

## **CHAPTER – VII**

### **CONCLUSIONS AND SUGGESTIONS**

Children today, in the new era, play an important role in consumer environment. A growing potential was developed during the 1990s that children had enormous market potential. They may be shorter than the average consumer, but they have lots of money to spend and just as many ideas on how to spend it. *Kids are big business.*

Young children influence family purchase decision as they acquire the basic communication skills needed to interact with other family members. As the child grows old they develop more sophisticated buying skills and abilities. They become aware of different socialization agents that convey norms, attitudes, motivations and behaviour to the learner. Much evidence shows that parents, peers, mass-media, stores, schools, brands and product themselves and their packages are all sources of information namely socialization agents. No other socializing agent attract more attention than mass media in developing children consumer socialization. Children learn basic issues related to consumption from messages addressed to them by marketing experts through mass media. Among mass media the most frequent used means is television advertising for enterprises whose target group is children. The basic role of television advertisements is to provide consumers with sufficient and true information about products and services, reach people who cannot be reached by the salesperson, and educate the consumer.

Advertisements are an enterprise's most efficient and effective promotion tools, especially when the target group is children. It is possible to describe advertisements generally as impersonal presentation of goods, services or ideas to promote and familiarize masses with them in return for a certain amount of money. It is well-known that television advertisements help children gain information on brands, stores, and products and affect their consumption behaviors. As a matter of fact, all the questions regarding the concept of advertisement arouse television advertisements in the minds of most-children.

Advertising is the best and the most convenient route to reach the children's mind. Many ads broadcast on television are master pieces. They are the creations of brilliant minds and wonderfully talented people who have but one mission in life: to persuade us to buy, buy and buy. All consumption messages get across well especially to children. Advertisements featuring products like snacks, toys, confectionaries, cookies, and fast food are specifically targeted at children in order to motivate them to try new brands more and more. It is well-known that television advertisements help children gain information on brands, stores, and products and affect their consumption behaviors. A strong correlation has been observed between children and television advertisements, which are full of fascination and excitement. Children deserve special attention as of all the television audience, they are most likely to accept the ideas television advertising promotes.

Based on these above mentioned facts the comparative study (rural vs urban) had been designed to investigate in India the role of television commercials on children family purchase decisions and the findings of the study can be used by the marketers', parents' and advertiers' for taking practical decision.

## **7.1 SALIENT FINDINGS OF THE STUDY**

Household ownership for all broadcast and print media items was examined among children of both domiciles. In case of Broadcast media the possession of television (97.7 percent), television with cable connections (83.54 percent) and computers (64.8 percent) was found highest and personal mobile phones (16.9 percent) were reported to be the lowest among children from both the locations. Urban subjects showed higher possession of all broadcast media items. The largest gap for media exposure was reported for cable connections ( $p=.000$ ), radio ( $p=.003$ ), internet (.000) and computer (.003). In case of household ownership of print media, the urban subjects showed higher possession for newspapers and magazines as compared to their rural counterparts. The difference was found significant statistically for possession of both print media items ( $p=.000$ ). *The results indicated that for all broadcast media and print media items urban children showed higher household possession as compared to their rural counterparts.*

- Gender difference showed that male respondents owned higher possession of almost all broadcast and print media items except in case of television with cable connection, where the female respondents showed higher possession. Significant

gap in regard to household possession of media items was observed in computer ( $p=.000$ ), internet ( $p=.000$ ) and personal possession of mobile phones ( $p=.000$ ).

- Age wise analysis of the data related to household ownership revealed that television and cable connections dominate the media ownership among children in all the three age groups. The ownership of both of these media items was reported highest among children in the youngest age group i.e. 8-10 years. However, no significant difference was found indicating that ownership of these media items was independent of age. The ownership of other broadcast and print media items increases with age. Significant differences were observed in case of ownership of radio ( $p=.002$ ), computer (.006), PC with internet (.002), mobile phones (.036) newspapers (.000) and magazines (.004) where possession was reported highest among the children in oldest age group i.e. 12-14 years.
- Average frequency of using various media was measured on five point scale (1=never to 5=daily) and results indicated that frequency of watching television, internet, computer and reading newspaper/magazines was significantly higher among urban children as compared to rural children. Significant differences were found in usage of television ( $p=.008$ ), computer ( $p=.049$ ) internet ( $p=.001$ ) and newspaper/magazines ( $p=.040$ ). However, there was no significant difference in the usage of radio/FM and mobile phones among rural and urban children i.e. p-value 0.311 and 0.223 respectively.
- Gender differences as per frequency of media usage revealed that male children dominated usage of all broadcast media items, on the contrary female children reported higher frequency with regard to usage of print media items i.e. newspaper/magazines. The difference was found significant with regard to usage of computer ( $p=.039$ ), internet ( $p=.000$ ), mobile phones ( $p=.000$ ) and reading newspaper/magazines ( $p=.001$ ).
- As far as age differences were concerned, television usage dominated among the children of all age-groups. The results indicated that television usage was independent of age. The usage of all media items was reported higher by children in the oldest age group i.e. 12-14 years. Significant differences were found in case of usage of computers ( $p=.022$ ), internet ( $p=.000$ ), mobile phones ( $p=.008$ ) and reading newspaper/magazines.

- Time spent on different media and playing was computed separately for weekdays and weekends on five point likert scale ranging from '*less than one hour*' to '*more than 3 hours*'. The results indicated that time spent on weekdays on playing was significantly higher among rural children as compared to the urban children (1.89 vs. 1.66; p=.009). On the contrary the time spent on watching television (p=.008), computers (p=.008) and internet (p=.008) was significantly reported higher by urban children as compared to their rural counterparts. No significant difference was found between rural and urban children during weekdays with regard to time spent on operating mobile phone, listening radio/FM and reading magazines & newspapers. *Similar trends were seen in case of time spend by children on weekends.*
- Average time spent on weekdays on playing was significantly higher among male children as compared to the female children (1.88 vs. 1.65 hours; p=0.000). Similarly for majority of broadcast media items, male children reported to spend more time as compared to female children i.e. watching television (p=.000), using computers (p=.009), internet (p=.000) and mobile phones (p=.000). Female subjects were found significantly spending more time on print media items i.e. newspapers and magazines (1.00 vs. 0.78; p=.000). Similiar trend of gender differences were found among male and female children on weekends.
- Average mean hours spent by children on playing and watching television on weekday's decreased with age. Time spent on other media activities increased with age as mean hours spent on media activites were reported highest by the children in the oldest age group .i.e 12-14 years. Statistically significant difference was obsereveed in time spent on weekdays in using computer (p=0.022), internet (0.010), mobile phone (p=.001) and reading newspapers & magazines (p=0.029) which increased significantly with age. Similar trend was found in time spent by children on weekends on computers, internet, mobile phones and newspaper and magazines.
- With respect to media usage by children for different activites, television was most popular media for almost all the activities while it was least preferred media for taking help in homework and searching current information. Nearly 94.4 percent used television for entertainment and relaxation, 89.4 percent for watching cartoon, 77.7 percent used this for searching information related to

sports, 71.9 percent preferred for listening music on this media, 52.7 percent used for information of current events and least preference was given to this media for taking help in homework i.e. 9.6 percent.

- Children from both the group reported that television advertisements emerged as the most preferential source of information for them with regard to personal consumable items, personal durable items, and family electronics. Rural respondents also showed reliance upon stores, parents and friends for getting new product information. On the contrary, urban respondents too reported stores, friends, parents and internet as their main source of information. The proportion of result indicated that urban children relied more on commercial sources for getting majority of product information as compared to their rural counterparts. Overall, rural children relied more on television advertisements for new product information as compared to their urban counterparts. Significant difference in children selection of television advertisements as main source of information was reported in case of personal durable goods ( $p=.000$ ), family toiletries ( $p=.000$ ), family electronics ( $p=.040$ ) and family automobiles ( $p=.006$ ). The difference was also found significant in case of reliance upon internet with regard to information about electronics ( $p=.007$ ), automobilies ( $p=.008$ ) and getting information about vacations, malls ( $p=.049$ ) where urban children showed dominance in respect to this information source.
- With regard to parents' perception of children sources of new product information, rural parents reported television advertisements as main source of information for their children for personal consumable products, toiletries items, electronics, automobiles and stores for personal durable products. On the other hand, urban parents reported that their children too rely heavily on television advertisements for product information along with friends, stores and internet.
- As far as children likeability of advertisements of various product categories, mean score of likeability indicated that children from both the group had higher likeability for advertisements concerning food and beverages, books and stationery items, IT and telecom ads, automobiles ads, family durables and ads relating to beauty and grooming products. For advertisements relating to personal hygiene products, household products, family durables, agrochemicals, IT and telecom and books and stationery higher likeability score was reported by rural

children as compared to their urban counterparts. Statistically significant difference was reported in likeability score with regard to advertisements of household products ( $p=.009$ ), food and beverages ads ( $p=0.045$ ) family durables ( $p=.009$ ) and agrochemicals ads ( $p=.009$ ) among children of both domicile.

- The significantly positive regression coefficient of beauty and grooming (0.7857), personal hygiene (1.0137), food and beverages (1.0387), family electronics (0.5213), automobiles & related goods (0.8134), IT & telecom (0.7422) and books & stationery (0.9857) indicated that likeability of advertisements of these product categories has significant impact on inducing the children influence on family interactions and family purchases.
- To evaluate the honesty of products advertised, mean score of rural children showed highest level of agreement to the statement that '*famous personalities will always advocate good products*' (2.89); followed by the statement that '*they believe in honesty of those advertised products that are used in their house*' (2.61); and '*parents are the best judge of the product advertised*' (2.57)' indicating that presence of socially responsible persons, presence of product in the house and acceptance of the parents of the product are the basis of creating a product belief in rural children. Urban respondents reported highest level of agreement to the statements that '*famous personalities will advocate good products*' (2.78); followed by '*famous companies advertised good products*' (2.63)'; and '*Product with good advertisements are good products*' (2.59). Overall, the rural respondent score indicated that in order to judge the truthfulness of advertised product they rely more on parents, socially responsible persons, and famous personalities. However, contrarily urban children have more trust in the advertised product if it is advertised by famous companies, and advertisement itself is good enough to describe product features.
- The results showed that television advertisements played a significant role in influencing the children's purchase request. A significant number (91.25 percent) of the rural children reported that their purchase request got influenced by TV ads, out of those (15 percent) agreed that they were 'all the time' influenced, while (8.75 percent) reported that their purchase request is 'sometimes' influenced by television advertisements. In case of urban respondents also a large majority of respondents (84.59 percent) reported that their purchase request is

influenced by television ads, out of which only (29.17 percent) reported all the time and more than (70.84 percent) reported most of time or sometimes. Statistically the difference was found significant ( $p=.046$ ) indicating that urban children purchase request are more influenced by TV ads as compared to their rural counterparts.

- Slightly more than was of total parents (54.17 percent) reported that their children made request most of time for the purchase of products advertised on TV. This proportion came to be 47.92 percent and 60.42 percent in rural and urban parents respectively. Significant variation was found in rural parents and children responses regarding influence of television advertisements on children purchase request ( $p=.000$ ), where mean score of influence of television advertisements on children purchases was reported higher by children as compared to parents.
- With respect to financial independence of children, (85 percent) of rural children reported that they received the pocket money and 94.58 percent urban respondent reported to receive it. As much as 431 respondents (89.79 percent) of total children reported to receive the same.
- Significant number of rural children (62.08 percent) reported that their personal purchase is highly influenced by television advertisements. In case of urban respondents, 181 respondents (75.42 percent) stated that their personal purchases are highly influenced by television advertisements. This may be due to the fact that in urban areas children have more disposable income can afford more things and more branded items, and therefore got more influenced by television commercials as compared to their rural counterparts.
- In case of rural children, 18.75 percent of rural children reported that they are fully independent and 23.75 percent stated they are independent to large extent to make such purchase decisions. In case of urban children 12.92 percent of children reported that they are fully independent to make such decisions and 34.17 percent of respondents stated that they are independent to large extent.
- The result regarding children influence on family purchase decisions on various product categories reported that children from both the groups have higher influence on products that were directly relevant to them and directly used by them than on product categories that relate to family in general. It was found that children tended to have more influence in the purchasing of less expensive

products and for their own use. For purchase of these products in the families they either act as buyer or decider to the parents. However urban children have stronger influence on personal consumable items ( $p=.006$ ) and personal durable items ( $p=.006$ ) than their rural counterparts. For purchase of some items falling in the category of electronics and automobiles they act as information gatherer like purchase decision with regard to mobile phones, motorcycle and car.

- Parents too perceive their children to have greater purchase influence on children related products and it was worth noting that in most family durable products, parents from both groups do not perceive children to exert a high amount of active influence in the decision making. One of the reasons for children less involvement in such decisions is due to fact that parents have greater financial investments in most durable purchases. The parents from both the groups reported that only in case of purchase of mobile phones, video players, computers, motor cycles and cars, joint decision are taken and children play an active role of information gatherer in family decisions. Parents stated that for purchase of these products they believe that children have more knowledge and information due to use of PC's and internet at school and friends home. The study has added to the body of evidence supporting the notion of reverse socialization process (where parents' learn from children) stating that children are active influencers for these high -involvement purchases, and not merely for low-involvement convenience items for their own use. For the family purchase decisions of majority of product categories mean score of children influence was reported higher by urban parents' as compared to rural parents' and the differences in the mean score was found significant in case of family decisions relating to 'soft drinks', shoes and footwear, children clothing, toys and video games, magazines and comics, television, computers, bicycle, going for movie, restaurants, family vacations, visit to malls & supermarkets. Only in case of purchase of family toiletries the mean score of children influence was reported higher than by rural parents than urban parents and the difference was reported significant in case of shampoo, deo/perfumes, and cosmetics. However, the mean score of children influence in family decisions with regard to toiletries was reported very weak by parents' from both the groups. Overall, no significant difference was not reported in perception of parents both the groups in case of purchase of electronic goods.

- Karl Pearson's correlation coefficient (product moment) and Fisher's p-values were employed to test the strength of relationship and also the magnitude and direction of relationship. Positive relationship was found between children and parents perception of influence of children in family purchase decisions, however the strength of relationship differed. In case of rural sample children influence mean score was higher than their parents for all product categories. In case of purchase of family electronics ( $r=.149$ ,  $p=.043$ ) weak positive correlation was found indicated that parents to some extent agree to the children influence on this category. Strong positive correlation was reported in case of decision for activities related to other products like visit to mall, vacations etc, ( $r=.814$ ,  $p=.000$ ) indicating high positive correlation between both set of respondents. In case of urban sample almost perfect correlation was reported to the level of children influence on personal consumable products as ( $r=.893$ ,  $p=.000$ ) was very high and weak positive correlation was found in case of level of agreement in case of family decision with regard to automobiles ( $r=.392$ ,  $p=.001$ ). In case of family decision with regard to other products i.e. visit to movie, restaurants, family vacation strong positive correlation existed between parents and children perception of their influence on thses decisions ( $r=.834$ ,  $p=.000$ ). For majority of product categories weak correlation was reported indicating that children perceived themselves as exerting greater levels of influence than their parents perceived them to have. Highest level of influence was seen an family purchase decisions relating to child oriented family purchases such as spending of vacations, movies, visit to malls etc. High correlation indicated that for these family decisions children has high –invovlement in the family discussions and parents supported the notion that they are active influencers for these decisions.
- In case of rural parents only 0.42 percent told that their family budget was affected by more than 30 percent while this proportion in case of urban parents came to be 5.00 percent. The average index of effect worked at 10.40 percent in rural areas and 12.96 percent in urban areas. The effect on family budget was significantly higher in urban areas as compared to rural areas stating that urban parents feel more financial burden to meet children purchase request of advertised products ( $p=0.045$ ).

- As far as use of various tactics by children to influence their parents was concerned the findings showed that the common influence strategies used by children of both the groups were ‘requesting’; convincing their parents’s with good deeds; showing love and affection towards them, reasoning, and giving them examples from the peer group. Least influence tactics used were ‘shouting or showing anger, straight demanding, and convincing through elder influence’. Reasoning, making money deals were reported more used by urban children as compared to their rural counterparts. Pestering or requesting and showing anger or bullying their parents, was reported higher by rural children.
- Children were invited to discuss how their parents reacted to their purchase request for advertised products. Rural children stated that most frequent responses their parents’ used were ‘giving reasoning’ or saying ‘can’t afford’ telling them that the product is too expensive or suggesting them to buy the product from their own pocket money. This refusal tactics was used when parents might feel that advertised product was very expensive or they want to consider the purchase request in the future. The rural children responses indicated that a common reaction of their parents was not to accede to their purchase request for advertised product. Others frequent responses used by parents in rural areas were ‘setting price boundaries’, followed by ‘postpone of the purchases’ and ‘reward’ for good behaviour. The least preferred responses by rural parents were ‘bargaining’, ‘assenting the request’ and ‘negotiation’. Rural children recognized that their parents adapt procrastination as a parental tactic that sought to delay purchase until a occasion such as birthday or on till some festival.
- Urban children’s mean score indicated that their parents most popular response to their purchase request were ‘reward’ for good behaviour, followed by ‘setting of price and product boundaries’, ‘Give reasoning’, ‘negotiation’ “procrastination” and ‘ask opinion’ Many urban children indicated during the data collection that their parents would tend to acquise to a purchase request but that it would depend on the value of the product i.e. in case of request for a relatively inexpensive item such as confectionery might the request is accepted. On the other hand the children spoke of their parents having to take time to consider requests for expensive items such as toys or computer games Overall, the results indicated that urban parent’s assessing to their children purchase request for advertised

product more as compared to rural parents. Parents from both the groups were found to agree to purchase the product at a vague future point of time with a view to avoid an immediate decision. The children reported that their parents adapted an element of shrewdness and sophistication in terms of recognizing their parents' likely response to purchase requests (e.g. procrastination) and the reasoning for such a response (a parental expectation that the child will forget their request).

- Understanding of the denial by the children was reported higher by rural children as compared to urban children. The rural children showed higher responses with respect to accepting of the situation as compared to urban counterparts. The responses as per understanding of the situation and accepting it was very high among children of both the groups, therefore the result indicated that parent's refusal to children purchase request may not lead to chances of conflict in families. It can result in acceptance on the part of the child, and indeed an understanding as why parents elect to refuse a request.
- To assess the various promotional appeals present in television commercials aimed at children, Television commercials were recorded with the help of Airtel Box for composite two week in the month of Jan. - Feb., 2011 between 08:00 am to 10:00 am on Sunday and between 07:30 pm to 08:30 pm on weekdays. All programs telecasted on channels mainly relating to children channels were recorded.
- Number of appeals present in food & beverages were large and the least were present in case with toys & games. Emotional appeals like, fun & happiness, jingles & slogans, humor was present in almost every commercial forming the base of appeals in commercials. However, content was more in case of food & beverages for fun/ happiness (78.22 percent) & in stationery items for humor (91.82 percent) and jingles (83.33 percent). The content of appeals like premium/ contest and parental pleasing in commercials examined was not found to be adequate. The presence of health appeals in food & beverages was very less (5.56%), celebrity endorsement was more in case of commercials of beauty products (76.54%) and newness was also found more in case of these products (57.89%), fear appeals were more prominent in personal hygiene ads like

mouthwash, dandruff shampoo, deodorants and beauty products like belching cream, hair remover etc.

- With regard to likeability of various appeals, fun and happiness was the most liked appeal reported by rural children with a mean score of 4.43 followed by economy and saving (4.30) and music appeals (4.26). Least importance was given to premium tie in and product performance (3.55). The mean score indicated the rural children have shown higher importance for emotional appeals as compared to rational appeals. Only one rational appeals i.e. economy and saving was considered important by them. In case of urban subjects higher score was given to fun and happiness with mean score of 4.28 followed by economy and saving (4.05) and scenic beauty (3.92) and least importance mean score was given to celebrity endorsement (3.45). The mean score of importance was found higher among rural children for majority of appeals. Overall, the results suggested that both subjects consider rational appeals like product performance featuring product attributes and educative information less important. Emotional appeals were considered more important for purchase decisions.
- Male subjects reported fun and happiness (4.33) as most important emotional appeal for making purchase decision with the mean score 4.33 followed by economy and savings (4.30) and music appeals (4.08). Rational appeals like product performance and context and premium tie in were given almost equal weightage i.e. 3.53 and 3.54 respectively. Female subjects gave highest important to fun and happiness appeals with reported mean score of 4.37 followed by presence of scenic beauty (4.08), music appeals (4.06) and economy and savings (4.05).
- Fun & happiness was significantly important appeal considered by children of every age group considered. Moving towards individual age group, age group of 8-10 years feels that economy & savings (4.27) stood next to fun & happiness (4.41) in importance, followed by music (3.94), whereas, age group of 10-12 years too showed importance towards economy and savings (4.33) after fun & happiness (4.46) jointly followed by music (4.20) and scenic beauty (4.19), lastly, age group of 12-14 years found music for mood creation (4.06) important after fun & happiness (4.19) , after which economy & savings (4.02) .

- In case of purchase decisions and attention, the significantly positive regression coefficient of emotional appeal using catchy phrases and words in form of jingles and slogans came to be 0.176 and 0.203 with respective p-value of 0.006 and 0.040, emotional appeal depicting use of adventure/action and thrilling scenes (0.159, 0.146 with p-value 0.041, 0.010) and emotional appeal demonstrating fun and happiness to induce smiles and laughter in the ads (0.136, 0.114 with p-value 0.008, 0.021) revealed that the these 3 emotional appeals exerts positive impact on purchase and attention of children. In other words these appeals have significant impact on children purchase decisions and also lead to children paying higher attention towards television commercials.
- The regression coefficient of rational appeal using context/premium tie in ads was 0.114 in case of purchase and 0.098 in case of attention, significant at one (p=0.008) and 5 percent (p=0.040) respectively. This showed that the rational appeal using context/premium tie in the ads would lead towards increased level of purchase decisions and attention towards TV ads. Similarly, the regression coefficient of rational appeal depicting taste, health and nutrient claims in the product came to be 0.144 and 0.102 in case of purchase and attention with a significant level of 1percent (p=0.009) and 5 percent (p=0.040) respectively. This again revealed that an increase of one score in the rational appeal depicting taste, health and nutrient claim would lead to an increase of 0.044 and 0.052 scores in the purchase decisions and attention towards television commercials.
- The rational appeal demonstrating economy and savings in the purchase of product witnesses a significantly positive regression coefficient of 0.159 (p-value=0.047) in case of purchase decisions and 0.144 (p-value=0.003) in case of attention. This indicated that increase in the rational appeal demonstrating economy and savings in the commercials would have strong and positive influence on children purchase decision and would lead to their paying higher attention towardsTelevision commercials.
- Rural children pay highest level of attention to television commercials as compared to other media of advertising. The mean score of attention was reported highest in case of television advertisements (2.09) followed by attention paid to advertisements on vehicles (2.03) and newspapers advertisements (1.93). In case of urban subjects the children also reported highest attention paid to television

commercials (2.38), followed by commercials on vehicles (2.27) and newspaper commercials (1.99). The attention score indicating that out of all advertising media television commercials holds more of their attention. This may be due to its sound effect through which it is able to grab more of their attention. The mean score of attention was reported higher by urban children on all media of advertising as compared to their rural counterparts. However, significant difference was found in attention paid to TV commercials ( $p=.043$ ), advertisements on vehicles ( $p=.009$ ) and attention paid to billboard advertisements ( $p=.008$ ).

- Brand recall in case of rural subjects were reported to be highest in case of beauty and grooming products i.e. 84.20 percent followed by mobile and car product categories (60.60 percent) and least in case of food and beverages (59.30 percent). In case of urban subjects the mean score of brand recall was reported highest in case of beauty and grooming product category i.e. 96 percent followed by food and beverages (80.10 percent) and least in case of other category covering, mobile phones, cars and stationery items (79.60 percent). For all the product categories the mean score of brand recall of urban children was more in all the as compared to rural children.
- Brand recognition among rural and urban children and reveals that in case of rural subjects it was highest in case of advertisements of mobile phones, cars and stationery items i.e. 59.80 percent followed by beauty and personal hygiene products (57.00 percent) and least in case of food and beverages (54.40 percent). In case of urban respondents it was also reported highest in case of mobile phones, cars and stationery items (82.00 percent) followed by beauty and personal gromming products and least in case of food and beverages (72.10 percent).
- Rural children, mean score of brand recall was reported higher as compared to brand recognition in all three product categories and significant difference was found in case of beauty and grooming and food and beverages ads. Similarly, in case of urban children the mean score of brand recall was higher than brand recognition for beauty and grooming and food and beverages. Only in case of mobile phones, car and other products, brand recognition was reported higher but the difference was not found statistically significant.

- Female children reported higher mean score of brand recall in case of beauty and grooming (94.40 percent) followed by food and beverages (74.20 percent) . While in case of mobile phones, cars and stationery items it was higher among male children. Brand recognition mean score of female children was higher for beauty and grooming as compared to male children. In case of food and beverages female reported higher brand recognition than male counterparts. In case of mobile, car and stationery items male children showed higher brand recognition as compared to female children. In case of male and female children brand recall was reported higher than brand recognition in case of beauty and grooming, and food and beverages. On the contrary brand recognition was higher than brand recall for mobile phones, cars and stationery items among children of both the groups.
- There is an increase in children brand recall with age in all the three product categories. The mean score of brand recall indicates that there was a significant increase in the score from children in the age group 8-10 to children in the age group 10-12. Children in the age group 8-10 showed 79 percent of brand recall which increased to 95 percent in case of food and beverages, 51.30 percent to 78.40 percent in case of food and beverages and 58.60 percent to 73 percent in case of mobile, car and stationery items.
- As far as children attitude towards TV advertisements is concerned, among rural children the highest extent of agreement came to Statement-1, '*TV Ads are valuable source of information to me*' with mean score of 4.26 indicating that the rural children perceive that TV ads are valuable source of information for them, followed by Statement-15 '*I like catchy punch lines in TV ads*', Statement-10, '*I think TV ads are misleading as they only show good things about the product advertised*' with a mean score of 4.01.
- In case of Urban children the highest extend of agreement came with Statement-10, '*I think TV ads are misleading as they only show good things about the product advertised*' with a mean score of 4.21, followed by Statement-1, '*TV ads are valuable sources of information to me*' with a mean score of 4.15, Statement-9, '*TV ads provide information about new product launched in the market*' with a mean score of 4.05.

- Factor analysis indicated that six factors emerged in case of children responses from parameters measuring children attitude towards television advertisements in case of overall samples which were named as i.e. Persuasion, Product Information, Enjoyment, Credence, Irritative and Social role. In case of rural children responses five factors emerged which were named as, Persuasion, Enjoyment, Product Information, Credence and Irritative. Five factors emerged from urban children responses were named as, Product Information, Persuasion, Enjoyment, Irritative and Credence. The grouping of these factors under these name's indicated that rural children consider television commercials has the power of persuasion (24.58 percent) as well they are enjoying and entertaining (15.82 percent). On the other hand, urban children strongly believe that they are an important source of product information (18.95 percent) and also have the power of persuasion (14.23 percent). They strongly accepted that television commercials can instill a desire for a particular product and affects their both the actual and intended behaviour.
- As, per the parents perception of influence of television commercials on their children is concerened the resutls of univariate analysis indicated that rural parents range of agreement came to be highest on Statement -13, '*TV ads inform the children about different brands of the product*' with a mean score of 3.97, followed by Statement -12, '*TV ads is a valuable source of product information to the children*' with a mean score of 3.79.
- In case of Urban parents higher extent of agreement was found statement-8, '*Children usually demand junk food they have seen in TV ads*' with a mean score of 3.96, followed by Statement-11, '*TV ads encourages children' preference towards branded food consumption like McDonalds and KFC etc.*' with a mean score of 3.95.
- Multivariate analysis resulting into factor analysis indicated that four factors emerged from responses of overall parents showing their concern for junk foods ads, ads are reason for family conflict, advertisement information effects and also having believe that advertisements generates materialistic values among children. In case of urban and rural parent's responses four factors emerged screening that both urban and rural parent's hold's negative and positive views about television commercial influence on their children. However, urban

parent's holds more negative perception about television commercials as they consider them as great source of family conflict as it increase the '*Nag factor*' among the children and rural parents holds more positive perception about television commercials as they consider them to be an important source of product information for the children.

## **7.2 RECOMMENDATIONS OF THE STUDY**

There are some findings that which could be of interest to marketers, parents and schools. The most important thing is that they cannot treat children from both the domicile as one mass for targeting messages at them. They are different in respect to their culture and family environment. The study has certain implications which are mentioned hereby;

### **Implications from parents point of view**

1. As, the study indicates that parents are concerned with the food advertisements and believe that these ads causes obesity among children, are misleading and causes family conflict. They should critically evaluate what their child watches on TV, resort to co-viewing of television advertisements and teach children how to become discerning viewers, better able to protect themselves from the negative influences of food ads. They should educate their children for more intake of healthy foods.
2. Parents should restrict their children viewing time for television upto 1-2 hour per day. Efforts should be made by the parents to encourage their children to take part in educational and sports activities, so that their growing dependence on TV can be reduced resulting in their reduced exposure to television advertisements.
3. The exposure of media and advertising is making children feel immense social pressure on them as they feel in order to become successful they should possess material things and satisfaction lies in these materialistic things. They feel that to become successful one should look good and rich in life. This may become the reason for stress in their life. Parents have to play an important role in guiding the children in adoption of traditional and western values as displayed by media and advertisement. Parents should counsel their children to make differentiation between reality and imagination.

4. To address childhood obesity, parents and school authorities should raise publicly a voice to limit the amount of food and beverage advertising shown on commercial television, as this may lessen children's nagging for unhealthy food
5. Although much parents in both domicile felt that media and advertising content are negative, still media have some positive aspects which need to be explored by the parents to their children. This will help the children to use media and advertising content in positive way.
6. Parents should not allow child to have a television in his or her bedroom separately. Television should be at main location where all family members may watch it jointly.
7. Parents should put efforts to inculcate saving habits among children. As, saving is also considered as way of balancing one's life. They should guide their children that savings too satisfies many important needs. This habit will help them in developing planned spending, probably for expensive personal items in future and in latter part of life will enhance their dignity and feeling of security and contentment.
8. The amount of parental pestering that occur can be reduced if children are more usually involved in family purchase decisions and if parents discuss television and advertising with them.

#### **Implications from school point of view**

9. The schools should introduce some lectures in the curriculum of the students which can prepare them with such skills through which they may be able to approach the media especially advertising critically.
10. The schools should conduct some kind of workshop in which children should be taught about the bad effects of junk and fast food ads. They should educate the children about obesity and overweight problems .Educational programme that promoted nutritional food consumption will reduce the impact of advertising for sugared foods.
11. School authorities should conduct some kind of educational programs to improve children's advertising literacy, so that they can understand the temporal course of the persuasive process and the relative effectiveness and appropriateness of particular advertising tactics. This persuasive knowledge becomes increasingly valuable to a growing number of everyday tasks and goals,

such as making increasingly significant and numerous buying decisions, establishing and maintaining an independent identity, managing more complex social relationship, and facing more diverse and subtle persuasive tactics than in childhood and early adolescence.

12. Schools can adopt policies to refuse to accept sponsorships from companies and to disallow food beverage marketing on campuses. They can mandate and implement adequate physical education and nutrition education programs

#### **Implementation from marketer's point of view**

13. Marketers should design their food marketing communication material in such a way that children become interesting in health and to demand health food products. For example, the packaging could provide health messages including nutrition information, cooking ideas and fun in a way attracting children by using shapes, colours, spokes characters and themes. They can make packaging to show some influence techniques such as 'Mom, this product is healthy and easy to cook'. This might make children provide ideas for healthier food choices thus making healthy decision-making easier for parents.

14. As, marketers are always interested in targeting children directly (rather than through their parents) with child oriented messages, logos, characters etc, that emphasize on cool, fun image. Perhaps this strategy is not appropriate for all children. Our result suggest that children has less personal spending power and more rely on their parents saying about the product advertised and are less influenced by irrational factors. This cool and hip' band image appeal might not be effective with certain segments of the children's market, especially those who are less independent in their marketplace behaviors. Marketers might develop strategies that attempt to bridge the gap between children and parents, such as creating products, programming and activities that involve both children and adults. They should try to organize their events, such as grand openings, benefits, and rides, so as to create a family- oriented atmosphere with activities for all ages that instill positive brand- oriented experiences in children

15. Marketers and advertisers have a dual responsibility in this new world of children marketing. They should place the product in appropriate contexts for use as meal components, encouraging play and developmental skills and entertainment that is age and theme appropriate. Children marketers and

advertisers should raise their hands and contribute their talent in prosocial programmes and advertising. The future for children and children marketers will be about products, pitches and promotion that balance fun with focus on positive, healthy lifestyle choices for kids as they grow to be citizens of tomorrow.

16. The findings also indicate that children increased likeability with regard to advertisement of particular product category increases children's level of influence on family purchase decisions. This presents a great opportunity to marketers to increase children influence with regard to those product categories that are not intuitively relevant to children (like appliances, furniture or automobiles) by encouraging the purchase and discussion of these products by making conscious efforts to make them more "children-friendly", so that it appeals to children and parents both
17. The current study provides insights for marketers and advertisers to select the appropriate media to reach urban as well as rural Indian children. As , the study suggest that broadcast media exposure was more among urban children, as compared to rural children. So, domicile or location is a major variable that should be used by marketers of children products to segment the market. This research suggest that rural children might be more effectively targeting using strategies that stimulate word – of - mouth, print media and other social interactions. Urban children on the other hand might be more effectively targeted using non-personal sources, especially screen media and broadcast media
18. Marketers should understand the corporate social responsibility and their communication targeted children should always involve ethical and moral aspects with the purpose of protecting children. They should resort to self-regulation. Since young children have a limited capability for evaluating the credibility of what they watch, a special responsibility lies upon marketers to protect them from susceptibilities.
19. Marketers could encourage deeper family discussions about food- related health issues and provide the families with concrete issues to talk about (e.g. health and cooking time among parents, and health and popularity among children) .This might make parents and children understand each other's motives and barriers for food preferences and choices better, thereby, solve many conflicts.

20. To reduce the switching behaviour among children when ads are broadcasted on the TV channels, it is important for advertisers to decide which programs is most preferred by the children in this age group and show ads during that programs. Also, it is recommended that TV channels should shorten long ads breaks between programs by dividing them up and making short breaks within programs. Moreover, the simultaneous presentation of ads and TV programs by splitting the screen to include both ads and programs will also help in reducing zapping. Some recent studies in USA has shown that repeated brief images of the brand have significant influence on reducing TV ads avoidance than showing the brand for long periods at the beginning or end of the advertisement.
21. Advertisers should play due consideration to enjoyment aspects of TV ads, as reported by children in the study. They should use all possible means to make TV ads more attractive, interesting and enjoyable. This can be done by developing more than one ads design, pre-testing them before broadcasting and selecting the more enjoyable. The same as should not be repeated to excess, to avoid boredom. Advertisers should also change ads more often, to reduce consumer boredom and should produce more creative advertising which breaks free from the advertising clutter.
22. To typically deal with more nutrient motivated criticisms that in the study parents have raised, marketers might consider following steps;
  - Increasing media expenditure to parental audiences, to present messages which address their nutritional concerns and emphasizes nutrition information on products and brands.
  - Employing nutrition and health themes in promotional appeals especially rational appeals in contest and premium offers. Games might be devised that could teach children about basic nutritional concepts. This will help to develop the interest of children in the product and win the confidence of parents.
23. Direct appeals to children to be more nutrition conscious and responsible consumers. Instead of describing the products as ‘chocolatey, rich and sweet’, they can change the version of appeals and it can be said to be ‘healthful’ ‘vitaminy and nutritional’. These versions will be acceptable to parents too.

### **7.3 IMPLICATIONS FOR FUTURE RESEARCH**

The research focused that despite what many marketers may think children do watch TV. They may be involved with five other things while doing so- talking or texting to friends, searching the internet, playing a video game, and doing homework- but they do still tune into television programs and expect companies to market to them while doing so. TV is still a viable way of marketers to reach children. However, it's important to recognize that while children do still watch a substantial amount of TV (about two hours per day and even more on the weekends), how they watch is what has changed. Children now do almost everything from their computers, including watching TV. Future research is necessary to refine measures of screen media use especially television and internet.

The study has provided useful insight into children buying behaviour and focused on children perceived influence in family decisions with regard to wide variety of product categories. It also investigated that whether parents are in agreement with their children perceived level of influence in family purchase decisions. The research provides insight that of all environmental socialisation agents, television advertisement and parental influence is the most pervasive and important. The response of parents to children's attempts at influencing family purchases, acts as reinforcements to children's future behaviour as consumers. The research can be updated in future to examine the importance of family structure, as measured by sex-role orientation, type of family i.e nuclear vs. joint family households; both parents working; wife occupational status; number of children per family; family communication patterns; age of child; stage of decision making and traditional and liberal outlooks of parents in the family, in the family decision-making process.

The study used survey method for data collection to investigate the children influence patterns in family decision making. However in future the researchers can use observation approach to measure the amount of influence displayed by all members of the family in the purchase decisions. Observational data can be derived from videotaped recordings of family interactions during a simulated decision-making situation. This method of data collection techniques can provide better insight into decision-making process in the family and give results which may be

contradictory to survey methods used normally in the family decision making researches.

This exploratory research can be extended with a larger and more representative sample to produce generalizable findings.

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