

Impact of TV Advertising on Buying Behaviour of Rural and Urban Teenagers

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Declaration

We hereby declare that the paper is original based on primary data and has not been sent anywhere for publication in any journal or seminar/ conference.

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Abstract

This study aims to establish whether the residential background of consumers has a varying influence on their buying decisions due to the influence of TV advertising.

Objectives and Hypothesis: This research is conducted with a view to study the impact of TV advertising on the buying behaviour of rural and urban teenagers in India. To achieve the above objective, the following hypotheses were framed:-

1. There is no significant difference in the opinion of rural and urban teenagers' as far as the influence of TV advertising on their buying behaviour is concerned.
2. There is no significant difference in the perception of male and female teenagers regarding the influence of TV advertising on their buying behaviour.
3. There is no interaction between residential background and gender of the teenagers to affect their buying behaviour with respect to TV advertising.

Methodology: The study was conducted on 866 teenagers of Haryana (431 male and 435 female) of which 440 were rural and 426 were urban. The data was analysed by applying counts, percentages, means and ANOVA.

Findings: The study suggests that rural teenagers like television advertising more than their urban counterparts. TV advertising has enhanced their involvement in product selection and purchase, they prefer to buy TV advertised products and it is helpful in buying the new products, getting the best product and also supports collective decision making. The urban teenagers also want TV advertised products even though they do not require them. They also like the advertisements of the products that they are using and

believe that products are as good as expected from TV advertisements. Buying behaviour of male teenagers is more influenced by television advertisements than their female counterparts.

Key Words: Teenagers, impact, television, advertising, rural.

Introduction

Advertisements are meant to convey the marketer's message to the prospective customers (Datta 2008). Advertisements are costly, goal-directed activities, whereby advertisers aim at influencing target groups and at creating changes in attitudes, preferences and propensity to purchase their products (Gronhaug et al 1991). A majority of the marketers use mass media for their marketing communications. The choice of media is dependent upon the nature of the message and the intended target audience (Etzel et al 2008). Though every medium plays an important role in advertising, the advantage of television over the other medias is that it is perceived as a combination of audio and video features; it provides products with instant validity and prominence and offers the greatest possibility for creative advertising (Kavitha 2006). Over a longer period of time, the TV set has become a permanent fixture in all upper and middle class households, and it is not uncommon even in the poorer society of urban areas and rural households (Shah and D'Souza 2008). The advertisers find it more effective to use television rather than print media to reach consumers, partly due to low literacy rate of the masses (Lynne Ciochetto 2004). The colour TV penetration is found to be a key driver of demand for TV advertising as colour improved the quality of the picture and hence the effectiveness of advertising (Raven et al 2004). Besides the purchasing behaviour, the television advertising also influences the social behaviour (Kotwal et al 2008).

Advertisers through television can reach a whole spectrum of consumers. The children are exposed to an overwhelming amount of advertising (Cruz 2004). An average teenager spends about 6.75 hours a day (38 hours/week) using TV, movies, magazines, newspaper, playing video games and using computers (Massey 2006). They watch nearly 20,000 TV commercials a year. The majority of children believe television advertisements to be informative and most children respond to them favourably (Cruz 2004). Advertisers know that they not only influence their own items but also of entire household (Massey 2006). The study of Robertson and Rossiter (1977) observed that greater TV exposure is associated with more request for advertised products. Parents in dual income families have more discretionary income and are busier and feeling guiltier and therefore are softer when it comes to teenager's requests (Sellers 1989). Marketers who take advantage of young people's power to influence family purchase choose commercials or television programmes that reach children or teenage youth together with their parents (Kraak and Pelletier 1998). The teenagers have become a strong influencing group and even have the ability to influence the purchase decisions in the family from cakes to cars (Shashidhar and Adivi 2006).

The impact of sex differences on adolescent consumer skills is also a matter of concern (Moschis and Churchill 1979). The perceptions of male and female adolescents differ significantly towards family purchases (Sinha 2005). With boys, parents worry about violent products and obsessions with video games. With girls, its sexualized products and distorted body image (Schor 2004). The uniformly thin and beautiful models in cosmetic advertisements have created such unhappiness among young women about their bodies and faces that their confidence is undermined, causing them to indulge in unhealthy

eating practices that may lead to eating disorders (Richins 1991). Evidences of distress among children have been mounting. Rates of obesity are at epidemic levels (Schor 2004). The increase in dietary energy intake, either during viewing or as a result of advertising contributes to obesity (Cruz et al 2004).

India is a developing country and majority of the people are living in rural areas (Census, 2001). Rural consumers are fundamentally different from their urban counterparts socially, psychologically, physiologically and literally (Selvaraj 2007). The rural consumers are proved to be very potential in terms of purchasing power as the annual size of rural marketing value is currently estimated at around Rs 50,000 crore for FMCG's (Naidu 2004). Hence, the buying behaviour of rural consumers has become a hot-topic for discussion because rural India, in recent days, is enthusiastically consuming everything from shampoo to motor cycles (Nagaraja 2004). Having realized the varying effects of TV advertising not only on the purchasing pattern but also on the total lifestyle of teenagers, this paper is an endeavor to study the impact of TV advertisements on the buying behaviour of the male and female teenagers of different residential backgrounds i.e. rural and urban in the state of Haryana.

Literature Review

Indian advertising is a billion dollar industry today, and at a growth rate of 40-50% per annum, one of the fastest growing industries in the country (Unnikrishnan and Bajpai 1996). The National Readership Survey IV and V estimated that 77% of urban population and 30% of rural population has access to TV sets. The rural viewership is expected to go up to 45-48% by 2020. As the number of TV sets increases, the appetite for entertainment of Indian viewers has increased dramatically but there is 'fragmentation' of viewership

due to availability of variety of channel/programme options. These programmes reach to nearly 90% population of which 500 million Indians (nearly fifty percent of population) watch television regularly as per Statistics of Doordarshan and other researchers (Saxena 2005). The television medium is the most attractive and important place to advertise. Most of the young people remain glued to the television and enjoy what they see. As a wide range of products and services are consumed or used by children, many companies tend to target them (Chandhok 2005). Advertisers target teenagers because of their high disposable income, their influence on parental purchases, their early establishment of loyalty to certain brands, and a conventional wisdom that they buy products on impulse (Fox 1996; Mc Neal 1999). A teenager possessing greater financial resources would have more money to spend on discretionary items for her/himself and may also exert greater influence on family purchases (Beatty and Talpade 1994).

The girl teenagers are more attracted toward TV advertisements featuring celebrities, children or jingles (Dubey and Patel 2004). While purchasing cosmetics, toiletries, stationary, gifts and cards, the girls give importance to informational input by the TV advertisements into their decision to buy. It was also found that girls had positive attitude towards TV commercials (Kotwal et al 2008).

It has been documented that TV watching may also contribute to some harmful effects like obesity by increasing sedentary behaviour, increasing snacking while watching television, and exposing children to advertisements for unhealthy food and beverages. In addition to harmful effects on individuals, some advertising may negatively impact society as a whole (Massey 2006).

Selvaraj (2007) observed that 70% population of India constitutes rural sector. Thus, it can be said the marketers and advertisers who are having eyes on this market, must perceive opportunities to target rural consumers of India which is full of young generation. In the recent past rural India has been witnessing a sea change particularly in the standard of living and life styles. With the population of over one billion, India is on the threshold of becoming one of the world's foremost consumer markets. About a quarter of this huge mass of consumers is urbanized and about three-quarter are rural (Sehrawet and Kundu 2007). Kaur and Kaur (2002) explored fashion awareness among rural and urban adolescents. They observed that television is the most important media of information regarding fashion awareness among rural and urban respondents.

Saksena (1990) found that teenagers were influenced by TV advertisement and mostly purchased those brands and products which are advertised more on television. North and Kotze (2001) observed that parents can use television advertisements in various ways as a means of communicating and educating their children on consumer matters. According to Liebeck (1998) teenagers are now more knowledgeable. They are truly the internet generation, and get their news and information primarily from television. Atkin (1978) observed that children or adolescents are most influential when they are primary customers, for example, clothes, toys, snacks, breakfast cereals and school supplies.

Past studies reveal that there is substantial variation in the amount of teenagers' influence in purchase decision for products for their own use and for their family (Cotte and Wood 2004). The ability of teenagers to perceive what advertising is and is meant to do depend on such factors as the age, educational attainment level and the amount of influence parents have in mediating and explaining advertising (Hite and Eck 1987). All the

products used by a customer are not necessarily those of advertisements they liked. The key lies not only in the attractiveness of the advertisements, but also the interest of the target (Dubey and Patel 2004). For advertisers, India could represent a golden opportunity for airing television advertisements (Fam and Waller 2008).

Objective of the Study

This research is conducted with a view to study the impact of TV advertising on the buying behaviour of rural and urban teenagers in India. To achieve this objective, the following hypotheses were framed:-

1. There is no significant difference in the opinion of rural and urban teenagers' as far as the influence of TV advertising on their buying behaviour is concerned.
2. There is no significant difference in the perception of male and female teenagers regarding the influence of TV advertising on their buying behaviour.
3. There is no interaction between residential background and gender of the teenagers to affect their buying behaviour with respect to TV advertising.

Research Methodology

The present study is focused on the school/college going teenagers of both urban and rural areas to find out the impact of television advertising on them as they make purchase for themselves and also influence the family purchase decisions. For this purpose, a comprehensive questionnaire was constructed covering 31 statements related to the impact of TV advertising. Besides general information about the respondents, different issues related to the impact of TV advertisements were addressed. Out of these only one issue related to consumer behaviour was considered. Therefore, only 12 statements relating to this study out of the total 31 statements were selected and analysed. The

responses on the statements were obtained on a 5-point scale (from point 5 for strongly agreeing with the statement to point 1 for strongly disagreeing).

The interview schedule was used for the purpose of data collection. A multistage sampling method was adopted for the study. The study was carried out in all four administrative divisions of Haryana State in India. Two districts from each division and two villages from each district were selected randomly for survey which was administered in 8 districts and 16 villages. Out of these 16 villages, eight villages near to the districts headquarter and eight villages far away from the districts headquarter were selected randomly. The nearness was considered upto 20 kilometers from the district. About, 20-25 respondents from each village were interviewed who were the regular viewers of the TV advertisements. While conducting the survey, due care was given to the respondents of different walks of life, i.e. gender, area of residence, educational standard, economic background and age group.

A total of 1000 questionnaires (250 in each administrative division) were circulated among the respondents. Out of these 866 questionnaires were considered reliable and fit for analysis. Of these 440 were from rural and 426 were from urban areas.

The scale consisting of 12 statements was also put to reliability test. The results show Cronbach's alpha value as 0.710, which is considered satisfactory.

Results and discussions

The results are based on primary data collected from 866 respondents of the rural and urban residential backgrounds. The means, grand means and analysis of variance (ANOVA) were used for bringing out the results. Table 1 describes the characteristics of the sample, Table 2 depicts the means and the grand means indicating the direction and

extent of the difference between means and Table 3 explains the results of ANOVA indicating the significant differences between the means. Various demographic variables like gender, age, residential background, educational qualifications, economic background, etc. have been considered while selecting the sample, the details of the same may be seen through Table 1.

It can be observed from table 3 that rural and urban teenagers do have significant variations ($P \leq 0.03$) on the parameter that they like TV advertisement. Mean scores (Table 2) of urban ($\bar{x} = 3.81$) and rural ($\bar{x} = 3.93$) respondents also support this variation. But when it comes to genders, they do not provide discriminatory views.

As far as influence of advertising on purchase is concerned, the rural and urban respondents' views vary significantly ($P \leq 0.00$). Though mean scores suggest that both the group have positive inclination regarding this parameter, yet the rural respondents ($\bar{x} = 3.61$) are more influenced by the advertisements than their urban ($\bar{x} = 3.33$) counterparts. However, male and female teenagers do not have different opinions on this aspect.

Rural teenagers ($\bar{x} = 3.58$) feel strongly towards the opinion that TV ad exposure has enhanced their involvement in purchase decision making as compared to their urban ($\bar{x} = 3.33$) friends. The p-value ($P \leq 0.00$) suggests that the level of agreement is significantly different on this issue. Male teenagers' involvement has enhanced more as a result of TV ad exposure in comparison to females. Albeit both the gender feel positive on this particular issue.

In general teenagers ($\bar{x} = 3.84$) irrespective of their gender and residential background perceive that exposure to TV advertisements have made their products' purchase easier.

However, rural ($\bar{x}=3.95$) and male ($\bar{x}=3.94$) respondents have higher degree of acceptance on this parameter than that of their respective counterparts i.e. urban ($\bar{x}=3.73$) and female ($\bar{x}=3.75$).

TV ad induces the rural teenagers ($\bar{x}=3.54$) more for experimentation in their purchase than the urbanites ($\bar{x}=3.16$). P-values depict the significant variations between the teenagers of different residential background ($P\leq 0.00$) and gender groups ($P\leq 0.02$). TV ads influence on buying new products is more on males ($\bar{x}=3.44$) than the females ($\bar{x}=3.27$).

On the whole, it can be inferred that TV ad exposure enhances the involvement of teenagers while making purchase decisions (statement 4) and consequently this has resulted into their engagement into buying the products advertised on TV. This scenario is more visible in case of rural and male respondents whereas urban and female teenagers do not opine in the favour of this parameter. The significance of variations and extent may be seen through table 2 and 3.

Teenagers of rural and urban areas do have different degree of agreement ($P\leq 0.04$) when it comes to influence of TV advertisements on the demand of the products as rural respondents are more inclined towards this aspect. However, male and female teenagers do not provide any kind of divergent views on this variable.

The residential background effect ($P\leq 0.00$) highlights that rural and urban teenagers do have varying opinions regarding the parameter that how do they feel when they see the advertisement of a product which they have already been using. In such a situation ruralites ($\bar{x}=3.92$) feel happier than their urban ($\bar{x}=3.63$) friends. But in case of male and female teenagers, the population of both the genders is similar though positive.

On the whole, the teenager's view that the TV advertisements provide help them to select the best alternate. But this scenario is more vibrant in case of rural respondents as compared to urban teenagers as highlighted by the p-values i.e. ($P \leq 0.00$). Gender groups ($P \leq 0.03$) also differ significantly in their views on this parameter as male respondents ($\bar{x} = 3.75$) have stronger opinion than their female ($\bar{x} = 3.60$) counterparts.

Teenagers ($\bar{x} = 2.65$) do not believe that TV ads induce them to buy the products only for enjoyment. However, the urban male teens ($\bar{x} = 3.01$) like to buy the products for enjoyment, without its requirement. The other groups rural male ($\bar{x} = 2.70$), rural female ($\bar{x} = 2.53$) and urban female ($\bar{x} = 2.40$) do not have such influence of TV ads. All these groups are having varying views which is statistically significant ($P \leq 0.01$). Rural ($\bar{x} = 2.46$) and urban ($\bar{x} = 2.85$), both the groups disagree on this parameter.

Rural teenagers ($\bar{x} = 3.26$) view that collective decision making in product purchase has enhanced due to TV ad exposure whereas urbanites ($\bar{x} = 2.95$) have opposite opinion. P-Value ($P \leq 0.00$) also reflects the significant contradiction between the gender groups. The same behaviour is replicated on the issue that the products are as good as expected from TV ads. Urban teenagers ($\bar{x} = 2.51$) firmly disagree on this parameter whereas rural teens ($\bar{x} = 3.26$) feel that products meet their expectations raised after viewing their TV ads.

Policy Implications

With urban market getting saturated, technologies facilitating more production at lesser cost and economic boundaries shedding, marketers are almost forced to look for new markets. Rural India with 700 million people offers a huge opportunity. A significant feature of the Indian rural class is its rapid growth in terms of volume and value. This

provides a potentially huge untapped market. Today, rural consumers are less passive than they were in the past and are more like their urban counterparts with the increasing awareness and education. So, the marketers and advertisers will perceive opportunities to target rural consumers with their urban counterparts. The attitudes of rural and urban teenagers differ in some respects. The attitudes of male and female teenagers is not much different, though female teenagers have more positive overall perception about TV advertising; male consumers perceive the institution of TV advertising more meaningful as compared to females.

Therefore, advertisers and advertising agencies should develop advertisements which are informative, entertaining and honest, presenting the true picture of the product advertised. At the same time, they should endeavor to boost the image of the institution of TV advertising; so that the predisposition of the consumers towards TV advertising in general becomes more positive. In future, the prospects of advertising will depend upon how quickly and effectively they incorporate these dimensions and how accurately they understand the perceptions of teenagers of different gender groups and residential background i.e. urban and rural.

Conclusion

The study suggests that rural teenagers like television advertising more than their urban counterparts. TV advertising has enhanced their involvement in product selection and purchase, they prefer to buy TV advertised products and it is helpful in buying the new products, getting the best product and also supports collective decision making. The urban teenagers also want advertised products seen though they do not require them. They also like the advertisements of the products they are already using and believe that

products are as good as expected from TV advertisements. Though there is significant difference in the perception of both rural and urban teenagers that demand for product purchase is influenced by TV advertisements still the rural teenagers are more under the influence of TV advertisements. Male teenagers' buying behaviour is more influenced by television advertisements than their female counterparts.

Future research directions

This research is particularly focused on TV advertising impact on buying behaviour of teenagers related to different residential backgrounds and gender groups. Further research is needed by inclusion of all popular mass-media and coverage of all major dimensions of buying behaviour. This study is conducted in the four administrative divisions of the state of Haryana in India. More comprehensive studies should be conducted at national or international levels by increasing the sample size.

Annexure

Table 1: Characteristics of the sample

Demographic Variables	Categories	Residential Background		Total
		Rural	Urban	
Gender	Male	221(51.2)	210(48.8)	431(49.7)
	Female	219(50.4)	216(49.6)	435(50.3)
Age (in years)	13—15	135(44.8)	166(55.2)	301(34.8)
	15—17	157(49.2)	162(50.8)	319(36.8)
	17—19	148(60.2)	98(39.8)	246(28.4)
Education (standard)	7—9	143(45.2)	174(54.8)	317(36.6)
	10—11	178(57.2)	133(42.8)	311(35.9)
	12& above	119(50.0)	119(50.0)	238(27.5)
Annual Household Income (Rupees)	<1,00,000	285(90.2)	31(9.8)	316(36.8)
	1,00,000—3,00,000	127(39.3)	196(60.7)	323(37.0)
	>3,00,000	28(12.3)	199(87.7)	227(26.2)
Total		440(50.8)	426(49.2)	866(100)

Figures in parentheses show row-wise percentages

Table 2: Summary of mean and grand mean scores

Sr. No.	Variables	Residential Background	Means		GM
			Male	Female	
1	I like TV advertisements.	Rural	3.97	3.89	3.93
		Urban	3.81	3.81	3.81
		GM	3.89	3.85	3.87
2	I feel that our purchase is mostly influenced by TV advertisements.	Rural	3.60	3.63	3.61
		Urban	3.27	3.39	3.33
		GM	3.44	3.51	3.47
3	I feel that exposure to TV ads has enhanced my involvement in purchasing.	Rural	3.66	3.50	3.58
		Urban	3.49	3.17	3.33
		GM	3.58	3.34	3.46
4	I feel TV ads make the purchase of the products easier.	Rural	4.04	3.86	3.95
		Urban	3.83	3.63	3.73
		GM	3.94	3.75	3.84
5	I buy the new products I watch on TV ads.	Rural	3.57	3.51	3.54
		Urban	3.30	3.02	3.16
		GM	3.44	3.27	3.35
6	I engage in the process of buying TV advertised products.	Rural	3.03	3.03	3.03
		Urban	3.05	2.66	2.85
		GM	3.04	2.85	2.94
7	I feel my demand for products purchase is influenced by TV ads.	Rural	3.74	3.61	3.68
		Urban	3.52	3.53	3.51
		GM	3.63	3.57	3.60
8	I feel good when I watch the ads of the products I am already using.	Rural	3.90	3.95	3.92
		Urban	3.70	3.57	3.63
		GM	3.80	3.76	3.78
9	TV ads help me to find the best products.	Rural	3.94	3.78	3.86
		Urban	3.56	3.41	3.48
		GM	3.75	3.60	3.67
10	TV ads induce me to buy the products for enjoyment even though I do not require them.	Rural	2.40	2.53	2.46
		Urban	3.01	2.70	2.85
		GM	2.70	2.61	2.65
11	Due to TV ad exposure, my family members collectively decide products to be purchased.	Rural	3.29	3.22	3.26
		Urban	3.00	2.91	2.95
		GM	3.15	3.07	3.11
12	Products are as good as expected from TV ads.	Rural	3.29	3.22	3.26
		Urban	2.63	2.40	2.51
		GM	2.97	2.81	2.89

GM = Grand Mean

Table 3: Summary of two-way analysis of variance

Sr.No.	Statements	Residential background effect , F-value	Gender effect, F-value	Interaction effect , F-value
1	I like TV advertisements.	4.57(0.03)	0.41(0.52)	0.42(0.52)
2	I feel that our purchase is mostly influenced by TV advertisements.	15.90(0.00)	1.13(0.29)	0.38(0.54)
3	I feel that exposure to TV ads has enhanced my involvement in purchasing.	11.00(0.00)	9.41(0.00)	1.15(0.28)
4	I feel TV ads make the purchase of the products easier.	11.12(0.00)	7.92(0.01)	0.04(0.85)
5	I buy the new products I watch on TV ads.	28.25(0.00)	5.60(0.02)	2.02(0.16)
6	I engage in the process of buying TV advertised products.	6.03(0.01)	7.50(0.01)	7.52(0.01)
7	I feel my demand for products purchase is influenced by TV ads.	4.30(0.04)	0.72(0.40)	0.94(0.33)
8	I feel good when I watch the ads of the products I am already using.	16.51(0.00)	0.40(0.53)	1.59(0.21)
9	TV ads help me to find the best products.	29.61(0.00)	4.96(0.03)	0.01(0.94)
10	TV ads induce me to buy products for enjoyment even though I do not require them.	23.61(0.00)	1.26(0.26)	7.16(0.01)
11	Due to TV ad exposure, my family members collectively decide products to be purchased.	14.37(0.00)	0.97(0.32)	0.04(0.84)
12	Products are as good as expected from TV ads.	83.51(0.00)	3.32(0.07)	1.02(0.31)

Figures in the parentheses show level of significance (*P-value*).

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