rural children. And this trend is highest among rural children of graduate parents.

Table 4.3.3 Channels preferred by children

Category	Parental education	Entertainment channels	Cartoon channels	Music channels	News channels	Sports channels	Total
Urban	Post graduate	23.33(14)	48.33(29)	5(03)	8.34(05)	15(09)	100((60)
	Graduate	17.10(20)	58.11(68)	16.23(19)	2.57(03)	5.99(07)	100(117)
	Intermediary education	23.80(15)	65.08(41)	7.94(05)	1.59(01)	1.59(01)	100(63)
	Elementary education	60(03)	40(02)	0(0)	0(0)	0(0)	100(05)
Total(urban)							245
Rural	Post graduate	17.86(05)	60.71(17)	17.86(05)	3.57(01)	0(0)	100(28)
	Graduate	14(14)	58(58)	12(12)	5(05)	11(11)	100(100)
	Intermediary education	17.07(14)	64.63(53)	12.20(10)	0(0)	6.10(05)	100(82)
	Elementary education	17.78(08)	73.33(33)	8.89(04)	0(0)	0(0)	100(45)
Total(rural)							255
Grand Total							500

The study reveals 23.33 per cent of urban children watch entertainment channels and have post graduate parents, 48.33 per cent of them watch cartoon channels, 8.34 per cent watch news channels and 15 per cent watches sports channels; 58.11 per cent of urban children having graduate parents watch cartoon channels, and 16.23 per cent of them watch music channels. 65.08 per cent of them with intermediary education watch cartoon channels. 60 per cent of urban children having elementary educated parents watch entertainment channels, 40 per cent of them watch cartoon channels, and no one watches music, news channels and sports channels. And 17.86 per cent of rural children watch entertainment channels having post graduate parents, 60.71 per cent of them watch cartoon channels, and 3.57 per cent watch news channels and no one watches sports channels. 58 per cent of children having graduate parents watch

cartoon channels. It shows that 17.07 per cent of rural children watch entertainment channels having parents with intermediary education, 64.63 per cent of them watch cartoon channels. Around 73.33 per cent of them having elementary educated parents watch cartoon channels. Cartoon channels are found to be extremely popular among urban and rural children. The trend of watching news and sports channel are seen highest among urban children having post graduate parents.

Table 4.3.4 Perception of children regarding advertisements

Category	Parental education	Exaggerate facts	Ads are always true	Ads are TV programmes	Ads are not reliable	Not meant for children	Total
Urban	Post graduate	16.67(10)	25(15)	28.33(17)	23.33(14)	6.67(04)	100(60)
	Graduate	7.69(09)	36.75(43)	26.49(31)	24.79(29)	4.28(05)	100(117)
	Intermediary education	9.52(06)	28.58(18)	20.63(13)	36.50(23)	4.77(03)	100(63)
	Elementary education	0(0)	40(02)	20(01)	40(02)	0(0)	100(05)
Total(urban)							245
Rural	Post graduate	0(0)	35.71(10)	32.14(09)	25(07)	7.15(02)	100(28)
	Graduate	14(14)	37(37)	9(09)	33(33)	07(07)	100(100)
	Intermediary education	12.20(10)	41.47(34)	14.63(12)	29.27(24)	2.43(02)	100(82)
	Elementary education	0(0)	60(27)	11.11(05)	28.89(13)	0(0)	100(45)
Total(rural)							255
Grand Total							500

In the urban areas 16.67 per cent of children of post graduate parents opine that advertisements exaggerate facts, 25 per cent of them think that ads are always true, 23.33 per cent of them do not rely upon ads. 7.69 per cent of children of graduate parents opine that advertisements exaggerate facts, 36.75 per cent of them think that ads are always true. And 9.92 per cent of children of intermediary educated parents opine that advertisements exaggerate facts. 40 per cent of them do not rely upon ads

those who have parents with elementary education. In the rural areas 35.71 per cent of children of post graduate are always true. 14 per cent of children of graduate parents opine that advertisements exaggerate facts, 37 per cent of them think that ads are always true, 33 per cent of them do not rely upon them. And 12.20 per cent of children of intermediary educated parents opine that advertisements exaggerate facts, 41.47 per cent of them think that ads are always true. 60 per cent of them think that commercials are always true which is highest all other group of different educational background, 28.89 per cent of them do not rely upon commercials those who have parents with elementary education.

Table 4.3.5 Frequency of watching advertisements among children

Category	Parental education	Every moment they sit in front of TV	Watch in between programmes	Search channels for watching ads	When they wait for a programme to start	Change channels when ads are featured	Total
Urban	Post graduate	30(18)	38.33(23)	5(03)	25(15)	1.67(01)	100(60)
	Graduate	28.20(33)	35.04(41)	11.11(13)	23.08(27)	2.57(03)	100(117)
	Intermediary education	22.22(14)	36.50(23)	4.77(03)	31.74(20)	4.77(03)	100(63)
	Elementary education	20(01)	20(01)	20(01)	40(02)	0(0)	100(05)
Total(urban)							245
Rural	Post graduate	28.57(08)	28.57(08)	10.71(03)	28.58(08)	3.57(01)	100(28)
	Graduate	25(25)	39(39)	08(08)	22(22)	06(06)	100(100)
	Intermediary education	35.37(29)	40.24(33)	4.88(04)	18.30(15)	1.21(01)	100(82)
	Elementary education	62.22(28)	22.22(10)	4.45(02)	11.11(05)	0(0)	100(45)
Total(rural)							255
Grand Total							500

In the urban areas 30 per cent of children of post graduate parents watch ads every moment they sit in front of television, 38.33 per cent of them watch ads in between the programme. 28.20 per cent of children of graduate parents watch ads every moment they sit in front of television, 35.04 per cent of them watch ads in between the programme, 23.08 per cent are exposed to ads when they wait for their favourite to start. And 22.22 per cent of children of intermediary educated parents watch ads every moment they sit in front of television, 36.50 per cent of them watch ads in between the programme, 31.74 per cent are exposed to ads when they wait for their favourite to start. 20 per cent of children of elementary educated parents watch ads every moment they sit in front of television, 20 per cent of them watch ads in between the programme, 20 per cent of them search channels for watching ads, 40 per cent are exposed to ads when they wait for their favourite to start. In the rural areas 28.57 per cent of children of post graduate parents watch commercials every moment they sit in front of television, 28.57 per cent of them watch ads in between the programme, 25 per cent of children of graduate parents watch ads every moment they sit in front of television, 39 per cent of them watch ads in between the programme, 22.22 per cent are exposed to ads when they wait for their favourite to start. 35.37 per cent of children of intermediary educated parents watch ads every moment they sit in front of television, 40.24 per cent of them watch ads in between the programme, 62.22 per cent of children of elementary educated parents watch ads every moment they sit in front of television, 22.22 per cent of them watch ads in between the programme. It is seen that children from all the segments are exposed to television advertisements. Only few of them avoid watching commercials by changing the channels.

Table 4.3.6 Reasons for watching advertisements

Category	Parental education	Presence of cartoons	Provide information	Presence of the child	Presence of celebrities	music	Total
Urban	Post graduate	23.33(14)	21.66(13)	33.34(20)	10(06)	11.67(07)	100(60)
	Graduate	35.89(42)	17.10(20)	33.33(39)	4.28(05)	9.40(11)	100(117)
	Intermediary education	38.09(24)	17.47(11)	20.63(13)	4.07(03)	19.04(12)	100(63)
	Elementary education	0(0)	40(02)	40(02)	0(0)	20(01)	100(05)
Total(urban)							245
Rural	Post graduate	39.29(11)	10.71(03)	32.14(09)	3.57(01)	14.29(04)	100(28)
	Graduate	36(36)	12(12)	20(20)	12(12)	20(20)	100(100)
	Intermediary education	28.05(23)	7.31(06)	25.61(21)	4.88(04)	34.15(28)	100(82)
	Elementary education	26.66(12)	20(09)	26.66(12)	8.89(04)	17.79(08)	100(45)
Total(rural)							255
Grand Total							500

In the urban areas 23.33 per cent of children of post graduate parents watch ads as they have cartoon characters in them, 21.66 per cent watch ads for getting information, 33.34 per cent watch ads because of the presence of the child. And 35.89 per cent of children of graduate parents watch ads as they have cartoon characters in them, 33.33 per cent watch ads because of the presence of the child in the commercial, and 19.40 per cent love to see the fast moving images and music. 38.09 per cent of children of intermediary educated parents watch ads as they have cartoon characters in them, 17.47 per cent watch ads for getting information, 20.63 per cent watch ads because of the presence of the child. 40 per cent of the children of elementary educated parents watch ads because of the presence of the child in the ad, and 20 per cent love to see the fast moving images and music. In the rural areas 39.29 per cent of children of post graduate parents watch ads as they have cartoon characters

in them, 32.14 per cent watch ads because of the presence of the child in the ad, 3.57 per cent are drawn towards celebrity endorsement, 14.29 per cent love to see the fast moving images and music. 36 per cent of children of graduate parents watch ads as they have cartoon characters in them. 28.08 per cent of children of intermediary educated parents watch ads as they have cartoon characters in them, 7.31 per cent watch ads for getting information, 25.61 per cent watch ads because of the presence of the child in the ad, 34.15 per cent love to see the fast moving images and music. And 26.66 per cent of the children of elementary educated parents watch ads because of the presence of the child, 26.66 per cent watch as they have cartoon characters in them.

Table 4.3.7 Behaviour of children while advertisements are featured on TV

Category	Parental education	Feels the lack of the product in their life	Desire to buy the product	Find the product least essential	Do not want to buy the product	Compare themselves with the televised character in the ad	Total
Urban	Post graduate	21.66(13)	46.66(28)	8.34(05)	11.67(07)	11.67(07)	100(60)
	Graduate	29.91(35)	35.90(42)	12.82(15)	14.53(17)	6.84(08)	100(117)
	Intermediary educated	31.74(20)	38.10(24)	14.28(09)	1.59(01)	14.29(09)	100(63)
	Elementary educated	20(01)	40(02)	0(0)	0(0)	40(02)	100(05)
Total(urban)						245	
Rural	Post graduate	28.58(08)	32.14(09)	7.14(02)	10.71(03)	21.43(06)	100(28)
	Graduate	19(19)	41(41)	10(10)	11(11)	19(19)	100(100)
	Intermediary educated	26.82(22)	46.35(38)	4.88(04)	7.31(06)	7.31(06)	100(82)
	Elementary educated	20(09)	22.22(10)	6.67(03)	20(09)	31.11(14)	100(45)
Total(rural)						255	
Grand Total						500	

In the urban areas 21.66 per cent of children of post graduate parents opine that they feel the lack of advertised product in their life, 46.66 per cent of them desires to buy

the product, 8.34 per cent find the product irrelevant for them, 11.67 per cent do not want to buy advertised products, and 11.67 per cent compare themselves to the character featured in the advertisement. 29.91 per cent of children of graduate parents feel the lack of advertised product in their life, 35.90 per cent of them desire to buy the product, 14.53 do not want to buy advertised products, and 6.84 per cent compare themselves to the character featured in the advertisement. 31.74 per cent of children of intermediary educated parents feel the lack of advertised product in their life, 38.10 per cent of them desire to buy the product, and 14.29 per cent compare themselves to the character featured in the advertisement. 20 per cent of the children of elementary educated parents feel the lack of advertised product in their life, 40 per cent of them desire to buy the product, and 40 per cent of them compare themselves to the character featured in the advertisement.

In the rural areas 28.58 per cent of children of post graduate parents feel the lack of advertised product in their life, 32.14 per cent of them desire to buy the product, and 21.43 per cent compare themselves to the character featured in the advertisement. And 19 per cent of children of graduate parents feel the lack of advertised product in their life, 41 per cent of them desire to buy the product, and 19 per cent compare themselves to the character featured in the advertisement. And 26.82 per cent of children of intermediary educated parents feel the lack of advertised product in their life, 46.35 per cent of them desire to buy the product, and 7.31 per cent compare themselves to the character featured in the advertisement. 20 per cent of the children of elementary educated parents feel the lack of advertised product in their life, 22.22 per cent of them desire to buy the product, and 31.11 per cent compare themselves to the character featured in the advertisement.

Table 4.3.8: Buying behavior of children (frequency of buying)

Category	Parental education	Want to buy Every time they see the ads	During occasions	While shopping with parents	Rarely demand for advertised products	Buy non-advertised products	Total
Urban	Post graduate	15(09)	16.67(10)	28.33(17)	35(21)	5(03)	100(60)
	Graduate	33.33(39)	14.53(17)	30.77(36)	18.80(22)	2.57(03)	100(117)
	Intermediary education	22.22(14)	20.64(13)	25.40(16)	22.22(14)	9.52(06)	100(63)
	Elementary education	20(01)	60(03)	20(01)	0(0)	0(0)	100(05)
Total(urban)							245
Rural	Post graduate	32.14(09)	17.86(05)	25(07)	25(07)	0(0)	100(28)
	Graduate	29(29)	16(16)	20(20)	21(21)	14(14)	100(100)
	Intermediary education	29.26(24)	3.66(03)	14.64(12)	32.93(27)	19.51(16)	100(82)
	Elementary education	35.55(16)	17.79(08)	8.89(04)	13.33(06)	24.44(11)	100(45)
Total(rural)							255
Grand Total							500

In the urban areas 15 per cent of children of the post graduate parents want to buy the product every time they see the advertisement, 16.67 per cent buy during occasions only, 28.33 per cent buy the product when they go for shopping with their parents, 35 per cent rarely demand for advertised product. 33.33 per cent of children of the graduate parents want to buy the product every time they see the advertisement, 14.53 per cent buy during occasions only, 30.77 per percent buy the product when they go for shopping with their parents. And 22.22 per cent of children of the intermediary educated parents want to buy the product every time they see the advertisement, 20.64 per cent buy during occasions only, 25.39 per percent buy the product when they go for shopping with their parents. 20 per cent of children of the elementary educated parents want to buy the product every time they see the advertisement, 60 per cent buy during occasions only. In the rural areas 32.14 per cent of children of the post

graduate parents want to buy the product every time they see the advertisement, 17.86 per cent buy during occasions only, 25 per cent buy the product when they go for shopping with their parents. And 29 per cent of children of the graduate parents want to buy the product every time they see the advertisement, 16 per cent buy during occasions only. 29.26 per cent of children of the intermediary educated parents want to buy the product every time they see the advertisement, 14.64 per percent buy the product when they go for shopping with their parents, 32.93 per cent rarely demand for advertised product. It shows that 35.55 per cent of children of the rural elementary educated parents want to buy the product every time they see the advertisement.

Table 4.3.9 The advertised products that the child want to have the most-

Category	Parental education	Toys	Garments	Junk food	Gadgets	Fashion accessories	Total
Urban	Post graduate	36.67(22)	16.67(10)	13.34(08)	21.66(13)	11.67(07)	100(60)
	Graduate	38.47(45)	9.40(11)	18.80(22)	23.93(28)	9.40(11)	100(117)
	Intermediary education	41.27(26)	4.77(03)	39.69(25)	7.93(05)	6.34(04)	100(63)
	Elementary education	20(01)	0(0)	80(04)	0(0)	0(0)	100(05)
Total(urban)							245
Rural	Post graduate	46.43(13)	7.14(02)	17.86(05)	25(07)	3.57(01)	100(28)
	Graduate	43(43)	10(10)	28(28)	11(11)	8(08)	100(100)
	Intermediary education	47.57(39)	1.21(01)	47.57(39)	2.44(02)	1.21(01)	100(82)
	Elementary education	46.68(21)	4.44(02)	44.44(20)	2.22(01)	2.22(01)	100(45)
Total(rural)							255
Grand Total							500

In the urban areas 36.67 per cent of children of post graduate parents want to buy toys, 13.34 per cent want to consume junk food, want 21.66 per cent want to buy

gadgets, 11.67 per cent want to buy fashion accessories. Around 38.47 per cent of children of graduate parents want to buy toys 18.80 per cent want to consume junk food, 23.93 per cent want to buy gadgets, and 9.40 per cent want to buy fashion accessories. And 41.27 per cent of children of intermediary educated parents want to buy toys, 4.77 per cent desires to buy garments, 39.69 per cent want to consume junk food, 7.93 per cent want to buy gadgets, and 6.34 per cent want to buy fashion accessories. 20 per cent of children of elementary educated parents want to buy toys, 80 per cent of them want to consume junk food. In the rural areas 46.43 per cent of children of post graduate parents want to buy toys, 7.14 per cent desires to buy garments, 17.86 per cent want to consume junk food, 25 per cent want to buy gadgets, 3.57 per cent want to buy fashion accessories. 43 per cent of children of graduate parents want to buy toys, 28 per cent want to consume junk food, 11 per cent want to buy gadgets, and 8 per cent want to buy fashion accessories. And 47.57 per cent of children of intermediary educated parents want to buy toys and 46.68 per cent of children of elementary educated parents want to buy toys, 44.44 per cent of them want to consume junk food. Toys are popular among all the children of urban and rural areas. Craving for junk food is seen higher among children of post graduate as well as graduate parents. Children of post- graduate parents of both urban and rural areas demand more for gadgets.

Table 4.3.10 Reasons for buying a particular product

Category	Parental education	Saw the ad	Brand conscious	Friends have the product	Luxurious in nature	For being happy	Total
Urban	Post graduate	30(18)	11.67(07)	26.67(16)	10(06)	21.66(13)	100(60)
	Graduate	22.22(26)	5.99(07)	35.04(41)	10.26(12)	26.49(31)	100(117)
	Intermediary education	22.22(14)	4.77(03)	20.63(13)	3.18(02)	49.20(31)	100(63)
	Elementary education	20(01)	0(0)	20(01)	20(01)	40(02)	100(05)
Total(urban)							245
Rural	Post graduate	39.28(11)	3.57(01)	14.29(04)	3.57(01)	39.29(11)	100(28)
	Graduate	29(29)	7(07)	23(23)	8(08)	33(33)	100(100)
	Intermediary education	34.14(28)	3.66(03)	14.64(12)	3.66(03)	43.90(36)	100(82)
	Elementary education	33.33(15)	2.22(01)	28.90(13)	2.22(01)	33.33(15)	100(45)
Total(rural)							255
Grand Total							500

In the urban areas 30 per cent of children of post graduate parents buy a product which is advertised on television, 11.66 per cent of them are brand conscious, 26.67 per cent buy the product as their friend possess that product. And 22.22 per cent of children of graduate parents buy a product which is advertised on television, 5.99 per cent of them are brand conscious, 35.04 per cent buy the product as their friend possess that product. And 22.22 per cent of children of intermediary educated parents buy a product which is advertised on television, 4.77 per cent of them are brand conscious, 20.63 per cent buy the product as their friend possess that product, 3.18 per cent of the children buy as they are luxurious in nature, and 49.20 per cent buy it for the sake of happiness. 20 per cent of children of elementary educated parents buy a product which is advertised on television, 20 per cent buy the product as their friend

possess that product, 20 per cent of the children buy as they are luxurious in nature, and 40 per cent buy it for the sake of happiness.

In the rural areas 39.28 per cent of children of post graduate parents buy a product which is advertised on television, 3.57 per cent of them are brand conscious, 14.29 per cent buy the product as their friend possess that product, and 39.29 per cent buy it for the sake of happiness. 29 per cent of children of graduate parents buy a product which is advertised on television, 7 per cent of them are brand conscious, 14.64 per cent buy the product as their friend possess that product, 3.66 per cent of the children buy as they are luxurious in nature, and 43.90 per cent buy it for the sake of happiness. It is seen that 33.33 per cent of children of elementary educated parents buy a product which is advertised on television, 20 per cent buy the product as their friend possess that product.

Table 4.3.11 Parents’ response at the demand of the child

Category	Parental education	Children motivate their parents for buying the product	Parents simply fulfill their demand	Parents motivate the child for not buying the product	Parents completely restrict the child from buying the product	Children do not listen to their parents	Total
Urban	Post graduate	51.67(31)	21.66(13)	20(12)	6.67(04)	0(0)	100(60)
	Graduate	40.17(47)	17.10(20)	19.66(23)	14.53(17)	8.54(10)	100(117)
	Intermediary education	31.75(20)	20.63(13)	20.63(13)	14.29(09)	12.70(08)	100(63)
	Elementary education	40(02)	0(0)	20(01)	0(0)	40(02)	100(05)
Total(urban)							245
Rural	Post graduate	39.30(11)	17.85(05)	17.85(05)	17.85(05)	7.15(02)	100(28)
	Graduate	33(33)	15(15)	24(24)	18(18)	10(10)	100(100)
	Intermediary education	42.69(35)	12.20(10)	31.70(26)	1.21(01)	12.20(10)	100(82)
	Elementary education	42.22(19)	8.89(04)	17.78(08)	6.67(03)	24.44(11)	100(45)
Total(rural)							255
Grand Total							500

In the urban areas 20 per cent post graduate parents can motivate the child, 51.67 per cent of the children can motivate their parents, and 14.53 per cent completely restricts the child from buying the advertised product and 21.66 per cent of the parents simply fulfill their desires. 19.66 per cent of the graduate parents can motivate the child, 40.17 per cent of children motivate their parents to fulfill their demand, 14.53 per cent completely restricts the child from buying the advertised product, and 17.10 per cent of the parents simply fulfill their desires. And 20.63 per cent intermediary parents can motivate the child, 31.75 per cent of the children can motivate their parents. 20 per cent elementary educated parents can motivate the child, 40 per cent of the children can motivate their parents, and 40 per cent of the children do not listen to their parents. In the rural areas 17.85 per cent post graduate parents can motivate the child, 39.30 per cent of the children can motivate their parents, and 17.85 per cent completely restricts the child from buying the advertised product and 17.85 per cent of the parents simply fulfill their desires. It shows that 24 per cent of the graduate parents can motivate the child, 33 per cent of children motivate their parents to fulfill their demand, and 15 per cent of the parents simply fulfill their desires. 31.70 per cent intermediary parents can motivate the child, 42.69 per cent of the children can motivate their parents, and 12.20 per cent of the parents simply fulfill their desires. 17.78 per cent elementary educated parents can motivate the child, 42.22 per cent of the children can motivate their parents, and 6.67 per cent completely restricts the child from buying the advertised product, 8.89 per cent of the parents simply fulfill their desires.

Table 4.3.12 Parental involvement in the buying decision making process of children

Category	Parental education	Being very strict	Apply logic to implement their decision	giving excuse of financial problems	Help children in understanding function of ads	Cannot motivate the child	Total
Urban	Post graduate	11.67(07)	46.66(28)	3.33(02)	30(18)	8.34(05)	100(60)
	Graduate	24.80(29)	41.02(48)	9.40(11)	16.23(19)	8.55(10)	100(117)
	Intermediary education	22.22(14)	34.92(22)	23.81(15)	11.11(07)	7.94(05)	100(63)
	Elementary education	0(0)	20(01)	20(01)	0(0)	60(03)	100(05)
Total(urban)							
Rural	Post graduate	28.58(08)	42.85(12)	10.71(03)	14.29(3.57)	3.57(01)	100(28)
	Graduate	14(14)	39(39)	23(23)	9(09)	15(15)	100(100)
	Intermediary education	15.86(13)	19.51(16)	53.66(44)	1.21(01)	9.76(08)	100(82)
	Elementary education	8.89(04)	8.89(04)	64.44(29)	0(0)	17.78(08)	100(45)
Total(rural)							255
Grand Total							500

The study shows that 11.67 per cent of the urban post graduate parents act very strict when it comes to the buying decision of the child, 46.66 applies logical arguments to implement their decision, 3.33 per cent give an excuse of financial constraints, and 30 per cent help the child to understand the underlying meanings of the advertisements. Around 24.80 per cent of the urban graduate parents act very strict when it comes to the buying decision of the child, 41.02 apply logical arguments to implement their decision, 9.40 per cent of the parents give an excuse of financial constraints, 16.23 per cent help the child to understand the underlying meanings of the ads and 8.55 per cent cannot change the decision of the child. And 22.22 per cent of the urban intermediary educated parents act very strict when it comes to the buying decision of the child,

34.92 apply logical arguments to implement their decision, 23.81 per cent of the parents give an excuse of financial constraints, 11.11 per cent help the child to understand the underlying meanings of the ads and 7.94 per cent cannot change the decision of the child. 20 per cent of the urban elementary educated parents give an excuse of financial constraints, and 60 per cent cannot change the decision of the child.

On the other hand 28.58 per cent of the rural post graduate parents act very strict when it comes to the buying decision of the child, 42.85 apply logical arguments to implement their decision, 10.71 per cent give an excuse of financial constraints, 14.29 per cent help the child to understand the underlying meanings of the ads and 3.57 per cent cannot change the decision of the child. 14 per cent of the rural graduate parents act very strict when it comes to the buying decision of the child, 39 per cent of them apply logical arguments to implement their decision, 23 per cent of the parents give an excuse of financial constraints, and 9 per cent help the child to understand the underlying meanings of the ads. 15.86 per cent of the rural intermediary educated parents act very strict when it comes to the buying decision of the child, 19.51 applies logical arguments to implement their decision, 53.66 per cent of the parents give an excuse of financial constraints, and 9.76 per cent cannot change the decision of the child. 8.89 per cent of parents having elementary education apply logical arguments to implement their decision, 64.44 per cent of the parents give an excuse of financial constraints, and no one helps the child to understand the underlying meanings of the advertisements.

Table 4.3.13 Food habit of children

Category	Parental education	Homemade food	Junk food	Anything given by parents	Health drinks	Advertised beverages	Total
Urban	Post graduate	35(21)	38.33(23)	15(09)	6.67(04)	5(03)	100(60)
	Graduate	25.64(30)	51.28(60)	12.82(15)	6.84(08)	3.42(04)	100(117)
	Intermediary education	41.27(26)	38.10(24)	12.70(08)	1.59(01)	6.34(04)	100(63)
	Elementary education	60(03)	40(02)	0(0)	0(0)	0(0)	100(05)
Total(urban)							245
Rural	Post graduate	42.85(12)	39.29(11)	14.29(04)	0(0)	3.57(01)	100(28)
	Graduate	49(49)	28(28)	14(14)	5(05)	4(04)	100(100)
	Intermediary education	62.21(51)	34.14(28)	2.44(02)	0(0)	1.21(01)	100(82)
	Elementary education	46.67(21)	42.22(19)	11.11(05)	0(0)	0(0)	100(45)
Total (rural)							255
Grand Total							500

Most of the children (38.33 per cent) of urban post graduate parents consume fast food, 35 per prefer to eat homemade food. In a similar way most of the children, 51.28 per cent of urban graduate parents consume fast food, 25.64 per prefer to eat homemade food. Most of the children, 41.27 per cent of urban intermediary educated parents prefer to eat homemade food, 38.10 consume fast food. Most of the children, 60 per cent, of urban elementary educated parents prefer to eat homemade food, 40 per cent consume fast food.

Most of the children 42.85 of rural post graduate parents prefer to eat homemade food, 39.29 consume fast food. In a similar way most of the children, 49 per cent of the children of urban graduate parents prefer to eat homemade food, 28 per cent of them consume fast food. And 62.21 per cent children of rural intermediary educated parents prefer to eat homemade food, 34.18 per cent consume fast food. Most of the

children, 46.67 per cent, of urban elementary educated parents prefer to eat homemade food, 42.22 consume fast food. Advertised beverages are also consumed by both urban and rural children.

Table 4.3.14 The child wants to buy an advertised product

Category	Parental education	Advertised products are more reliable	Advertised products are better in quality	Advertised products are more attractive	Fulfill the desires	The product is the problem solving agent	Total
Urban	Post graduate	25(15)	13.33(08)	40(24)	15(09)	6.67(04)	100(60)
	Graduate	22.22(26)	18.80(22)	36.76(43)	13.68(16)	8.54(10)	100(117)
	Intermediary education	28.57(18)	14.29(09)	42.85(27)	9.52(06)	4.77(03)	100(63)
	Elementary education	60(03)	40(02)	0(0)	0(0)	0(0)	100(05)
Total (urban)							245
Rural	Post graduate	32.15(09)	21.42(06)	39.29(11)	0(0)	7.14(02)	100(28)
	Graduate	33(33)	19(19)	35(35)	5(05)	8(08)	100(100)
	Intermediary education	54.89(45)	4.88(04)	25.61(21)	1.21(01)	13.41(11)	100(82)
	Elementary education	60(27)	6.67(03)	28.89(13)	0(0)	4.44(02)	100(45)
Total (rural)							255
Grand Total							500

Majority of the children of urban graduate and post graduate parents find that advertised products are more attractive. For some children of both urban and rural areas the buying of the advertising product come to them as a problem solving agent and also consider that advertised products are better in quality. Majority of the children of urban and rural elementary educated parents find ads to be reliable. Urban children opine that advertised products fulfill their desires which are found highest among children of post graduate parents.

Table 4.3.15 Reasons specified by children for not buying a particular product

Category	Parental education	Product is not advertised on TV	Advertisement is not attractive	The model in the ad is not impressive	Unavailable in the locality	Financial constraint	Total
Urban	Post graduate	25(15)	48.34(29)	13.33(08)	13.33(08)	0(0)	100(60)
	Graduate	36.75(43)	29.91(35)	16.23(19)	13.68(16)	3.43(04)	100(117)
	Intermediary education	23.80(15)	28.58(18)	3.18(02)	25.40(14)	19.04(12)	100(63)
	Elementary education	20(01)	20(01)	0(0)	40(02)	20(01)	100(05)
Total (urban)							245
Rural	Post graduate	25(07)	28.58(08)	7.14(02)	39.28(11)	0(0)	100(28)
	Graduate	23(23)	18(18)	12(12)	38(38)	9(09)	100(100)
	Intermediary education	29.27(24)	6.09(05)	4.88(04)	45.12(37)	14.64(12)	100(82)
	Elementary education	33.33(15)	6.67(03)	2.22(01)	31.11(14)	26.67(12)	100(45)
Total (rural)							255
Grand Total							500

Most of the urban children of graduate parents do not buy a product if it is not advertised on television and most of the children of post graduate parents do not buy a product if the advertisement is not attractive to draw their attention. Even rural children belonging to various parental educational backgrounds do not buy if the advertisement is not attractive. Most of the rural children do not buy the product as it is not available in their locale and financial constraint is also seen higher among children of rural elementary educated parents. Celebrity endorsement works more effectively on children of urban post graduate parents.

Table 4.3.16 Reaction of children at their parents' disapproval on buying a product

Category	Parental education	Show revolting attitude towards parents	Become disappointed	Always listen to the parent	Feel that parents do not understand them	Ask someone else of the family to fulfill their demand	Total
Urban	Post graduate	15(09)	36.66(22)	30(18)	10(06)	8.34(05)	100(60)
	Graduate	23.08(27)	24.80(29)	31.62(37)	8.54(10)	11.96(14)	100(117)
	Intermediary education	11.11(07)	46.03(29)	22.22(14)	6.35(04)	14.29(09)	100(63)
	Elementary education	40(20)	40(20)	0(0)	20(01)	0(0)	100(05)
Total(urban)						245	
Rural	Post graduate	14.29(04)	42.86(12)	25(07)	7.14(02)	10.71(03)	100(28)
	Graduate	19(19)	45(45)	25(25)	7(07)	4(04)	100(100)
	Intermediary education	21.95(18)	52.43(43)	18.30(15)	3.66(03)	3.66(03)	100(82)
	Elementary education	48.89(22)	31.11(14)	8.99(04)	4.44(02)	6.67(03)	100(45)
Total(rural)						255	
Grand Total						500	

Majority of the urban and rural children of elementary educated parents show revolting attitude towards their parents show revolting attitude towards their parents. On the other hand lesser number of children of post graduates parents of both urban and rural areas revolt against their parent when they offer the product they demand. Rural children (52.43 per cent) and urban children (46.03 per cent) become disappointed when parents deny fulfilling their requests. A few children of both urban and rural areas opine that parents do not understand their requirements.

Table 4.3.17 Reaction of children when they see the product of their choice in the hand of their friends

Category	Parental education	Become jealous	Become sad as they cannot afford to buy it	Become adamant for having the product	Buy it with pocket money	Do not react	Total
Urban	Post graduate	30(18)	8.34(05)	10(06)	0(0)	51.66(31)	100(60)
	Graduate	27.35(32)	13.68(16)	21.36(25)	4.28(05)	33.33(39)	100(117)
	Intermediary education	7.94(05)	31.75(20)	19.04(12)	6.35(04)	34.92(22)	100(63)
	Elementary education	20(01)	0(0)	40(02)	0(0)	40(02)	100(05)
Total(urban)							245
Rural	Post graduate	28.58(08)	10.71(03)	10.71(03)	0(0)	50(14)	100(28)
	Graduate	17(17)	16(16)	14(14)	4(04)	49(49)	100(100)
	Intermediary education	14.64(12)	17.08(14)	13.41(11)	1.21(01)	53.66(82)	100(82)
	Elementary education	40(18)	35.56(16)	11.11(05)	4.44(02)	8.89(04)	100(45)
Total(rural)							255
Grand Total							500

Children of post graduate parents, both in urban and rural areas bear a sense of jealousy when they see the advertised product of their choice in the hand of their friends 35.56 per cent of rural children of elementary educated parents feel sad as they cannot buy the product because of financial constraints. It is crucial to mention that majority of the children of graduate and post graduate parents do not react on such situation. Some children of both urban and rural areas have a strong desire to have the product and therefore become obstinate for buying it.

Table 4.3.18 Children share content advertisement with person of preference

Category	Parental education	Parents	Friends	Siblings	Neighbours	No one	Total
Urban	Post graduate	43.33(26)	33.34(20)	13.33(08)	0(0)	10(06)	100(60)
	Graduate	40.17(47)	32.47(38)	17.10(20)	0.86(01)	9.40(11)	100(117)
	Intermediary education	28.57(18)	46.03(29)	9.52(06)	1.59(01)	14.29(09)	100(63)
	Elementary education	20(01)	40(02)	20(01)	0(0)	20(01)	100(05)
Rural	Post graduate	50(14)	35.71(10)	7.15(02)	3.57(01)	3.57(01)	100(28)
	Graduate	28(28)	42(42)	7(07)	0(0)	23(23)	100(100)
	Intermediary education	17.08(14)	51.22(42)	6.09(05)	0(0)	25.61(21)	100(82)
	Elementary education	6.67(03)	33.33(15)	6.67(03)	0(0)	53.33(24)	100(45)
Grand Total							500

Post graduate parents of both urban as well rural areas discuss the content of ads with their children. But more children of intermediary educated and elementary educated parents share the content of ads with their friends. Only 6.67 per cent of rural children of elementary educated parents participate in the discussion and 53.33 per cent do not discuss the content of ads with anyone.

Table 4.2.19 Persons involved in making the children more aware and make them understand the functions of advertisement

Category	Parental education	Parents	Friends	Siblings	Neighbours	No one	Total
Urban	Post graduate	91.66(55)	0(0)	0(0)	0(0)	8.34(05)	100(60)
	Graduate	70.94(83)	4.28(05)	1.70(02)	0(0)	23.08(27)	100(117)
	Intermediary education	58.73(37)	4.76(03)	3.18(02)	0(0)	33.33(21)	100(63)
	Elementary education	40(20)	20(01)	0(0)	0(0)	40(02)	100(05)
Total(urban)							245
Rural	Post graduate	92.85(26)	0(0)	0(0)	0(0)	7.15(02)	100(28)
	Graduate	61(61)	3(03)	0(0)	0(0)	36(36)	100(100)
	Intermediary education	47.57(39)	0(0)	0(0)	0(0)	52.43(43)	100(82)
	Elementary education	15.56(07)	2.22(01)	0(0)	0(0)	82.22(37)	100(45)
Total(rural)							255
Grand Total							500

It is seen that 91.65 per cent of urban post graduate parents and 92.85 per cent of rural post graduate parents help the child to understand the function and meaning of advertisements. It is seen that parental involvement decreases with the decline in the level of parental education. And 15.56 per cent of children of elementary educated parents are counseled by their parents and 82.22 per cent of them do not participate in any discussion with anyone.

Table 4.3.20 Gratification achieved after buying the advertised product

Category	Parental education	Possessiveness	Mental satisfaction	Status consciousness	Competitiveness possessiveness	Utility satisfaction	Total
Urban	Post graduate	16.66(10)	33.34(20)	15(09)	11.67(07)	23.33(14)	100(60)
	Graduate	17.10(20)	35.90(42)	12.82(15)	16.23(19)	17.95(21)	100(117)
	Intermediary education	22.22(14)	58.73(37)	1.59(01)	7.94(05)	9.52(06)	100(63)
	Elementary education	40(20)	40(20)	0(0)	20(01)	0(0)	100(05)
Total (urban)							245
Rural	Post graduate	28.58(08)	53.57(15)	7.14(02)	0(0)	10.71(03)	100(28)
	Graduate	25(25)	42(42)	03(03)	14(14)	16(16)	100(100)
	Intermediary education	28.05(23)	52.44(43)	2.43(02)	8.54(07)	8.54(07)	100(82)
	Elementary education	26.66(12)	44.44(20)	2.22(01)	20(09)	6.68(03)	100(45)
Total (rural)							255
Grand Total							500

Majority of the children of intermediary educated parents of both urban and rural children buy a product for mental satisfaction which is found higher among in rural children. Both urban and rural children are possessive about what they buy. Urban children of post graduate and graduate parents are more conscious about their status as they buy because of status consciousness. A sense of competitiveness is seen among children of urban graduate and post graduate children when it is concerned about buying an advertised product.

Table 4.3.21 Perception of parents regarding the function of advertisements

Category	Parental education	Ads entertain	Create awareness about the product	Try to implement healthy habits	Have adverse impact	Generate a sense of responsibility	Total
Urban	Post graduate	23.34(14)	28.33(17)	18.33(11)	20(12)	10(06)	100(60)
	Graduate	30.77(36)	34.19(40)	19.65(23)	9.40(11)	5.99(07)	100(117)
	Intermediary education	30.16(19)	41.27(26)	14.29(09)	6.34(04)	7.94(05)	100(63)
	Elementary education	20(01)	60(03)	0(0)	20(01)	0(0)	100(05)
Rural	Post graduate	35.71(10)	32.15(09)	21.42(06)	7.15(02)	3.57(01)	100(28)
	Graduate	37(37)	26(26)	24(24)	7(07)	6(06)	100(100)
	Intermediary education	34.15(28)	29.27(24)	21.96(18)	13.41(11)	1.21(01)	100(82)
	Elementary education	51.11(23)	42.22(19)	0(0)	6.67(03)	0(0)	100(45)
Grand Total							500

Most of the urban children having elementary educated parents find that ads entertain them. On the other hand urban parents find ads to be a medium of creating awareness among children. A few urban and rural children find that some commercials implement healthy habits in the child. Children of urban post graduate parents also opine that ads have adverse impact on them.

Table 4.3.22 Engagement of children in various activities besides watching television

Category	Parental education	Devote maximum time in studies	Spend time with family and friends	Extracurricular activities	Sports	Computer games	Total
Urban	Post graduate	20(12)	18.33(11)	40(24)	11.67(07)	10(06)	100(60)
	Graduate	20.52(24)	18.80(22)	29.91(35)	19.65(23)	11.12(13)	100(117)
	Intermediary education	28.58(18)	31.74(20)	14.28(09)	20.63(13)	4.77(03)	100(63)
	Elementary education	40(02)	0(0)	0(0)	60(03)	0(0)	100(05)
Total(urban)							245
Rural	Post graduate	25(07)	21.42(06)	17.86(05)	28.58(08)	7.14(02)	100(28)
	Graduate	30(30)	29(29)	16(16)	20(20)	5(05)	100(100)
	Intermediary education	37.82(31)	24.39(20)	4.87(04)	32.92(27)	0(0)	100(82)
	Elementary education	28.90(13)	24.44(11)	0(0)	44.44(20)	2.22(01)	100(45)
Total(rural)							255
Grand Total							500

Majority of the children of urban post graduate parents are engaged in extracurricular activities other than watching television. Rural children are more involved in sports on the other hand number of urban children of graduate and post-graduate parents are involved in playing computer games. Most of the rural children wish to spend time with their family which is higher than the urban part. Children of both urban and rural areas having different background of parental education devote maximum time in their studies.

Table 4.3.23 Understanding capability of urban children regarding the advertisements on conservation of resources

Category	Parental education	Make children aware	Help to implement the message in real life	Difficult for them to understand	Least interesting	Do not implement	Total
Urban	Post graduate	33.34(20)	20(12)	28.33(17)	15(09)	3.33(02)	100(60)
	Graduate	38.47(45)	15.39(18)	28.20(33)	9.40(11)	8.54(10)	100(117)
	Intermediary education	36.50(23)	14.28(09)	38.10(24)	3.18(02)	7.94(05)	100(63)
	Elementary education	40(02)	0(0)	20(01)	20(01)	20(01)	100(05)
Total(urban)							
Rural	Post graduate	28.58(08)	10.71(03)	35.71(10)	14.29(04)	10.71(03)	100(28)
	Graduate	31(31)	21(21)	36(36)	6(06)	6(06)	100(100)
	Intermediary education	26.82(22)	34.15(28)	35.37(29)	3.66(03)	0(0)	100(82)
	Elementary education	22.22(10)	6.67(03)	60(27)	6.67(03)	4.44(02)	100(45)
Total(rural)							255
Grand Total							500

The study shows that 33.34 per cent of the urban children having post graduate parents feel that such ads on protection of environment and wild life make them aware, 20 per cent of children feel that such ads help to implement the message in their lives, 28.33 per cent of them finds it difficult to understand. And 38.47 per cent of children having graduate parents feel that such ads make them aware, 15.39 per cent of children feel that such ads help to implement the message in their lives, 28.20 per cent of them find it difficult to understand. 36.50 per cent of children who have intermediary educated parents opine that that such ads make them aware, 14.28 per

cent of children feel that such ads help to implement the message in their lives, 38.10 per cent of them finds it difficult to understand. 40 per cent of the urban children who have elementary educated parents opine that that such ads make them aware, for 20 per cent of them the ad is difficult to understand and 20 per cent of the children can understand the ad but never implement it in their lives. And 28.58 per cent of the rural children having post graduate parents feel that such ads make them aware; 10.71 per cent of children feel that such ads help to implement the message in their lives, 35.71 per cent of them find it difficult to understand, and 14.29 per cent of them feel that they are least interesting. 31 per cent of children having graduate parents feel that such ads make them aware, 21 per cent of children feel that such ads help to implement the message in their lives, 36 per cent of them find it difficult to understand. And 26.82 per cent of children who have intermediary educated parents opine that that such ads make them aware, 34.15 per cent of children feel that such ads help to implement the message in their lives, 35.37 per cent of them finds it difficult to understand. Around 22.22 per cent of the rural children who have elementary educated parents opine that that such ads make them aware, 60 per cent of them finds it difficult to understand, 6.67 per cent of children feel that such ads help to implement the message in their lives, 6.67 per cent of the children find it to be least interesting, and 4.44 per cent of the children understand the advertisement but do not implement it.

Table 4.3.24 Understanding ability of children regarding the ads on protection of environment and wildlife

Category	Parental education	Make children aware	Generate a sense of responsibility	Difficult to understand	Least interesting	Do not implement	Total
Urban	Post graduate	31.67(19)	16.67(10)	38.33(23)	10(06)	3.33(02)	100(60)
	Graduate	26.50(31)	23.08(27)	29.06(34)	14.53(17)	6.83(08)	100(117)
	Intermediary education	30.16(19)	20.66(13)	36.50(23)	6.34(04)	6.34(04)	100(63)
	Elementary education	40(02)	0(0)	20(01)	20(01)	20(01)	100(05)
Total (urban)							245
Rural	Post graduate	28.58(08)	17.86(05)	32.14(09)	10.71(03)	10.71(03)	100(28)
	Graduate	42(42)	21(21)	25(25)	6(06)	6(06)	100(100)
	Intermediary education	28.05(23)	31.70(26)	35.37(29)	4.88(04)	0(0)	100(82)
	Elementary education	24.45(11)	11.11(05)	55.56(25)	4.44(02)	4.44(02)	100(45)
Total (rural)							255
Grand Total							500

It is seen that 31.67 per cent of the urban children having post graduate parents feel that such ads on protection of environment and wild life make them aware, 16.67 per cent of children feel that such ads generate a sense of responsibility in them, 38.33 per cent of them finds it difficult to understand. And 26.50 per cent of children having graduate parents feel that such ads make them aware, 23.08 per cent of children feel that such ads generate a sense of responsibility in them, 29.06 per cent of them find it difficult to understand. 30.16 per cent of children who have intermediary educated parents opine that that such ads make them aware, 20.66 per cent of children feel that

such ads generate a sense of responsibility in them, 36.50 per cent of them finds it difficult to understand. 40 per cent of the urban children who have elementary educated parents opine that that such ads make them aware, for 20 per cent of them the ad is difficult to understand and 20 per cent of the children can understand the ad but never implement it in their lives.

28.58 per cent of the rural children having post graduate parents feel that such non commercials make them aware, 17.86 per cent of children feel that such ads generate a sense of responsibility in them, 32.14 per cent of them finds it difficult to understand, 14.29 per cent of them feel that such ads are least interesting. 42 per cent of children having graduate parents feel that such ads make them aware, 21 per cent of children feel that such non commercials generate a sense of responsibility in them, 25 per cent of them finds it difficult to understand. And 28.05 per cent of children who have intermediary educated parents opine that that such ads make them aware, 31.70 per cent of children feel that such ads generate a sense of responsibility in them, 35.37 per cent of them finds it difficult to understand. 24.45 per cent of the rural children who have elementary educated parents opine that that such ads make them aware, 55.56 per cent of them finds it difficult to understand. And 11.11 per cent of children feel that such ads generate a sense of responsibility in them, 4.44 per cent of the children find it to be least interesting, and 4.44 per cent of the children understand the ad but do not implement it.

Table 4.3.25 Understanding capability of urban children regarding the ads on nationalism

Category	Parental education	Make children aware	Generate a sense of responsibility	Difficult for them to understand	Least interesting	Do not implement	Total
Urban	Post graduate	31.67(19)	18.33(11)	40(24)	3.33(02)	6.67(04)	100(60)
	Graduate	24.79(29)	23.93(28)	37.60(44)	10.26(12)	3.42(04)	100(117)
	Intermediary education	30.15(19)	22.22(14)	41.27(26)	3.18(02)	3.18(02)	100(63)
	Elementary education	40(02)	0(0)	20(01)	20(01)	20(01)	100(05)
Total(urban)							245
Rural	Post graduate	35.71(10)	10.71(03)	32.14(09)	14.29(04)	7.15(02)	100(28)
	Graduate	31(31)	30(30)	29(29)	7(07)	03(03)	100(100)
	Intermediary education	39.02(32)	18.30(15)	37.80(31)	2.44(02)	2.44(02)	100(82)
	Elementary education	33.33(15)	4.44(02)	57.79(26)	4.44(02)	0(0)	100(45)
Total(rural)							255
Grand Total							500

The study shows that 31.67 per cent of the urban children having post graduate parents feel that such public service advertisements make them aware, 18.33 per cent of children feel that such ads generate a sense of responsibility in them, 40 per cent of them finds it difficult to understand. 24.79 per cent of children having graduate parents feel that such ads make them aware, 23.93 per cent of children feel that such ads generate a sense of responsibility in them, 37.60 per cent of them finds it difficult to understand. And 30.15 per cent of children who have intermediary educated parents opine that that such ads make them aware, 22.22 per cent of children feel that such ads generate a sense of responsibility in them, 41.27 per cent of them finds it difficult to understand. And 35.71 per cent of the urban children who have elementary

educated parents opine that that such ads make them aware, 10.71 per cent of children feel that such ads generate a sense of responsibility in them and 20 per cent of the children can understand the ad but never implement it in their lives.

On the other hand 35.71 per cent of the rural children having post graduate parents feel that such advertisements make them aware, 10.71 per cent of children feel that such ads generate a sense of responsibility in them, 32.14 per cent of them finds it difficult to understand, 14.29 per cent of them feel that such ads are least interesting. 31 per cent of children having graduate parents feel that such ads make them aware, 30 per cent of children feel that such ads generate a sense of responsibility in them, 37.80 per cent of them finds it difficult to understand. 39.02 per cent of children who have intermediary educated parents opine that that such ads make them aware, 18.30 per cent of children feel that such ads generate a sense of responsibility in them, 37.80 per cent of them finds it difficult to understand. 33.33 per cent of the rural children who have elementary educated parents opine that that such ads make them aware, 57.79 per cent of them finds it difficult to understand. And 4.44 per cent of children feel that such ads generate a sense of responsibility in them and 4.44 per cent of the children find it to be least interesting.

Table 4.3.26 Understanding capability of urban children regarding the non-commercials on health and hygiene

Category	Parental education	Make children aware	Implement healthy habits	Difficult for them to understand	Least interesting	Do not implement	Total
Urban	Post graduate	23.33(14)	45(27)	20(12)	6.67(04)	5(03)	100(60)
	Graduate	31.62(37)	26.50(31)	29.06(34)	8.54(10)	4.28(05)	100(117)
	Intermediary education	41.27(26)	17.47(11)	30.15(19)	1.59(01)	9.52(06)	100(63)
	Elementary education	40(02)	20(01)	0(0)	0(0)	40(02)	100(05)
Total (urban)							245
Rural	Post graduate	42.86(12)	25(07)	21.42(06)	3.57(01)	7.15(02)	100(28)
	Graduate	47(47)	27(27)	21(21)	4(04)	3(03)	100(100)
	Intermediary education	60.98(50)	10.98(09)	23.17(19)	3.66(03)	1.21(01)	100(82)
	Elementary education	42.23(19)	8.89(04)	44.44(20)	4.44(02)	0(0)	100(45)
Total (rural)							255
Grand Total							500

It is seen that 23.33 per cent of the urban children having post graduate parents feel that such ads make them aware, 45 per cent of the children think that such ads implement healthy habits in them, 20 per cent of them finds it difficult to understand. And 31.62 per cent of children having graduate parents feel that such ads make them aware, 26.50 per cent of them think that such ads implement healthy habits in them, 29.06 per cent of them find it difficult to understand. 41.27 per cent of children who have intermediary educated parents opine that that such ads make them aware, 17.41 per cent of them think that such ads implement healthy habits in them, 30.15 per cent of them finds it difficult to understand. 40 per cent of the urban children who have elementary educated parents opine that that such ads make them aware, 20 per cent of the children think that such ads implement healthy habits in them and 40 per cent of the children can understand the ad but never implement it in their lives.

On the other hand 42.86 per cent of the rural children having post graduate parents feel that such ads make them aware, 25 per cent of the children think that such ads implement healthy habits in them, 21.42 per cent of them finds it difficult to understand. 47 per cent of children having graduate parents feel that such ads make them aware, 27 per cent of them think that such ads implement healthy habits in them, 21 per cent of them finds it difficult to understand. And 60.98 per cent of children who have intermediary educated parents opine that that such ads make them aware, 10.98 per cent of them think that such ads implement healthy habits in them, 23.17 per cent of them finds it difficult to understand; 42.23 per cent of the rural children who have elementary educated parents opine that that such ads make them aware, 8.99 per cent of the children think that such ads implement healthy habits in them and 44.44 per cent of the children find it difficult to understand.

Table 4.3.27 Understanding capability of children regarding the ads on educating the nation

Category	Parental education	Do not understand the ad	Least interesting	Make them aware	Do not implement the message	Inspired other children to go to school	Total
Urban	Post graduate	55(33)	11.67(07)	26.67(16)	1.66(01)	5(03)	100(60)
	Graduate	57.28(67)	18.80(22)	15.38(18)	3.42(04)	5.12(06)	100(117)
	Intermediary education	53.98(34)	19.04(12)	23.80(15)	3.18(02)	0(0)	100(63)
	Elementary education	60(03)	40(02)	0(0)	0(0)	0(0)	100(05)
Total(urban)							245
Rural	Post graduate	71.43(20)	17.86(05)	10.71(03)	0(0)	0(0)	100(28)
	Graduate	62(62)	10(10)	18(18)	07(07)	03(03)	100(100)
	Intermediary education	69.51(57)	10.98(09)	19.51(16)	0(0)	0(0)	100(82)
	Elementary education	88.90(40)	4.44(02)	4.44(02)	0(0)	2.22(01)	100(45)
Total(rural)							255
Grand Total							500

It is found that 55 per cent of the urban children having post graduate parents do not understand the ads on educating the nation, 26.67 per cent feel that such ads make them aware. 57.28 per cent of children of graduate parents feel that they do not understand the advertisement, 15.38 per cent feel that such ads make them aware. And 53.98 per cent of the urban children having parents of intermediary education do not understand the ad and 23.80 per cent opine that such ads make them aware. 60 per cent of the urban children having elementary educated parents do not understand the ad, 40 per cent find the advertisement least interesting.

On the other hand 71.43 per cent of the rural children having post graduate parents do not understand the ads on educating the nation, 10.71 per cent feel that such ads make them aware and 17.86 per cent find such ads least interesting. 62 per cent of children of graduate parents feel that they do not understand the advisement, 18 per cent feel that such ads make them aware and 17.86 per cent find such ads least interesting. And 69.51 per cent of the children having parents of intermediary education do not understand the ad and 19.51 per cent opine that such ads make them aware. 88.90 per cent of the rural children having elementary educated parents do not understand the ad, 4.44 per cent find the advertisement least interesting.

Table 4.3.28 Understanding capability of children regarding the advertisements on blood donation

Category	Parental education	Do not understand the ad	Least interesting	Felt that people should donate blood	The child want to donate blood	Will inspire parents to donate blood	Total
Urban	Post graduate	55(33)	10(06)	18.33(11)	13.34(08)	3.33(02)	100(60)
	Graduate	49.57(58)	19.65(23)	13.68(16)	14.53(17)	2.57(03)	100(117)
	Intermediary education	46.03(29)	14.28(09)	26.99(17)	11.11(07)	1.59(01)	100(63)
	Elementary education	20(01)	60(01)	20(01)	0(0)	0(0)	100(05)
Total(urban)							245
Rural	Post graduate	42.85(12)	17.86(05)	28.58(08)	7.14(02)	3.57(01)	100(28)
	Graduate	36(36)	13(13)	23(23)	18(18)	10(10)	100(100)
	Intermediary education	35.38(29)	9.75(08)	32.92(27)	13.41(11)	8.54(07)	100(82)
	Elementary education	62.22(28)	2.22(01)	26.66(12)	6.68(03)	2.55(01)	100(45)
Total(rural)							255
Grand Total							500

55 per cent of the urban children having post graduate parents do not understand the ads on blood donation, 10 per cent find the advertisement least interesting, 18.33 per cent of children felt people should donate blood, 13.34 per cent want to donate blood in future, 3.33 per cent inspired their parents to donate blood. Around 49.57 per cent of the urban children having graduate parents do not understand the ads on blood donation, 19.26 per cent find the advertisement least interesting, 13.68 per cent of children felt people should donate blood, 14.53 per cent want to donate blood in

future, 2.57 per cent inspired their parents to donate blood. And 14.28 per cent of the urban children having parents of intermediary education do not understand the ads on blood donation, 14.28 per cent find the advertisement least interesting, 26.99 per cent of children felt people should donate blood. 20 per cent of the urban children having elementary educated parents do not understand the ads on blood donation, 60 per cent find the advertisement least interesting, 20 per cent of children felt people should donate blood, 13.34 per cent want to donate blood in future, 3.33 per cent will inspire their parents to donate blood.

On the rural part 42.85 per cent of the rural children having post graduate parents do not understand the ads on blood donation, 17.86 per cent find the advertisement least interesting, 28.58 per cent of children felt people should donate blood. 36 per cent of the rural children having graduate parents do not understand the ads on blood donation, 13 per cent find the advertisement least interesting, 23 per cent of children felt people should donate blood. 35.38 per cent of the rural children having parents of intermediary education do not understand the ads on blood donation, 9.75 per cent find the advertisement least interesting, 32.92 per cent of children felt people should donate blood. 62.22 per cent of the rural children having elementary educated parents do not understand the ads on blood donation, 2.22 per cent find the advertisement least interesting, 26.66 per cent of children felt people should donate blood, 6.68 per cent want to donate blood in future.