



ISSN: 2278 – 0211 (Online)

T.V Advertisements And Role Of Children In Family Purchase Decision (With Special Reference To Food & Electronic Items)

Dr. Vikas Saraf

MBA, . Ph.D, FDP – IIM, Indore
(Former Joint Director-ICWAI),
Professor & Additional Director, Vidyasagar Institute of Management (VIM),
Near Awadhपुरi, (BHEL), India

Dr. N.C.Jain

Professor & Former Dean,
Faculty of Commerce, Govt. College Mandideep , Distt. Raisen (M.P), India

. Dr. Mahendra Singhai

M.Com, Ph.D
Assistant Professor ,
Faculty of Commerce, Govt. Geetanjali Girls' College, Berasia Road, Bhopal (M.P), India

Abstract:

In the Indian advertisements, a fundamental assumption is that the children who are in the centre of family can provide emotional stimulus to the parents and adults of the family to do anything that would help parents to take better care of their children. In such a cultural context, it is difficult to discern television's role for education, entertainment and educational improvements. Every product you buy, children have their own opinion and choice. They are not only involved in buying their products but are also involved in the purchase of household items. They are well aware about the products in the market and what new products being launched in the market. Nearly all of the advertisements of products right from the small tooth paste to plasma TV, cars etc kids are involved. Hence, these advertisements attract children and in return they create demand for those products. They want to eat, drink, wear dresses, accessories, and play with toys which are advertised. So, when they visit departmental stores, malls with their parents, it's the children who first pick up the products as per their fondness. If we ask them they have the logic and justification for choosing that particular product. This is because they are very much influenced by the advertisements they watch on TVs.

The purpose of this study is to identify interest in TV advertisements related to Food & Electronic items and the role played by the child in the family's purchase decision with regard to the selected products: Food and Electronic items. Views of children as well as parents will be elicited.

Keywords: *Children, Parents, TV advertising, Purchase decision, Food & Electronic items*

1.Introduction

In modern times, advertising is playing significant role in our socio-economic life. Within Indian culture we need to look deeper at the role of television and advertisements, to assess why they hold such a valuable position. Indian Television is a permanent fixture in children's lives. The television set is as familiar to children as the faces of family members. Television set is always there, to entertain and to give company to children, especially when no one else in the mood to play, chat or interact with them. They are increasingly being exposed to different cultures, absorbing new ideas and impressions about other cultures.

In a small television content analysis research carried out in 2006 indicated prevalence of child centric advertisements on almost all television channels in the country. The term 'child centric' refers to an advertisement in which attempts are made to draw viewers' attention through child's emotional appeal. These include- 'salt', 'ice-cream', 'hair oil', 'spices', 'soap', 'car', 'decongestant', 'toothpaste', 'vaporizing ointment', 'biscuits', 'Income Tax Department', 'travel agency', to mention a few. Young girls are used to sell sanitary napkins. Also medicines of various kinds and flooring tiles, use child character with or without the family context for advertising products on the Indian television. There are three different ways a child is used in the television advertisement. These are 'child as consumer', 'child as the essence of the family' and 'child as educator'. Though no large-scale systematic content analyses of television advertisements are available, limited analysis has indicated high proportion of 'child centric' advertisements on Indian television.

In India, today children including young adolescents are being considered as potential consumers, since children can influence the family consumption and also can persuade and pressurize parents to buy new products. Both companies and television advertisers have been treating younger children as a consumer segment or consumer persuader. "Children and young people of today become consumers at an early age than previous generation and they are also much heavier media users [Television Viewers]. The rapidly changing pace makes it possible for them to experience purchasing and consumption at a rate much faster than previous generations" (Ekstrom and Tufte 2007). Research on family decision making has been largely confined to spouses, who have been considered as the relevant decision making unit in a family. However, the role of third party influences, such as children, on decision making strategies and negotiations is essential to taking a broader view of the relevant unit of analysis. Traditionally, women

were seen to be the purchasing agents for the family. Nonetheless, increasing participation of women in the workforce has prompted a shift in this role as children are increasingly the “buyers” for the entire family. Even in families where women do not work, children are observed to share this role with their mothers. Children enjoy greater discretion not only in making routine consumption decisions for the family but also in pestering their parents to buy other products desired by them. Contemporary researchers express that children constitute a major consumer market, with direct purchasing power for snacks and sweets, and indirect purchase influence while shopping for big-ticket items.

Children constitute three different markets: the primary, the influencer, and the future market. Certain products are simply children’s products for which they are the primary users/buyers. They sometimes either purchase a product themselves or select the product before it is purchased by the parents. For other products, such as ones which are used by the entire family unit, they may influence purchases made by the parents. There are some products where children wield direct influence or pester power by overtly specifying their preferences and voicing them aloud. For other products, parents’ buying patterns are affected by prior knowledge of the tastes and preferences of their children. This ‘passive dictation’ of choice is prevalent for a wide variety of daily consumed product items as well as products for household consumption. Also, decision making in households is seen to change with the mere presence of children. The nature of joint decisions in couple decision making units and family decision making units is seen to be different. It is also observed that children are socialized by their parents to act as rational consumers. After years of direct or indirect observation of parental behaviour in the marketplace, they gradually acquire relevant consumer skills from their parents.

The amount of influence exerted by children varies by product category and stage of the decision making process. For certain products they are instrumental in initiating a purchase, while for others, they make the final selections themselves. The purchasing act is governed by how they have been socialized to act as consumers. Family, peers and media are key socializing agents for children wherein family-specific characteristics such as parental style, and patterns of communication play key roles. While certain products are primarily for the child’s consumption, like chocolates, wafers, soft drinks, burger, ice-creams toys, video games etc, there are products meant for the family’s use, such as car, refrigerator, TV, DVD player, music system, mobile phones, computer, micro wave, air-conditioner etc. To avoid unnecessary repetition, for the

purpose of the data-collection and analysis, children's role as user has not been considered, as they are users in all of the selected products. Further, in an effort to seek the contribution of television advertising towards children's understanding and development of buying response.

Children may be encouraged to purchase a product that is known to them, to increase their consumption of a product they already consume or to continue to purchase a given product over the long term. As children don't always buy their own products and consumption choices are often made on their behalf, marketers create appeals that are designed specifically to influence children's purchase request behaviour. Promotions are used to create a desire for a particular product among children in such a way that they are encouraged to influence their parents or other adults (through requests) to purchase the desired product on their behalf.

2.Literature Review

The numerous empirical studies indicate that, the ability to recognize persuasive intent does not develop for most children before 8-years of age.

Numerous studies show that children, who are heavy viewers of television & hence presumably see more advertisements, perform no better than their same-aged counterparts at recognizing the persuasive intent of television advertising (Comstock & Paik, 1991).

The impact of advertising to children warrants deeper understanding. "Children wishing to influence purchase often resort to what is called the "NAG FACTOR" in which promotional activities influence children, who request that their parents buy the product. The parent then makes the decision and/or purchase". ("Advertising Decisions & Children's Product Categories", research by SMU Cox's Richard Briesch, Eileen Bridges of Kent state & Chi Kun (Bennett) Yim of The University of Hong Kong). The 'nag factor' is effective & frequent brand switching is common for households with children. The nag factor works & makes people variety seek that product which is last advertised. And through the child's influence, the household will be less likely to purchase what was last purchased" (Dennison, BA, Russo, TJ, Burdick, PA and Jenkins, PL (2004).

It is observed that (www.newdream.org/campaign/kids/fads.html).

At 6-months of age, the same age they are imitating simple sounds like "ma-ma", babies are forming mental images of corporate logos & mascots.

According to recent marketing industry studies, a person's "brand loyalty" may begin as early as age two.

At 3-years of age, before they can read, one out of 5-American Children is already making specific requests for brand-name products.

Experts say a life time customer in the US may be worth US\$ 1, 00,000 to retailer.

For Pakistan, the Philippines & Malaysia the percentage of food advertisements varied between 50% & 75%. In the Philippines, program to advertisement ratios during children's programming go up to 50%. (www.eurojournals.com/ejss_12_4_14.pdf).

More than 50% of parents in all countries surveyed say that their children are an important factor in influencing their purchasing decisions. Indian, Malaysian & Pakistani parents cited "Childs Demand" as the primary reason for buying a product. (Media Awareness Network, 2005).

"This is particularly relevant to a country such as India where parents may not have been exposed to things as much as their kids (Zarina Mehta- Head (Programming), Hungama TV, a channel largely targeted at tweens: business today Jan. 2006). "Tweens are the biggest influencers of what to eat or which mall to visit and it's the same across the top 50-cities in India. (Pyush Pandey-Executive Chairman, O & M India.: business today Jan. 2006).

Children start defining themselves around the age of eight. They do this in terms of their parents, friends (gang and peer pressure plays a part in their consumption habits), school, activities, and the like. They also become aware of brands at this age. (Priya Srinivasan & E. Kumar :www.businesstoday.com). Through advertising children are able to gain the skills and knowledge that they will need as consumers the majority of children believe television advertisements to be informative & most children respond to them favourably. 73% of Pakistani children claim to love advertisements, as do 68% of Filipino children. Malaysian children are not so fond of advertisements, probably because they watch the most television & get frustrated by the constant interruption caused by commercial breaks (Robertson, T. and J. Rossiter, 1974).

Experiments measure recall of advertisements immediately following viewing more than half of the children studied tended to remember an advertisement for such products as toys, cereals & ice-creams even when each ad is shown just once during a program. (Gorn & Goldberg, 1977, 1980, Zuckerman, Ziegler & Stevenson, 1978).

The Ad watch club of Mumbai Grahak Panchayat monitored "the number of soft drink advertisements on various television channels in India for a period of 4-years. In 1997,

there were 5,172 minutes spent on soft drink advertising a year, while in 2000 this had gone up to 30,000 minutes. It is also observed that, 72% of Pakistani children perceive soft drinks to be healthy for frequent consumption. In the Philippines 80% of children & 71 % parents drink soft drinks atleast once a week, as do 71% of South Koreans. 40 % of parents and 63% of children in the Philippines believe fast food to be fit for frequent consumption. (Drewnowski, A. & Popkin B. (1997), The nutrition transition: New Trends in the global diet, Nutrition Reviews 55(2)).

Berey and Pollay (1968) studied mother and child dyads making purchases of ready-to-eat breakfast cereals.

“The brand-aware child is the father of the brand-conscious man. Not surprisingly then, everyone wants a piece of the Rs. 20,000-crore tween (children aged between 8 and 12) market.”(Priya Srinivasan & E. Kumar: www.business-today.com).

In Hi-Tech products such as Computers, Video Games & Electronic items, it is observed that, today, a tween is likely to be far more excited by a gaming console than new kid-friendly toothpaste.” This is technology generation”, (Mohit Anand, Country Manager Entertainment & Devices Division, Microsoft India).

In such categories, tweens may play a far larger role in the purchase decision simply because their parents do not know as much as they do. “Children tend to have bigger say since they are better exposed to the capabilities of a computer,” The involvement extends into the consumer durable space, with tweens offering their suggestions on the brand of TV or home theatre, or personal digital music player to buy. One reason for that is increasing technological complexity (an 11-year old tween, for instance, may know more about digital cameras than her 37-year old father). Thus tweens are exerting increasing influence in the purchase of products across all categories and especially so when there is something new and cutting-edge is released. (P. Krishna Kumar, Country Manager, Consumer Desktops, Hewlett- Packard: [business today](http://business-today.com) Jan. 2006).

In Western literature, children have been reported to wield a lot of influence in purchase decisions for children products such as snacks (Ahuja and Stinson, 1993); toys (Burns and Harrison, 1985; Jensen, 1995; Williams and Veeck, 1998); children’s wear (Converse and Crawford, 1949; Foxman and Tansuhaj, 1988; Holdert and Antonides, 1997; Van Syckle, 1951); and cereals (Belch et al., 1985; Berey and Pollay, 1968). Children have been observed to influence decisions for family products also, such as holiday/vacations (Ahuja and Stinson, 1993; Belch et al., 1985; Dunne, 1999; Holdert and Antonides, 1997; Jenkins, 1979); movies (Darley and Lim, 1986); and eating at

particular restaurants or even decision making for the family to eat out (Filiatrault and Ritchie, 1980; Williams and Veeck, 1998). Some researchers investigated the role children play in purchase of children and family products together (Foxman and Tansuhaj, 1988; Geuens et al., 2002; Hall et al., 1995; Mangleburg et al., 1999; McNeal and Yeh, 1997). Jensen (1995) studied three categories of products—those that are primarily for children (e.g., toys, candy), products for family consumption (food, shampoo, toothpaste), and parents' products (gasoline, coffee, rice). Similarly, Johnson (1995) selected products as categorized by Sheth (1974)—products for individual use, those for family use, and finally products for the household.

3.Objectives

This research is conducted with a view to study the interest of children in TV advertisements , their role in family purchase decision and parents perception about children's role in family purchase decision particularly food & electronic items in Madhya Pradesh.

- To know the opinion of Children's belonging to different segments of the society including the Urban and Rural regarding interest in TV Ads related to Food & Electronic Items.
- To know the opinion of Children's belonging to different segments of the society including the Urban and Rural regarding Perception of TV Ads.
- To know the Extent of Parents' belonging to different segments of the society including the Urban and Rural regarding their interest in TV Ads.
- To know the influence of children buying behavior and their role on the choice of products in the Urban and Rural Segments with regard to the following products :-
 - Food items and
 - Electronic items.
- To know the Parent's perception about the role played by children in family purchase decision on the choice of products in the Urban and Rural Segments with regard to the following products :-
 - Food items and
 - Electronic items

4. Research Methodology

The study was confined to Bhopal region and Sagar region which is heterogeneous comprising people of various socio-economic classes. While choosing the sample, every care was taken to ensure that it should reflect the general characteristics of Madhya Pradesh. The sampling technique in selecting respondents for the study was convenient multi-stage sampling. From the urban segment two cities of the state namely – Bhopal and Sagar were selected. In these two cities again data has been drawn from different income group. For studying the impact on the children of rural area two tehsil places- Gairatganj from Bhopal division and Deori Kalan from Sagar division were selected on the basis of the size of the population, location and economic considerations.

These regions were stratified into two segments- the urban and rural segments, two schools were selected, one run by the government and another school runs by private group in the urban and rural segment. The study covers children between the age group of:-

- Above 5 up to 8 years (early to late childhood).
 - Above 8 up to 11 years (late childhood to early adolescence) and
 - Above 11 up to 14 years (early adolescence) from each segment.
- 50% in both the segments were female students.

From these schools, list of students between 5-8 years, 8-11 years and 11 – 14 years have been obtained and from the list a 10% sample respondents were randomly selected.

Place Selected From Different Region of Madhya Pradesh			
Bhopal Division		Sagar Division	
Urban Area	Rural Area	Urban Area	Rural Area
Bhopal City	Gairatganj Tehsil	Sagar City	Deori Kalan
Sample Size :	Sample Size :	Sample Size :	Sample Size :
<ul style="list-style-type: none"> • 50 Children, • 50 Parents 	<ul style="list-style-type: none"> • 50 Children, • 50 Parents 	<ul style="list-style-type: none"> • 50 Children, • 50 Parents 	<ul style="list-style-type: none"> • 50 Children, • 50 Parents

Table 1: Distribution of Sample

For selection of parents, the parents of the children studied were covered. The presence of a television set at home was one of the preconditions for the selection of the respondents.

The accuracy of the sample is more important than its size. An appropriately drawn sample gives more reliable estimates on a universe.

5. Sample Profile

The sample consisted of 200 children and their parents, as follows:-

Child Respondents: Selected on the basis of demographic segmentation like age, sex & family income.

- Above 5 up to 8 years (early to late childhood),
- Above 8 up to 11 years (late childhood to early adolescence) and
- Above 11 up to 14 years (early adolescence)

Children below 5 years were too young and no significant information could be collected from them and hence they were not included. The study focused on the perception of the children above 5 up to 14 years. Thus the children over 14 years of age are considered mature and independent enough to share the responsibilities of the family and earn their livelihood.

5.1. Distribution Of Child-Respondents By Age

The distribution of child-respondents by age is shown in Figure No. 1 As shown in the above figure, out of 100 children from each segment-urban and rural area, 21 respondents from urban area and 24 respondents from rural area belonged to the age group 5 up to 8 year, 49 respondents from urban area and 37 respondents from rural area belonged to the age group above 8 up to 11 year, 30 respondents from urban area and 39 respondents from rural area belonged to the age group above 11 up to 14 year age group.

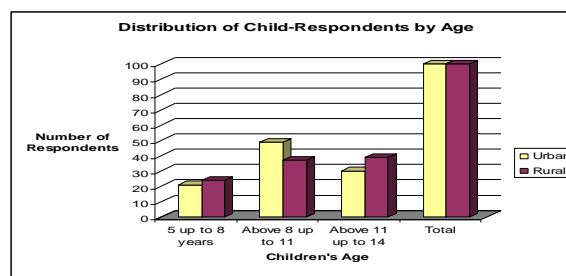


Figure No. 1: Distribution of Child-Respondents by Age

5.2. Distribution of Child-Respondents by Sex

The distribution of child respondents from each sex is presented in figure no. 2. As shown in figure, out of total 200 respondents (100 from urban & 100 from rural), an equal numbers of male and female children were selected from urban and rural area, i.e. 100-respondents were male (50 boys from urban & 50 boys from rural) and 100-respondents were female (50 girls from urban & 50 girls from rural).

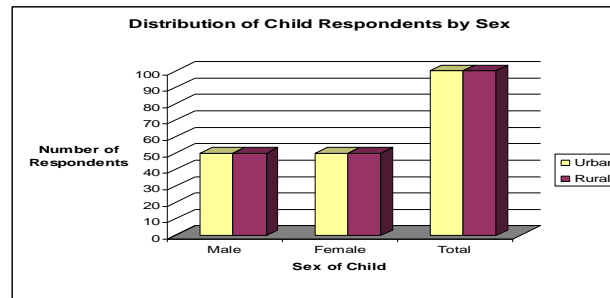


Figure 2: Distribution of child Respondents by Sex

5.3. Family Income

Household income, for the purpose of the study, includes the income of all the members of the family and from all the sources. The use of the term, Low, Middle, High Middle and High income group was made to differentiate broadly between the different families to which the children belonged. The income-groups were defined on the basis of the total annual household income based on the personal income tax slabs for general tax payers for the year 2010-11. They were as follows:-Slabs for

Income: up to Rs.1.6 lakhs	Low Income Group
Income : Above Rs.1.6 lakhs up to Rs.5 lakhs	Middle Income Group
Income : Above Rs. 5 lakhs up to Rs. 8 lakhs	High-Middle Income Group
Income : Above Rs. 8 lakhs	High Income Group

Table 2.4

The distribution of child-respondents by family income is shown in Figure No. 3. As shown in the given figure, out 100 children from each segment-urban & rural area, 42 children respondents from urban and 70 respondents from rural area belonged to lower income group, 34 children respondents from urban and 48 respondents from rural area

belonged to middle income group, 16 children respondents from urban and 2 respondents from rural area belonged to high-middle income group, 8 children respondents from urban and none of the respondent from rural area belonged to high income group.

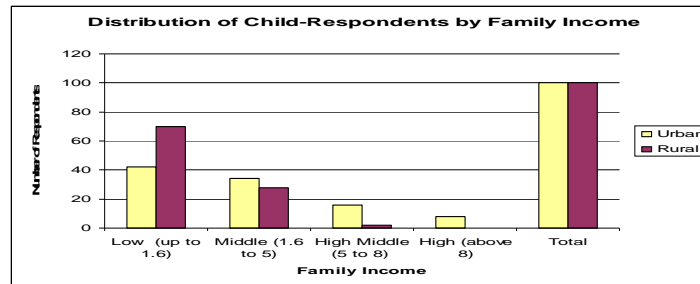


Figure 3

5.4. Parents Respondents:

The parents of the children studied were covered.

5.5. Distribution of Parents Respondents by Child's Relations

The distribution of parents' respondents is shown in figure no. 4. As revealed in figure, Out of 200 respondents (100 from urban & 100 from rural), 47 respondents from urban and 51 respondents from rural were mothers, 31 respondents from urban and 32 respondents from rural were fathers, 22 respondents from urban and 17 respondents from rural were other relatives like siblings, grandfather or grandmother, close uncles & aunties.

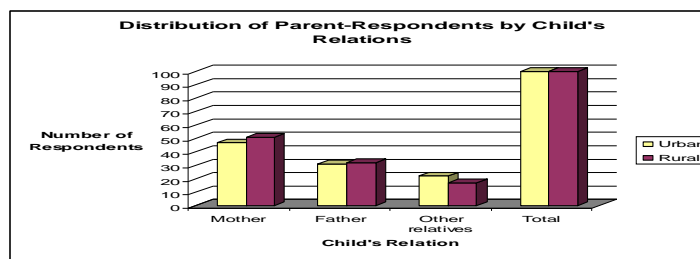


Figure 4

As shown in figure, out of total 200 respondents (100 from urban & 100 from rural), 9-respondents from urban and 11-respondents from rural were low educated, 11-respondents from urban and 55-respondents from rural were higher secondary passed,

19- respondents from urban and 21- respondents from rural were graduates and 61- respondents from urban and 13-respondents from rural were post graduates.

A total of 400 questionnaires (200 for children and 200 for parents) were circulated among the respondents. Of these, 200 (100 -children and 100 - parents) from rural and 200 (100 -children and 100 - parents) from urban respondents.

5.6. Questionnaire Design

A well-designed questionnaire should find the most complete and accurate information possible to meet the research objectives. The researcher is looking to test and quantify hypotheses and the data is to be analyzed statistically, formal standardized questionnaires were designed. The questionnaire designer (researcher) had ensured that respondents fully understand the questions and are not likely to refuse to answer, lie to the interviewer or try to conceal their attitudes.

Questionnaires designed were clearly laid out and easy to read and understand. While drafting the questions, simple language was used to facilitate the respondents understanding. Multiple-choice statements and dichotomous questions were made. Respondents were explained in local (regional) language as to how and where to place a mark to indicate their opinion.

5.7. Tools Of Analysis

The nature of the study is such that besides the quantitative statistical and mathematical tools where scaling technique was used. The data so collected have been tabulated, analyzed and then the findings & inferences were drawn.

For the analysis of data the SPSS (Statistical Package for Social Science) was used. Percentage analysis was done to analyze the demographic variables and the present satisfaction level of viewers on each factors of ad effectiveness.

The Chi-Square analysis (X^2) was conducted between various sets of variable, in order to find out the relationship and significance of association of those variables. The relationship of demographic variables (age, sex and family income) was worked out with the children's role played in family purchase decision and also their parents perception.

6.Data Analysis And Interpretation

This part of the study seeks to identify the influence of TV Advertising on children, their role in purchasing decision of food & electronic items and parents perception regarding the children purchase decision influenced by TV Ads in urban and rural area of Madhya Pradesh.

Children Watching TV Ads related to Food & Electronic Items (Urban)		
Interest of Children in TV Ads	Number of Children Watching TV Ads	Percent
Great Interest	32	32
Some Interest	61	61
No Interest	7	7
Total	100	100

*Table No. 2 (A): Children Watching TV Ads related to Food & Electronic Item
Source : Primary Data*

Children Watching TV Ads related to Food & Electronic Items (Rural)		
Interest of Children in TV Ads	Number of Children Watching TV Ads	Percent
Great Interest	27	24
Some Interest	58	61
No Interest	15	15
Total	100	100

*Table 2 (B): Children Watching TV Ads related to Food & Electronic Items
Source : Primary Data*

The interest of children in TV Ads is quite significant in determining the communication effects of such ads on them.

As shown in Table No. 2 (A) & 2(B), 32% & 27 % of children belonging to urban and rural area respectively, have great interest in the ads appearing on TV. More than half (61% in urban & 58% in rural area) children have some interest in the ads coming on TV. It was also discovered that, 7% of children belonging to urban area and 15% children belonging to rural area have no interest in the TV Ads.

Children's Age & interest in TV Ads related to Food & Electronic Items (Urban)

Children's Age	Interest in TV Ads related to Food & Electronic Items			
	Great Interest	Some Interest	No Interest	Total
5 up to 8 year	7 (33.4%)	12 (57.1%)	2 (9.5%)	21 (100%)
Above 8 up to 11 year	15 (30.6%)	30 (61.2%)	4 (8.2%)	49 (100%)
Above 11 up to 14 year	10 (33.4%)	19 (63.4)	1 (3.2%)	30 (100%)
Total	32 (32%)	61 (61%)	7 (7%)	100 (100%)
Chi Square = 0.99 NS				

*Table 3 (A): Children interest in TV Ads related to Food & Electronic Items:
Distribution by Age
NS: Not Significant
Source : Primary Data*

Children's Age & interest in TV Ads related to Food & Electronic Items (Rural)				
Children's Age	Interest in TV Ads related to Food & Electronic Items			
	Great Interest	Some Interest	No Interest	Total
5 up to 8 year	5 (20.8%)	15 (62.6%)	4 (16.6%)	24 (100%)
Above 8 up to 11 year	13 (35.1%)	16 (43.2%)	8 (21.7%)	37 (100%)
Above 11 up to 14 year	9 (23.1%)	27 (69.2%)	3 (7.7%)	39 (100%)
Total	27 (27%)	58 (58%)	15 (15%)	100 (100%)
Chi Square = 6.30 NS				

*Table 3 (B): Children interest in TV Ads related to Food & Electronic Items:
Distribution by Age
NS: Not Significant
Source: Primary Data*

One of the interesting findings is that, children in the different age groups in urban and rural area had no significant difference in the interest in TV Ads as depicted in Table No. 3 (A) & 3 (B). The finding suggested that with the increase in the age of child his interest in TV Ads increases. The children belonging to urban area in the age group of 5 up to 8 year and above 11 up to 14 year had similar great interest (33.4%) against 30.6% of great interest in the age group above 8 up to 11 year. Whereas, in rural area, age group of 5 up to 8 year and above 11 up to 14 year had great interest i.e. 20.8% and 23.1% respectively against 35.1% of great interest in the age group above 8 up to 11 year.

While 63.4% in urban and 69.2% in rural children of above 11 up to 14 year, 61.2% in urban and 43.2% in rural children of the age group above 8 up to 11 year and 57.1% in urban and 62.6% in rural area children of the age group 5 up to 8 year showed some interest. Moreover, 9.5% in urban and 16.6% in rural children in the 5 up to 8 year age group had no interest in ads appearing on TV against a small percentage of 3.2 (urban) and 7.7% (rural) of above 11 up to 14 year and 8.2 in urban and 21.7% in rural children of the above 6 up to 11 year.

Children's Sex & interest in TV Ads related to Food & Electronic Items (Urban)				
Children's Sex	Interest in TV Ads related to Food & Electronic Items			
	Great Interest	Some Interest	No Interest	Total
Male	14 (28%)	34 (68%)	2 (4%)	50 (100%)
Female	18 (36%)	27 (54%)	5 (10%)	50 (100%)
Total	32 (64%)	61 (61%)	7 (7%)	100 (100%)

*Table 4 (A): Children's interest in TV Ads related to Food & Electronic Items:
Distribution by Sex
Source: Primary Data*

Children's Sex & Watching TV Ads related to Food & Electronic Items (Rural)				
Children's Sex	Interest in TV Ads related to Food & Electronic Items			
	Great Interest	Some Interest	No Interest	Total
Male	18 (36%)	28 (56%)	4 (8%)	50 (100%)
Female	9 (18%)	30 (60%)	11 (22%)	50 (100%)
Total	27 (27%)	58 (58%)	15 (15%)	100 (100%)

*Table 4 (B): Children's interest in TV Ads related to Food & Electronic Items:
Distribution by Sex*

Source : Primary Data

Relationship between sex of the child and their interest in TV Ads was also found interesting, as depicted in the Table No. 4 (A) & 4 (B).

In urban area it was found that (36%) girls and (28%) boys had great interest in TV Ads. While more than half (68%) boys and (54%) girls had some interest in TV Ads. Only (4%) boys and (10%) girls had not shown any interest in TV Ads.

Whereas in rural area, (36%) of male children appeared to have great interest and only (18%) female had shown great interest in TV Ads. More than half i.e. (56%) boys and (60%) girls had some interest in TV Ads. It was also discovered that (8%) of boys and (22%) of girls had no interest in TV Ads.

During survey, it was observed that girls are more interested in the ads of food items while the boys were found to be more interested in watching TV Ads of electronic items.

Children's TV Viewing & interest in TV Ads related to Food & Electronic Items (Urban)					
Interest in TV Ads	Children's TV Viewing				
	Never /Seldom	Up to 2 hours	More than 2 but up to 4 hours	More than 4 hours	Total
Great Interest	1 (3.12%)	23 (71.87%)	6 (18.75)	2 (6.25%)	32 (100%)
Some Interest	2 (3.28%)	31 (50.81%)	24 (39.34%)	4 (6.55%)	61 (100%)
No Interest	1 (14.28%)	2 (28.57%)	2 (28.57%)	2 (28.57%)	7 (100%)
Total	4 (4%)	56 (56%)	32 (32%)	8 (8%)	100 (100%)

Table 5 (A): Children's TV Viewing & Interest in TV Ads related to Food & Electronic Items

Source : Primary Data

Children's TV Viewing & interest in TV Ads related to Food & Electronic Items (Rural)					
Interest in TV Ads	Children's TV Viewing				
	Never/Seldom	Up to 2 hours	More than 2 but up to 4 hours	More than 4 hours	Total
Great Interest	4 (16.66%)	11 (45.84%)	9 (37.5%)	0	24 (100%)
Some Interest	9 (14.75%)	49 (80.32%)	1 (1.64%)	2 (3.27%)	61 (100%)
No Interest	3 (20%)	11 (73.34%)	1 (6.67%)	0	15 (100%)
Total	16 (16%)	71 (71%)	11 (11%)	2 (2%)	100 (100%)

Table 5 (B): Children's TV Viewing & Interest in TV Ads related to Food & Electronic Items

Source : Primary Data

As shown in Table No. 5 (A) & 5 (B), in urban area, children who saw TV seldom/never (14.28%) had no interest, (3.28%) had some interest and (3.12%) had great interest. While children who saw TV up to 2 hours, majority (71.87%) of them found to have great interest, more than half (50.81%) had some interest and (28.57%) had no interest in TV Ads. Children who were watching TV for more than 2 up to 4 hours (28.57%) had no interest, (39.34%) had some interest and (18.75%) had great interest. For the children who were watching TV for more than 4 hours, (28.57%), (6.55%) & (6.25%) had no interest, some interest and great interest respectively.

So far as rural area is concerned, children who saw TV seldom/never (20%) had no interest, (14.75%) had some interest and (16.66%) had great interest. While children who saw TV up to 2 hours, majority (80.32%) of them found to have some interest, more than half (73.34%) had no interest and (45.84 %) had great interest in TV Ads. Children who were watching TV for more than 2 up to 4 hours (6.67%) had no interest, (1.64%) had some interest and (37.5%) had great interest. For the children who were watching TV for more than 4 hours, only (3.27%) had shown some interest in TV Ads related to food and electronic items.

During survey it was discovered that, children of urban area who are watching TV up to 2 hours are stick to one or two programs only and at the time of break they ignore to switch TV channels and carefully watch the TV Ads while the children who are watching TV for 2 hours and beyond that, they keep on switching the TV channels and do not concentrate much on ads.

While the children of urban area revealed that, due to lack of availability of product in local rural market they do not care for such type of ads. Moreover, power cut was found to be major problem in rural area so only few children were able to view TV for 2 hours or beyond that.

Children's Perception of TV Ads	Number of Children
To inform about various schemes & incentives attached to the product	70
Make you to buy the product	59
To provide information about the features, price and availability of Product	47
For awareness	34
Make you believe that their product is best	26
Trial Purchase	17
For comparison from competitors	13
Any Other	6

Table 6 (A): Children's Perception of TV Ad

Source : Primary Data

Children's Perception of TV Ads	Number of Children
To inform about various schemes & incentives attached to the product	68
Make you to buy the product	53
To provide information about the features, price and availability of Product	49
For awareness	46
Make you believe that their product is best	37
Trial Purchase	21
For comparison from competitors	9
Any Other	2

Table 6 (B): Children's Perception of TV Ads

Source : Primary Data

An attempt was made to ascertain children's perception of TV Ads; different possible choices measuring cognitive, affective and behavioural responses of ads were suggested to them. Results are presented in Table No. 6 (A) & 6 (B).

As shown in table, quite a number of children (70% in urban & 68% in rural) reported that they perceived the TV Ads as a information source of various schemes & incentives attached to the product, more than half (59% in urban & 53% in rural) of the children felt TV Ads were made to make them buy the product, less than half (47% in urban & 49%

in rural) responded that the contribution of TV Ads were to provide information about the features, price and availability of the product. Around (34% in urban & 37% in rural) and (17% in urban & 21% in rural) of the children accepted that TV Ads were made to make them believe that advertiser product is best and for trial purchase respectively. Negligible number of children (6% in urban & 2% in rural) perceived any other reason for TV Ads.

Children's Age and their perception of TV Ads (Urban)					
Children's' perception of TV Ads	Children's Age				Chi Square Value
	5 up to 8 year	Above 8 up to 11 year	Above 11 up to 14 year	Total	
N	21 (100%)	49 (100%)	30 (100%)	100 (100%)	
To inform about various schemes & incentives attached to the product	14 (66.67%)	36 (73%)	20 (66.67%)	70 (70%)	12.13 **
Make you to buy the product	9 (42.85%)	29 (59.18%)	21 (70%)	59 (59%)	3.76NS
To provide information about the features, price and availability of Product	10 (47.62%)	23 (46.94%)	14 (46.67%)	47 (47%)	0.05NS
For awareness	7 (33.34%)	17 (34.69%)	10 (33.34%)	34 (34%)	0.21NS
Make you believe that their product is best	5 (23.80%)	13 (26.53%)	8 (26.67%)	26 (26%)	1.94NS
Trial Purchase	4 (19.04%)	8 (16.32%)	5 (16.67%)	17 (17%)	4.65NS
For comparison from competitors	3 (14.28%)	6 (12.24%)	9 (30%)	13 (13%)	4.23NS
Any Other	1 (4.76%)	2 (4.08%)	3 (10%)	6 (6%)	1.23NS

Table 7 (A) : Children's Age and their perception of TV Ads

*** Significant at 0.01 level*

NS: Not Significant

Source : Primary Data

Children's Age and their perception of TV Ads (Rural)					
Children's perception of TV Ads	Children's Age				
	5 up to 8 year	Above 8 up to 11 year	Above 11 up to 14 year	Total	Chi Square Value
N	24 (100%)	37 (100%)	39 (100%)	100 (100%)	-
To inform about various schemes & incentives attached to the product t	16 (66.67%)	26 (70.27%)	26 (66.67%)	68 (68%)	0.14NS
Make you to buy the product	13 (54.17%)	20 (54.05%)	20 (51.28%)	53 (53%)	0.76NS
To provide information about the features, price and availability of Product	12 (50%)	18 (48.65%)	19 (48.72%)	49 (49%)	0.013NS
For awareness	11 (45.84%)	17 (45.94%)	18 (46.15%)	46 (46%)	0.01NS
Make you believe that their product is best	9 (37.5%)	14 (37.84%)	14 (35.89%)	37 (37%)	0.34NS
Trial Purchase	5 (20.84%)	7 (18.92%)	9 (23.07%)	21 (21%)	0.198NS
For comparison from competitors	2 (8.34%)	3 (8.10%)	4 (10.25%)	9 (9%)	0.12NS
Any Other	-	-	2 (5.13%)	2 (2%)	-

Table 7 (B): Children's Perception of TV Ads

NS: Not Significant

Source : Primary Data

An attempt was made to find, whether children's age and their perception to TV Ads differs. Chi Square analysis was performed for this purpose. The results are presented in Table No. 7 (A) & 7 (B).

As shown in table, in urban area, no significant relationship was found in children's age and their perception of TV Ads except the fact that ads made them to inform about various scheme and incentives attached to the product as the Chi Square value was coming significant at 0.01 level. It was observed that (73%) of the children in the age

group above 8 up to 11 year, (66,67%) in the age group 5 up to 8 year and (66.67%) of the children in the age group above 11 up to 14 year perceived that the ads were made to inform about various schemes & incentives attached to the product.

In rural area, the relationship between age of the children's and their perception in TV Ads was not found to be significant as the Chi Square value was not coming significant. Thus, all age group children in rural area perceived the TV Ads in similar manner.

Children's Sex and their perception of TV Ads (Urban)				
Children's' perception of TV Ads	Children's Sex			Chi Square Value
	Male	Female	Total	
N	50 (100%)	50 (100%)	100 (100%)	-
To inform about various schemes & incentives attached to the product t	27 (54%)	23 (46%)	70 (70%)	0.64NS
Make you to buy the product	26 (52%)	33 (66%)	59 (59%)	2.02NS
To provide information about the features, price and availability of Product	27 (54%)	20 (40%)	47 (47%)	1.96NS
For awareness	11 (22%)	23 (46%)	34 (34%)	6.41*
Make you believe that their product is best	17 (34%)	9 (18%)	26 (26%)	3.32NS
Trial Purchase	11 (22%)	6 (12%)	17 (17%)	1.77NS
For comparison from competitors	8 (16%)	5 (10%)	13 (13%)	0.79NS
Any Other	4 (8%)	2 (4%)	6 (6%)	0.71NS

Table 8 (A): Children's Sex and their perception of TV Ads

**Significant at 0.05 level*

Source : Primary Data

NS: Not Significant

Children's Sex and their perception of TV Ads (Rural)				
Children's' perception of TV Ads	Children's Sex			
	Male	Female	Total	Chi Square Value
N	50 (100%)	50 (100%)	100 (100%)	-
To inform about various schemes & incentives attached to the product	39 (78%)	29 (58%)	68 (68%)	4.59*
Make you to buy the product	32 (64%)	21 (42%)	53 (53%)	4.85*
To provide information about the features, price and availability of Product	26 (52%)	23 (46%)	49 (49%)	0.36NS
For awareness	25 (50%)	21 (42%)	46 (46%)	0.65NS
Make you believe that their product is best	19 (38%)	18 (36%)	37 (37%)	0.043NS
Trial Purchase	11 (22%)	10 (20%)	21 (21%)	0.60NS
For comparison from competitors	5 (10%)	4 (8%)	9 (9%)	0.12NS
Any Other	2 (4%)	-	2 (2%)	-

Table 8 (B) :Children's Sex and their perception of TV Ads

** Significant at 0.05 level*

Source : Primary Data

NS: Not Significant

An attempt was made to identify whether sex of the child played any significant role in their perception to TV Ads. X² analysis was performed for this purpose. Results are shown in Table No. 8 (A) & 8 (B).

As shown in table, in urban area, the sex of the child did not play a significant role towards their perception in TV Ads except the one case. (46%) of the urban girls felt that the TV Ads were made to make them aware about the product as compared to (22%) of the urban boys. While in rest of the cases, both the sexes perceived the TV Ads in similar manner.

In rural area, the sex of the child has no role in shaping up their perception of TV Ads, as the Chi Square value was not coming significant except in two cases, where (78% boys and 58% girls) and (64% boys & 42% girls) perceived the TV Ads as a source to get the information about the schemes & incentives attached to product and to make them buy the product respectively. The Chi Square values for these cases were coming significant at 0.05 level.

Role Played by Children's Age in Family's Purchase Decision (N=100) (Urban)					
Children's Age	No Role	Information Gatherer	Influencer	Decider	Buyer
Food Items					
<i>Biscuits & Wafers</i>					
5 up to 8 year	0	2 (9.52%)	9 (42.85%)	7 (33.34%)	3 (14.28%)
Above 8 up to 11 year	0	1 (2.04%)	6 (12.25%)	22 (44.9%)	20 (40.81%)
Above 11 up to 14 year	3 (10%)	6 (20%)	3 (10%)	8 (26.67%)	10 (33.34%)
<i>Chocolates</i>					
5 up to 8 year	0	1 (4.76%)	8 (38.09%)	9 (42.85%)	3 (14.28%)
Above 8 up to 11 year	1 (2.04%)	6 (12.24%)	11 (22.44%)	14 (28.57%)	17 (34.69%)
Above 11 up to 14 year	1 (3.34%)	3 (10%)	2 (6.67%)	11 (36.67%)	13 (43.34%)
<i>Health Drinks</i>					
5 up to 8 year	11	3	5	2	0

	(52.38%)	(14.28%)	(23.80%)	(9.52%)	
Above 8 up to 11 year	3 (6.12%)	11 (22.44%)	17 (34.69%)	15 (30.61%)	3 (6.12%)
Above 11 up to 14 year	4 (13.34%)	7 (23.34%)	11 (36.66%)	6 (20%)	2 (6.67%)
Soft drinks					
5 up to 8 year	2 (9.52%)	1 (4.76%)	9 (42.85%)	8 (38.09%)	1 (4.76%)
Above 8 up to 11 year	1 (2.04%)	2 (4.08%)	4 (8.16%)	20 (40.81%)	22 (44.9%)
Above 11 up to 14 year	1 (3.34%)	1 (3.34%)	3 (9.99%)	11 (36.66%)	14 (46.67%)
Ice Creams					
5 up to 8 year	2 (9.58%)	1 (4.76%)	10 (47.61%)	8 (38.09%)	1 (4.76%)
Above 8 up to 11 year	1 (2.04%)	3 (6.12%)	4 (8.16%)	20 (40.81%)	21 (42.85%)
Above 11 up to 14 year	0	1 (3.34%)	1 (3.34%)	13 (43.34%)	15 (50%)
Snacks & Pastries					
5 up to 8 year	0	4 (19.04%)	11 (52.38%)	5 (23.8%)	1 (4.76%)
Above 8 up to 11 year	0	1 (2.04%)	12 (24.48%)	19 (38.77%)	17 (34.69%)
Above 11 up to 14 year	1 (3.34%)	5 (16.67%)	4 (13.34%)	9 (30%)	11 (36.67%)
Sweets					
5 up to 8 year	3 (14.28%)	4 (19.04%)	6 (28.57%)	7 (33.34%)	1 (4.76%)
Above 8 up to 11 year	7 (14.28%)	9 (18.36%)	11 (22.45%)	19 (38.78%)	3 (6.12%)
Above 11 up to 14 year	5	7	6	8	4

14 year	(16.67%)	(23.34%)	(20%)	(26.67%)	(13.34%)
<i>Ketchup</i>					
5 up to 8 year	1 (4.76%)	2 (9.52%)	12 (57.14%)	6 (28.57%)	0
Above 8 up to 11 year	4 (8.16%)	11 (22.45%)	21 (42.85%)	12 (24.5%)	1 (2.04%)
Above 11 up to 14 year	7 (23.34%)	5 (16.67%)	9 (30%)	8 (26.67%)	1 (3.34%)
<i>Tea & Coffee</i>					
5 up to 8 year	7 (33.34%)	8 (38.09%)	3 (14.28%)	3 (14.28%)	0
Above 8 up to 11 year	21 (42.85%)	19 (38.77%)	6 (12.24%)	3 (6.12%)	0
Above 11 up to 14 year	7 (23.34%)	8 (26.67%)	9 (30%)	4 (13.34%)	2 (6.67%)
<i>Edible Oils</i>					
5 up to 8 year	18 (85.71%)	2 (5.71%)	1 (4.76%)	0	0
Above 8 up to 11 year	38 (77.55%)	8 (16.32%)	2 (4.08%)	1 (2.04%)	0
Above 11 up to 14 year	9 (30%)	13 (43.34%)	4 (13.34%)	3 (10%)	1 (3.34%)
<i>Spices</i>					
5 up to 8 year	19 (90.47%)	2 (9.52%)	0	0	0
Above 8 up to 11 year	43 (87.75%)	4 (8.16%)	1 (2.04%)	1 (2.04%)	0
Above 11 up to 14 year	13 (43.34%)	8 (26.67%)	5 (16.67%)	2 (6.67%)	2 (6.67%)
Electronic Items					
<i>Toys</i>					

5 up to 8 year	1 (4.76%)	3 (14.28%)	7 (33.34%)	9 (42.86%)	1 (4.76%)
Above 8 up to 11 year	0	8 (16.32%)	15 (30.61%)	19 (38.78%)	7 (14.3%)
Above 11 up to 14 year	2 (6.67%)	4 (13.34%)	5 (16.67%)	7 (23.34%)	12 (40%)
Computers & Laptops					
5 up to 8 year	7 (33.34%)	9 (42.85%)	5 (23.81%)	0	0
Above 8 up to 11 year	3 (6.12%)	19 (38.77%)	23 (46.93%)	4 (8.16%)	0
Above 11 up to 14 year	1 (3.34%)	8 (26.67%)	15 (50%)	6 (20%)	0
CD & DVDs					
5 up to 8 year	4 (19.05%)	3 (14.28%)	8 (38.09%)	6 (28.57%)	0
Above 8 up to 11 year	3 (6.12%)	11 (22.45%)	19 (38.77%)	10 (20.41%)	6 (12.24%)
Above 11 up to 14 year	0	4 (13.34%)	6 (20%)	11 (36.67%)	9 (30%)
Mobiles Phones					
5 up to 8 year	14 (66.67%)	4 (19.05%)	3 (14.28%)	0	0
Above 8 up to 11 year	9 (18.36%)	23 (46.93%)	15 (30.61%)	2 (4.08%)	0
Above 11 up to 14 year	3 (10%)	11 (36.67%)	9 (30%)	5 (16.67%)	2 (6.67%)
Mobile Sim Card					
5 up to 8 year	20 (95.23%)	1 (4.47%)	0	0	0
Above 8 up to 11	41	8	0	0	0

year	(83.67%)	(16.32%)			
Above 11 up to 14 year	2 (6.67%)	8 (26.67%)	8 (26.67%)	7 (23.34%)	5 (16.67%)
Video Games					
5 up to 8 year	3 (14.28%)	5 (23.81%)	6 (28.57%)	5 (23.81%)	3 (14.28%)
Above 8 up to 11 year	2 (4.08%)	10 (20.40%)	16 (32.65%)	13 (26.53%)	8 (16.32%)
Above 11 up to 14 year	2 (6.67%)	12 (40%)	7 (23.34%)	6 (20%)	3 (10%)
Music System					
5 up to 8 year	15 (71.43%)	4 (19.05%)	2 (9.52%)	0	0
Above 8 up to 11 year	22 (44.9%)	13 (26.53%)	9 (18.36%)	5 (10.20%)	0
Above 11 up to 14 year	1 (3.34%)	6 (20%)	10 33.34%	9 (30%)	4 (13.34%)

Table 9 (A): Role Played by Children's Age in Family's Purchase Decision

Source : Primary Data

Role Played by Children's Age in Family's Purchase Decision (N=100) (Rural)					
Children's Age	No Role	Information Gatherer	Influencer	Decider	Buyer
Food Items					
Biscuits & Wafers					
5 up to 8 year	0	1 (4.17%)	10 (41.67%)	8 (33.34%)	5 (20.83%)
Above 8 up to 11 year	0	2 (54.05%)	7 (18.91%)	9 (24.32%)	19 (51.35%)

Above 11 up to 14 year	4 (10.25%)	7 (17.94%)	12 (30.77%)	7 (17.94%)	9 (23.07%)
Chocolates					
5 up to 8 year	0	1 (4.17%)	9 (37.5%)	11 (45.84%)	3 (12.5%)
Above 8 up to 11 year	0	3 (8.1%)	8 (21.62%)	17 (45.94%)	9 (23.34%)
Above 11 up to 14 year	3 (7.69%)	6 (15.34%)	9 (23.07%)	14 (35.89%)	7 (17.94%)
Health Drinks					
5 up to 8 year	14 (58.34%)	4 (16.67%)	4 (16.67%)	2 (8.34%)	0
Above 8 up to 11 year	4 (10.81%)	8 (21.62%)	18 (48.64%)	6 (16.21%)	1 (2.70%)
Above 11 up to 14 year	3 (7.69%)	10 (25.64%)	17 (43.58%)	7 (17.94%)	2 (5.12%)
Soft drinks					
5 up to 8 year	3 (12.5%)	1 (4.16%)	10 (41.67%)	11 (45.84%)	3 (12.5%)
Above 8 up to 11 year	1 (2.70%)	2 (5.40%)	2 (5.40%)	15 (40.54%)	17 (45.94%)
Above 11 up to 14 year	0	1 (2.56%)	6 (15.38%)	11 (28.20%)	20 (51.28%)
Ice Creams					
5 up to 8 year	3	1	12	7	1

	(12.5%)	(4.17%)	(50%)	(29.17%)	(4.17%)
Above 8 up to 11 year	1 (2.7%)	2 (5.40%)	3 (8.10%)	17 (45.94%)	14 (37.84%)
Above 11 up to 14 year	0	1 (2.6%)	2 (5.12%)	17 (43.59%)	19 (51.35%)
<i>Snacks & Pastries</i>					
5 up to 8 year	1	3 (12.5%)	11 (45.84%)	6 (25%)	3 (12.5%)
Above 8 up to 11 year	0	4 (10.81%)	9 (24.32%)	13 (35.13%)	11 (29.72%)
Above 11 up to 14 year	0	8 (20.51%)	13 (33.34%)	8 (20.51%)	10 (25.64%)
<i>Sweets</i>					
5 up to 8 year	3 (12.5%)	3 (12.5%)	10 (41.67%)	7 (29.16%)	1 (4.16%)
Above 8 up to 11 year	4 (10.81%)	5 (20.84%)	13 (35.13%)	11 (29.73%)	4 (10.81%)
Above 11 up to 14 year	4 (10.25%)	7 (17.94%)	11 (28.20%)	14 (35.89%)	3 (7.7%)
<i>Ketchup</i>					
5 up to 8 year	4 (16.67%)	2 (8.34%)	14 (58.34%)	4 (16.67%)	0
Above 8 up to 11 year	6 (16.21%)	9 (24.32%)	19 (51.35%)	7 (18.91%)	2 (5.40%)
Above 11 up to	4	7	14	13	1

14 year	(10.25%)	(17.94%)	(35.90%)	(33.34%)	(2.56%)
Tea & Coffee					
5 up to 8 year	9 (37.5%)	11 (45.83%)	3 (12.5%)	1 (4.16%)	0
Above 8 up to 11 year	14 (37.83%)	17 (45.94%)	4 (10.81%)	2 (5.40%)	0
Above 11 up to 14 year	6 (15.38%)	12 (30.77%)	10 (25.64%)	8 (20.51%)	3 (7.69%)
Edible Oils					
5 up to 8 year	22 (91.66%)	1 (4.17%)	1 (4.17%)	0	0
Above 8 up to 11 year	28 (75.67%)	7 (18.91%)	1 (2.70%)	1 (2.70%)	0
Above 11 up to 14 year	9 (23.08%)	19 (48.71%)	5 (12.82%)	4 (10.25%)	2 (5.13%)
Spices					
5 up to 8 year	21 (87.5%)	2 (8.34%)	1 (4.16%)	0	0
Above 8 up to 11 year	30 (81.08%)	3 (8.10%)	2 (5.40%)	2 (5.40%)	0
Above 11 up to 14 year	25 (64%)	9 (23.08%)	3 (7.69%)	1 (2.56%)	1 (2.56%)
Electronic Items					
Toys					
5 up to 8 year	1	3	8	9	3

	(4.16%)	(12.5%)	(33.34%)	(37.5%)	(12.5%)
Above 8 up to 11 year	0	6 (16.21%)	12 (32.43%)	10 (27.02%)	9 (24.32%)
Above 11 up to 14 year	3 (7.69%)	4 (10.25%)	8 (20.51%)	11 (28.20%)	14 (35.90%)
Computers & Laptops					
5 up to 8 year	7 (29.17%)	12 (50%)	5 (20.84%)	0	0
Above 8 up to 11 year	9 (24.32%)	19 (51.35%)	8 (21.62%)	1 (2.70%)	0
Above 11 up to 14 year	6 (15.38%)	12 (30.76%)	19 (48.71%)	2 (5.12%)	0
CD & DVDs					
5 up to 8 year	11 (45.83%)	2 (8.34%)	7 (29.17%)	4 (16.67%)	0
Above 8 up to 11 year	2 (5.40%)	12 (32.43%)	9 (24.32%)	7 (18.92%)	7 (18.92%)
Above 11 up to 14 year	0	6 (15.38%)	9 (23.07%)	11 (28.20%)	13 (33.34%)
Mobiles Phones					
5 up to 8 year	18 (75%)	4 (16.67%)	2 (8.34%)	0	0
Above 8 up to 11 year	16 (43.24%)	11 (29.73%)	8 (21.62%)	2 (5.40%)	0
Above 11 up to	6	17	13	2	1

14 year	(15.38%)	(43.59%)	(33.34%)	(5.12%)	(2.56%)
Mobile Sim Card					
5 up to 8 year	24 (100%)	0	0	0	0
Above 8 up to 11 year	32 (86.48%)	5 (13.51%)	0	0	0
Above 11 up to 14 year	17 (43.59%)	8 (20.51%)	6 (15.38%)	5 (12.82%)	3 (7.7%)
Video Games					
5 up to 8 year	6 (25%)	7 (29.16%)	5 (20.83%)	5 (20.83%)	1 (4.16%)
Above 8 up to 11 year	4 (10.81%)	14 (37.83%)	9 (24.32%)	6 (16.21%)	4 (10.81%)
Above 11 up to 14 year	6 (15.38%)	13 (33.34%)	11 (28.20%)	7 (17.94%)	2 (5.12%)
Music System					
5 up to 8 year	16 (66.67%)	5 (20.84%)	3 (12.5%)	0	0
Above 8 up to 11 year	7 (18.91%)	15 (40.54%)	13 (35.13%)	2 (5.40%)	0
Above 11 up to 14 year	1 (2.56%)	4 (10.25%)	16 (41.02%)	9 (23.07%)	9 (23.07%)

Table 9 (B): Role Played by Children's Age in Family's Purchase Decision

Source : Primary Data

An attempt was made to ascertain the role played by children's age (in urban and rural area) in influencing their family's purchase decision. The results are summarized in Table No. 9 (A) & 9 (B).

As shown in table, in both urban and rural area, the children's of younger age (5 up to 8 year) were found playing important role of influencer, decider and to some extent the role of buyer in case of less expensive goods which are meant for them like biscuits & wafers, chocolates, ice creams, soft drinks, pastries, health drinks in food items and toys in electronic goods.

As they grew in age, (above 8 up to 11 year) children were found to played important role as an influencer, decider or buyer and also as an information gatherer. The children of this age group were found playing role in family's decision making in the food items and in electronic items namely, computer/laptops, hiring/purchase of CDs/DVDs & Video games and to some extent in the purchase of mobile phones and music systems (including i-pods).

The most important finding was the role played by the children in urban and rural area in the older age groups of (above 11 up to 14 year). These children's were found to play major role in almost all the purchase of the food & electronic items. It was observed that this age group even played the significant role as an influencer, decider and buyer even in the items like Edible oils and spices alongwith other food items and to the large extent in expensive electronic items like Computer/laptops, mobile phones, mobile sim cards, purchase of CDs/DVDs and also music systems (including i-pods). During data collection it was observed at this age group, children were less interested in video games as they have more liberty to move outside and get involved in some other activities/sports, clubs etc. It was also observed that parents felt that their children of this age group were more technologically sound and had trust on them. They find them a big and reliable source of information gatherer of available products and in most of the expensive electronic items, parents were found dependent on their children and they not only seek their serious opinion before making purchase decision but also take positive action.

Role Played by Children's Sex in Family's Purchase Decision (N=100) (Urban)					
Children's Sex	No Role	Information Gatherer	Influencer	Decider	Buyer

Food Items					
<i>Biscuits & Wafers</i>					
Male	1 (2%)	2 (4%)	12 (24%)	16 (32%)	19 (38%)
Female	2 (4%)	7 (14%)	6 (12%)	21 (42%)	14 (28%)
Chi Square Value= 6.54NS					
<i>Chocolates</i>					
Male	1 (2%)	8 (16%)	8 (16%)	15 (30%)	18 (36%)
Female	1 (2%)	2 (4%)	13 (26%)	19 (38%)	15 (30%)
Chi Square Value= 5.53NS					
<i>Health Drinks</i>					
Male	2 (4%)	6 (12%)	23 (46%)	15 (30%)	4 (8%)
Female	16 (32%)	15 (30%)	10 (20%)	8 (16%)	1 (2%)
Chi Square Value = 23.79**					
<i>Soft drinks</i>					
Male	0	2 (4%)	5 (10%)	17 (34%)	26 (52%)
Female	4 (8%)	2 (4%)	11 (22%)	22 (44%)	11 (22%)
Chi Square Value = 12.97*					
<i>Ice Creams</i>					
Male	1 (2%)	1 (2%)	8 (16%)	16 (32%)	24 (48%)
Female	1 (2%)	4 (8%)	7 (14%)	25 (50%)	13 (26%)
Chi Square Value =7.11NS					
<i>Snacks & Pastries</i>					

Male	0	2 (4%)	12 (24%)	15 (30%)	21 (42%)
Female	1 (2%)	8 (16%)	15 (30%)	18 (36%)	8 (16%)
Chi Square Value=11.03*					
Sweets					
Male	10 (20%)	14 (28%)	6 (12%)	15 (30%)	5 (10%)
Female	5 (10%)	6 (12%)	17 (34%)	19 (38%)	3 (6%)
Chi Square Value=11.09*					
Ketchup					
Male	3 (6%)	7 (14%)	21 (42%)	18 (36%)	1 (2%)
Female	9 (18%)	11 (22%)	21 (42%)	8 (16%)	1 (2%)
Chi Square Value=7.73NS					
Tea & Coffee					
Male	12 (24%)	26 (52%)	4 (8%)	7 (14%)	1 (2%)
Female	23 (46%)	9 (18%)	14 (28%)	3 (6%)	1 (2%)
Chi Square Value=18.87**					
Edible Oils					
Male	28 (56%)	14 (28%)	5 (10%)	2	1
Female	37	9	2	2	0
Chi Square Value = 4.62NS					
Spices					
Male	39 (78%)	6 (12%)	3 (6%)	1 (2%)	1 (2%)
Female	36	8	3	2	1

	(72%)	(16%)	(6%)	(4%)	(2%)
Chi Square Value =0.73NS					
Electronic Items					
Toys					
Male	1 (2%)	6 (12%)	13 (26%)	16 (32%)	14 (28%)
Female	2 (4%)	9 (18%)	14 (28%)	19 (38%)	6 (12%)
Chi Square Value = 4.43NS					
Computers & Laptops					
Male	4 (8%)	19 (38%)	21 (42%)	6 (6%)	0
Female	7 (14%)	17 (34%)	22 (44%)	4 (8%)	0
Chi Square Value=0.35NS					
CD & DVDs					
Male	2 (4%)	11 (22%)	9 (18%)	19 (38%)	9 (18%)
Female	5 (10%)	7 (14%)	24 (48%)	8 (16%)	6 (12%)
Chi Square Value =4.07**					
Mobiles Phones					
Male	14 (28%)	21 (42%)	10 (20%)	4 (8%)	1 (2%)
Female	12 (24%)	17 (34%)	17 (34%)	3 (6%)	1 (2%)
Chi Square Value =2.54NS					
Mobile Sim Card					
Male	19 (38%)	15 (30%)	6 (12%)	6 (12%)	4 (8%)
Female	44	2	2	1	1

	(88%)	(4%)	(4%)	(2%)	(2%)
Chi Square Value =27.23**					
Video Games					
Male	2 (4%)	9 (18%)	14 (28%)	16 (32%)	9 (18%)
Female	5 (10%)	18 (36%)	15 (30%)	8 (16%)	5 (10%)
Chi Square Value = 8.12NS					
Music System					
Male	17 (34%)	9 (18%)	13 (26%)	8 (16%)	3 (6%)
Female	21 (42%)	14 (28%)	8 (16%)	6 (12%)	1 (2%)
Chi Square Value =3.98NS					

Table 10 (A): Role Played by Children's Sex in Family's Purchase Decision

** Significant at 0.01 level

Source : Primary Data

*Significant at 0.05 level

NS: Not Significant

Role Played by Children's Sex in Family's Purchase Decision (N=100) (Rural)					
Children's Sex	No Role	Information Gatherer	Influencer	Decider	Buyer
Food Items					
Biscuits & Wafers					
Male	2 (4%)	6 (12%)	8 (16%)	15 (30%)	19 (38%)
Female	2 (4%)	4 (8%)	21 (42%)	9 (18%)	14 (28%)
Chi Square Value = 8.48NS					
Chocolates					
Male	2 (4%)	7 (14%)	10 (20%)	21 (42%)	10 (20%)

Female	1 (2%)	3 (6%)	16 (32%)	21 (42%)	9 (18%)
Chi Square Value =3.37NS					
Health Drinks					
Male	10 (20%)	12 (24%)	17 (34%)	9 (18%)	2 (4%)
Female	11 (22%)	10 (20%)	22 (44%)	6 (12%)	1 (2%)
Chi Square Value =1.80NS					
Soft drinks					
Male	1 (2%)	2 (4%)	8 (16%)	15 (30%)	24 (48%)
Female	3 (6%)	2 (4%)	10 (20%)	22 (44%)	16 (32%)
Chi Square Value =4.06NS					
Ice Creams					
Male	2 (4%)	2 (4%)	8 (16%)	20 (40%)	18 (36%)
Female	2 (4%)	2 (4%)	9 (18%)	21 (42%)	16 (32%)
Chi Square Value =0.20NS					
Snacks & Pastries					
Male	1 (2%)	8 (16%)	16 (32%)	9 (18%)	16 (32%)
Female	0	7 (14%)	17 (34%)	18 (36%)	8 (116%)
Chi Square Value = 6.76NS					
Sweets					
Male	8 (16%)	6 (12%)	13 (26%)	17 (34%)	6 (12%)
Female	3 (6%)	9 (18%)	21 (42%)	15 (30%)	2 (4%)
Chi Square Value= 6.88NS					

<i>Ketchup</i>					
Male	9 (18%)	7 (14%)	20 (40%)	12 (24%)	2 (4%)
Female	5 (10%)	11 (22%)	27 (54%)	12 (24%)	1 (2%)
Chi Square Value= 3.07NS					
<i>Tea & Coffee</i>					
Male	15 (30%)	23 (46%)	8 (16%)	2 (4%)	2 (4%)
Female	14 (28%)	17 (34%)	9 (18%)	9 (18%)	1 (2%)
Chi Square Value= 5.78NS					
<i>Edible Oils</i>					
Male	30 (60%)	11 (22%)	3 (6%)	4 (8%)	2 (4%)
Female	29 (58%)	16 (32%)	4 (8%)	1 (2%)	0
Chi Square Value=4.88NS					
<i>Spices</i>					
Male	39 (78%)	8 (16%)	2 (4%)	1 (2%)	0
Female	37 (74%)	6 (12%)	4 (8%)	2 (4%)	1 (2%)
Chi Square Value= 2.33NS					
Electronic Items					
<i>Toys</i>					
Male	2 (4%)	7 (14%)	15 (30%)	13 (26%)	13 (26%)
Female	2 (4%)	6 (12%)	13 (26%)	17 (34%)	13 (26%)
Chi Square Value =0.74NS					
<i>Computers & Laptops</i>					

Male	10 (20%)	26 (52%)	12 (24%)	2 (4%)	0
Female	12 (24%)	17 (34%)	20 (40%)	1 (2%)	0
Chi Square Value = 4.39NS					
CD & DVDs					
Male	7 (14%)	11 (22%)	7 (14%)	8 (16%)	17 (34%)
Female	6 (12%)	9 (18%)	18 (36%)	14 (28%)	3 (6%)
Chi Square Value = 16.55**					
Mobiles Phones					
Male	20 (40%)	16 (32%)	11 (22%)	2 (4%)	1 (2%)
Female	20 (40%)	16 (32%)	12 (24%)	2 (4%)	0
Chi Square Value = 1.04NS					
Mobile Sim Card					
Male	34 (68%)	8 (16%)	4 (8%)	2 (4%)	2 (4%)
Female	39 (78%)	5 (10%)	2 (4%)	3 (6%)	1 (2%)
Chi Square Value = 2.23NS					
Video Games					
Male	5 (10%)	23 (46%)	7 (14%)	9 (18%)	6 (12%)
Female	11 (22%)	11 (22%)	16 (32%)	11 (22%)	1 (2%)
Chi Square Value = 13.78**					
Music System					
Male	13 (26%)	15 (30%)	11 (22%)	4 (8%)	7 (14%)
Female	11	9	21	7	2

	(22%)	(18%)	(42%)	(14%)	(4%)
Chi Square Value = 8.38NS					

Table 10 (B): Role Played by Children's Sex in Family's Purchase Decision

*** Significant at 0.01 level*

Source : Primary Data

**Significant at 0.05 level*

NS: Not Significant

An attempt was made to ascertain whether the sex of the children (in urban & rural area) played an important role in influencing their family's purchase decision. Chi Square analysis was performed. The results are presented in Table No. 10 (A) & 10 (B).

It was observed that in some products sex did played a significant role while in other both the sexes had similar role in influencing their parents purchase decision as there were cases where Chi Square value was significant at 0.05 & 0.01 level and in some cases the value not found significant.

From the given tables, it was interpreted that, in urban area, in food items namely- Biscuits & Wafers, chocolates, ice-creams, ketchup, edible oils & spices and in electronic items namely- toys, computer/laptops, mobile phones, video games and music systems both the sexes male and female played almost similar role in influencing their family's purchase decision as the Chi Square value was not found significant in these cases. Whereas, in the food items like- health drinks, soft drinks, snacks & pastries, sweets and Tea & Coffee and in electronic items like- CDs/DVDs (hiring/purchasing) and mobile sim card, sex of the children played a significant role influencing their family purchase decision as the Chi Square value for these items was coming significant at 0.05 and 0.01 level. It was observed that in urban area, boys played the significant role of influencer in health drinks as compared to girls, while girls played an important role of influencer in items like soft drinks, snack & pastries, sweets and tea & coffee. Similarly, girls have had role as decider in health drinks, soft drinks, snacks & pastries and sweets. Boys played the role in almost all the food items. In electronic items like- hiring/purchasing of CDs/DVDs girls played an important role of influencer while boys played role of decider and buyer in case of hiring/purchasing of CDs/DVDs and Mobile sim cards.

In rural area, both the sexes male and female have had the similar role in influencing the family's purchase decision of food items as the Chi Square value was not found significant whereas in electronic items Chi Square value was coming significant at 0.05 and 0.01 level-in the hiring/purchasing of CDs/DVDs and Video Games, therefore it is implied that girls played an important role of influencer and decider while boys played a significant role of buyer in the above said electronic items.

However, there were some differences in their preferences for the type of the product, which might be due to their basic nature.

Parent's interest in TV Ads	Number of parents
Leave the TV room	10
Lower the Volume during ads	27
Switch TV channel	37
Watch TV Ads with great interest	26
Total	100

Table 11 (A) :Extent of Parents' Interest in TV Ads (Urban)

Source : Primary Data

Parent's interest in TV Ads	Number of parents
Leave the TV room	12
Lower the Volume during ads	23
Switch TV channel	42
Watch TV Ads with great interest	23
Total	100

Table 11 (B) :Extent of Parents' Interest in TV Ads (Rural)

Source: Primary Data

An attempt was made to ascertain the extent of interest parents had in TV Ads. As shown in Table No. 11 (A) & 11 (B) around one fourth (26% in urban & 23% in rural) parents watched TV Ads with great interest, while a significant number (72% in urban & 77% in rural) of them preferred switching TV channels, lowering the volume of TV Ads and leaving the TV room. It was also observed that, the TV Ads which were quite popular with children were not that popular with their parents.

Child's relation and their interest in TV Ads related to food & electronic items (Urban)					
Child's relation	Parent's interest in TV Ads related to food & electronic items				
	Leave the TV room	Lower the Volume during ads	Switch TV channel	Watch TV Ads with great interest	Total
Mother	6 (12.7%)	14 (29.8%)	14 (29.8%)	13 (27.6%)	47 (100%)
Father	2 (6.4%)	8 (25.8%)	15 (48.4%)	6 (19.4%)	31 (100%)
Other relatives	2 (9.1%)	5 (22.7%)	8 (36.4%)	7 (31.8%)	22 (100%)
Total	10 (10%)	27 (27%)	37 (37%)	26 (26%)	100 (100%)

Table 12 (A) :Child's Relation and Their Interest in TV Ads Related To Food & Electronic Items

Source : Primary Data

Child's relation and their interest in TV Ads related to food & electronic items (Rural)					
Child's relation	Parent's interest in TV Ads related to food & electronic items				
	Leave the TV room	Lower the Volume during ads	Switch TV channel	Watch TV Ads with great interest	Total
Mother	7	12	14	18	51

	(13.7%)	(23.5%)	(27.4%)	(35.2%)	(100%)
Father	3 (9.3%)	7 (21.8%)	20 (62.5%)	2 (6.2%)	32 (100%)
Other relatives	2 (11.7%)	4 (23.5%)	8 (47%)	3 (17.6%)	17 (100%)
Total	12 (12%)	23 (23%)	42 (42%)	23 (23%)	100 (100%)

Table 12 (B) : Child's Relation and Their Interest in TV Ads Related To Food & Electronic Items

Source : Primary Data

An effort was made to identify the significance between the child's relation and their interest in TV Ads. The objective was to ascertain that mother, father and other relative had similar interest in TV Ads or it differs. The Table No. 12 (A) & 12 (B) shows the result.

Around (27.6% in urban & 35.2% in rural) mothers found greatly interested in TV Ads with great interest in comparison to father (19.4% in urban & 6.2%) and other relatives (31.8% in urban & 17.6% in rural). Fathers (48.4% in urban & 62.5% in rural) were found to switching the TV channel or leaving the room during ads (6.4% in urban & 9.3% in rural). Fathers (25.8% in urban & 21.8% in rural) generally preferred lowering the TV volume.

Family income and extent of parent's interest in TV Ads related to food & electronic items (Urban)					
Family income	Parent's interest in TV Ads related to food & electronic items				
In Lakhs	Leave the TV room	Lower the Volume during ads	Switch TV channel	Watch TV Ads with great interest	Total
Low (up to 1.6)	3 (7.1%)	11 (26.6%)	21 (50%)	7 (16.7%)	42 (100%)
Middle (1.6 to 5)	4 (11.7%)	9 (26.4%)	7 (20.6%)	14 (41.2%)	34 (100%)
High Middle	2	5	6	3	16

(5 to 8)	(12.5%)	(31.2%)	(37.5%)	(18.7%)	(100%)
High (above 8)	1 (12.5%)	2 (25%)	3 (37.5%)	2 (25%)	8 (100%)
Total	10 (10%)	27 (27%)	37 (37%)	26 (26%)	100 (100%)
Chi Square =9.90 NS					

Table. 13 (A): Family Income and Extent of Parent's Interest in TV Ads Related To Food & Electronic Items

NS: Not Significant

Source : Primary Data

Family income and extent of parent's interest in TV Ads related to food & electronic items (Rural)					
Family income in Lakhs	Parent's interest in TV Ads related to food & electronic items				
	Leave the TV room	Lower the Volume during ads	Switch TV channel	Watch TV Ads with great interest	Total
Low (up to 1.6)	8 (11.4%)	15 (21.4%)	35 (50%)	12 (17.1%)	70 (100%)
Middle (1.6 to 5)	4 (14.3%)	8 (28.5%)	6 (21.4%)	10 (35.7%)	28 (100%)
High Middle (5 to 8)	0	0	1 (50%)	1 (50%)	2 (100%)
High (above 8)	0	0	0	0	0
Total	12 (12%)	23 (23%)	42 (42%)	23 (23%)	100 (100%)

Chi Square = 8.86 NS

Table 13 (B) Family Income and Extent of Parent's Interest in TV Ads Related To Food & Electronic Items

NS: Not Significant

Source : Primary Data

An effort was made to ascertain whether the family income played any important role in determining the extent of parents' interest in TV Ads. Chi Square analysis was performed and the results were obtained.

The Table No. 13 (A) & 13 (B), suggested that, the relationship between the family income and the extent of parents' interest in TV Ads was not found significant at 0.05 level in both urban and rural area. This indicated that no relationship exist between parents' interest in TV Ads to their income groups. Thus it was interpreted that no significant relationship existed between the two. The parents of every income group watched TV Ads with more or little interest. From the above tables it is clear that, (41.2% in urban & 35.7% in rural) parents in the middle income group, (18.7% in urban & 50% in rural) parents in the High middle income group, (25% in urban) parents belonging to high income group and (16.7% in urban & 17.1% in rural) parents watched TV Ads great interest. They are aware about the product and the brand advertisement appeared in TV.

During data collection it was observed that parents' from lower income group and high income in urban and high middle income group in rural watched TV Ads with less interest and its because they hardly had time to sit and watch TV Ads. Moreover, in lower income group most of them knew that they could not afford to buy the majority of the products advertised. However most of them also admitted that TV Ads sometimes become the source of useful information/knowledge regarding offers, attributes and benefits associated with the products.

Parent's Perception of Children's Role in Family Purchase Decision (Urban)					
(N=100)					
Products	Role Played by Children in Family Purchase Decision				
	No Role	Information	Influencer	Decider	Buyer

		Gatherer			
Food Items					
Biscuits & Wafers	8 (8%)	13 (13%)	26 (26%)	32 (32%)	21 (21%)
Chocolates	4 (4%)	11 (11%)	21 (21%)	28 (28%)	36 (36%)
Health Drinks	5 (5%)	17 (17%)	31 (31%)	34 (34%)	13 (13%)
Soft drinks	2 (2%)	5 (5%)	13 (13%)	29 (29%)	34 (34%)
Ice Creams	2 (2%)	3 (3%)	32 (32%)	31 (31%)	32 (32%)
Snacks & Pastries	9 (9%)	4 (4%)	32 (32%)	36 (36%)	19 (19%)
Sweets	14 (14%)	5 (5%)	33 (33%)	39 (39%)	9 (9%)
Ketchup	23 (23%)	13 (13%)	34 (34%)	23 (23%)	7 (7%)
Tea & Coffee	35 (35%)	34 (34%)	19 (19%)	9 (9%)	3 (3%)
Edible Oils	32 (32%)	42 (42%)	17 (17%)	7 (7%)	2 (2%)
Spices	36 (36%)	44 (44%)	14 (14%)	4 (4%)	2 (2%)
Electronic Items					
Toys	3	12	42	32	11

	(3%)	(12%)	(42%)	(32%)	(11%)
Computers & Laptops	34 (34%)	21 (21%)	27 (27%)	16 (16%)	2 (2%)
CD & DVDs	12 (12%)	23 (23%)	24 (24%)	28 (28%)	13 (13%)
Mobiles Phones	27 (27%)	21 (21%)	27 (27%)	18 (18%)	7 (7%)
Mobile Sim Card	23 (23%)	25 (25%)	39 (39%)	8 (8%)	5 (5%)
Video Games	17 (17%)	21 (21%)	27 (27%)	26 (26%)	9 (9%)
Music System	26 (26%)	32 (32%)	27 (27%)	12 (12%)	3 (3%)

Table 14 (A): Parent's Perception of Children's Role in Family Purchase Decision

Source : Primary Data

Parent's Perception of Children's Role in Family Purchase Decision (Rural)					
Products	Role Played by Children in Family Purchase Decision				
	(N=100)				
	No Role	Information Gatherer	Influencer	Decider	Buyer
Food Items					
Biscuits & Wafers	4 (4%)	8 (8%)	31 (31%)	38 (38%)	19 (19%)
Chocolates	3 (3%)	6 (6%)	21 (21%)	31 (31%)	39 (39%)

Health Drinks	13 (13%)	16 (16%)	36 (36%)	29 (29%)	6 (6%)
Soft drinks	5 (5%)	12 (12%)	9 (9%)	36 (36%)	38 (38%)
Ice Creams	6 (6%)	7 (7%)	28 (28%)	29 (29%)	30 (30%)
Snacks & Pastries	12 (12%)	15 (15%)	26 (26%)	38 (36%)	11 (11%)
Sweets	11 (11%)	18 (18%)	27 (27%)	36 (36%)	8 (8%)
Ketchup	7 (7%)	16 (16%)	38 (38%)	24 (24%)	15 (15%)
Tea & Coffee	39 (39%)	37 (37%)	17 (17%)	4 (4%)	3 (3%)
Edible Oils	41 (41%)	36 (36%)	24 (24%)	6 (6%)	1 (1%)
Spices	46 (46%)	42 (42%)	16 (16%)	5 (5%)	1 (1%)
Electronic Items					
Toys	8 (8%)	17 (17%)	11 (11%)	26 (26%)	34 (34%)
Computers & Laptops	19 (19%)	15 (15%)	27 (27%)	38 (38%)	1 (1%)
CD Rom & DVDs	6 (6%)	46 (46%)	17 (17%)	23 (23%)	8 (8%)

Mobile Phones	4 (4%)	23 (23%)	34 (34%)	33 (33%)	6 (6%)
Mobile Sim Card	27 (27%)	31 (31%)	33 (33%)	7 (7%)	2 (2%)
Video Games	17 (17%)	14 (14%)	27 (27%)	31 (31%)	11 (11%)
Music System	27 (27%)	34 (34%)	21 (21%)	14 (14%)	4 (4%)

Table No. 14 (B): Parent's Perception of Children's Role in Family Purchase Decision

Source : Primary Data

As shown in Table No. 14 (A) & 14 (B), children played an important role with regard to their own and family's purchase decision for food and electronic items advertised on TV. It was also observed that children play the role of buyer in those items which were meant for them and were low in price. Parents recognize their children as buyer in case of chocolates (36% in urban & 39% in rural), soft drinks (34% in urban & 38% in rural), ice creams (32% in urban & 30% in rural), Biscuits & Wafers (21% in urban & 19% in rural) and snacks & pastries (19% in urban & 11% in rural). Children's enjoy purchasing power and purchase independence in these food items. So far as electronic items were concerned, children enjoy purchasing power and independence limited only to a few items which were low in price like Toys (11% in urban & 34% in rural), purchasing/hiring of CDs/DVDs (13% in urban & 8% in rural) and purchasing/hiring of video games (9% in urban & 11% in rural).

Children's played the role as decider in many food items like sweets (39% in urban & 36% in rural), Snacks & Pastries (36% in urban & rural), Health Drinks (34% in urban & 29% in rural), Biscuits & Wafers (32% in urban & 38% in rural), Ice creams (31% in urban & 29% in rural), Soft drinks (29% in urban & 36% in rural) and ketchup (23% in urban & 24% in rural). In electronic items, children's played the role as decider in the items- Toys (32% in urban & 26% in rural), CDs/DVDs hiring/purchasing (28% in urban & 23% in rural), Hiring/Purchasing of Video Games (26% in urban & 31% in rural), Mobile Phones (18% in urban & 33% in rural and in Computer/Laptops (16% in urban & 38% in rural). It was also observed that, children influences the purchase decision of

family by playing the role of decider and demanding the products meant for them but was a bit expensive.

Parents also recognized the role of the child as an influencer in family purchase decision making. In food products like- Ketchup (34% in urban & 38% in rural), Sweets (33% in urban & 27% in rural), Snacks & Pastries (32% in urban & 26% in rural), Health Drinks (31% in urban & 36% in rural), Biscuits & Wafers (26% in urban & 31% in rural), Chocolates (21% in urban & rural) and Tea & Coffee (19% in urban & 17% in rural) of the parents claimed that children played the role of influencer after being exposed to TV Ads. In electronic items like – Toys (42% in urban & 11% in rural), Mobile Sim Cards (39% in urban & 33% in rural), Mobile Phones (27% in urban & 34% in rural), Video games hiring/purchasing (27% in urban & rural area), Computer Laptops (27% in urban & in rural) and Music System including transistors and radio (27% in urban & 21% in rural) of the parents reported that children played the role of influencer.

It was observed that, where the children does not enjoyed much of the purchasing power and independence they request their parents to buy products of the that brand which children likes after being exposed to TV Ads. In case of expensive toys, children were more dependent on parents in urban area, whereas in rural area local market the availability of expensive items were less and in low priced toys the children enjoyed more purchasing power and independence.

Parents strongly felt children's role as information gatherer for the variety of food and electronic products. Parents even appreciated the role of older children as information gatherer because many times children were watching TV Ads with great interest and having an access to the information about brands of those products which might not be meant for their direct consumption or use. However they recommend to their parents to purchase the brands which they had seen in TV Ads. In food items like Spices (44% in urban & 46% in rural), Edible Oils (42% in urban and 41% in rural) and Tea & Coffee (34% in urban & 37% in rural) of the parents admitted that their children were information gatherer. In electronic items like – Music system (32% in urban & 34% in rural), Mobiles Sim Cards (25% in urban & 31% in rural), CDs/DVDs (23% in urban & 46% in rural), Mobile Phones (21% in urban & 23 % in rural) and Computer & Laptops (21% in urban & 15% in rural) parents felt that their children were the information gatherer.

Finally parents who were of the opinion that children did not play any important role in family purchase decision making in some of the food and electronic items. As shown in

table, the food items like Spices (36% in urban & 46% in rural), Tea & Coffee (35% in urban & 39% in rural), Edible Oils (32% in urban & 41% in rural) and Ketchup (23% in urban & 7% in rural) whereas in electronic items like Computers & Laptops (34% in urban & 19 %), Mobile Phones (27% in urban & 4% in rural), Music System (26% in urban & 27% in rural) and Mobile Sim Cards (23% in urban & 27% in rural) of the parents claims that there was no role of children in family purchase decision making.

7. Conclusion

So far as advertisements appeared on different TV channels were concerned, no significant relationship was found between the children watching TV ads and their age in both urban and rural area. However, it was observed that in urban and rural area, the boys have shown more interest in watching TV ads as compared to girls. In urban area and rural area, majority of children who were watching TV up to two hours have shown great interest and some interest respectively in watching TV ads.

Children acquire different kinds of understanding of advertising at different ages. In urban and rural area, a dramatic shift has been noticed in children's perception of TV ads as they moved from early childhood to early adolescence. TV ads were the one of the source of entertainment for most of the children under the age of eight year. The children above the age of eight year and of both the sexes found TV ads as an information needed for the purchase of product. Children became better informed consumers with age, using information gathered from TV ads to evaluate the product offering.

The study further revealed that, amount of interest the parents corroborate in TV ads was also found to contribute significantly towards the interest children took in such ads. It was observed that in urban and rural area, mothers were found more interested than fathers in watching TV ads. Also, parents of all income group watches TV ads as no significant difference was found between the family income and the parents interest in viewing TV ads in both the area. Parents were even found watching TV ads with children and making the intents clear to them.

An attempt was made to ascertain the role played by children's age (in urban and rural area) in influencing their family's purchase decision. In both urban and rural area, the children's of younger age (5 up to 8 year) were found playing important role of influencer, decider and to some extent the role of buyer in case of less expensive goods which are meant for them like biscuits & wafers, chocolates, ice creams, soft drinks, pastries, health drinks in food items and toys in electronic goods.

As they grew in age, (above 8 up to 11 year) children were found to played important role as an influencer, decider or buyer and also as an information gatherer. The children of this age group were found playing role in family's decision making in the food items and in electronic items namely, computer/laptops, hiring/purchase of CDs/DVDs & Video games and to some extent in the purchase of mobile phones and music systems (including i-pods).

The most important finding was the role played by the children in urban and rural area in the older age groups of (above 11 up to 14 year). These children's were found to play major role in almost all the purchase of the food & electronic items. It was observed that this age group even played the significant role as an influencer, decider and buyer even in the items like Edible oils and spices alongwith other food items and to the large extent in expensive electronic items like Computer/laptops, mobile phones, mobile sim cards, purchase of CDs/DVDs and also music systems (including i-pods). During data collection it was observed at this age group, children were less interested in video games as they have more liberty to move outside and get involved in some other activities/sports, clubs etc. It was also observed that parents felt that their children of this age group were more technologically sound and had trust on them. They find them a big and reliable source of information gatherer of available products and in most of the expensive electronic items, parents were found dependent on their children and they not only seek their serious opinion before making purchase decision but also take positive action.

Thus the study revealed that, in both the urban and the rural area, children played an important role in the family's purchase decision for a wide range of food and electronic items. However, extent of children's influence varied with the age and nature & price of the items. Children's were found to play various roles such as information gatherer, influencer, decider and buyer. Children's were recognized as information gatherer as they spend more time in watching TV ads than any other member of the family and were found to have more knowledge about the availability of items. Older age children were having knowledge of product attributes, its price and availability and therefore most of the time they found to play the role of opinion leader. In case of electronic items, it was observed that parents think that their children (above the age of eight year) were more technological sound and they sought their view before making any purchase decision. Children's role as a buyer was recognized by most of the parents for the food and electronic items, which were low-priced and meant exclusively for their consumption.

For the purchase of expensive items consent of parents becomes essential. Majority of parents has also recognized their children role of influencer and decider in the purchase of high-priced and high-involvement items.

Children from both the sexes were found to be playing an important role in the family's purchase decision. The girls were found to be more interested in food items while boys preferred playing the role in case of the electronic items. The most important finding of the study is that, not only in urban area but also in rural area, in the traditional male dominated families, the role of girls has been felt equally important to that of the boy. Thus, the children of both the sexes in both the area (urban & rural) found to play a significant role in family's purchase decision.

8.Recommendations

8.1.Co-viewing television with children.

Children are specifically targeted by some advertisements and are even more vulnerable than adults to their influence. Parents have to play a more important role in mediating the influence of TV ads on their children and ensure that the child is accompanied by some elder person in the house. Parents must assist their children in questioning and thinking critically about the messages they see on TV. This can help them to keep a close watch & control over the wrong messages getting explored to their children.

8.2.Distinguishing advertising from reality

Until the age of six or seven, children have difficulty in distinguishing advertising from reality and may not understand that ads are there to sell something. Parents must show how the TV programs are usually preceded by a huge marketing campaign involving tie-in toys, fast food, mobiles, video games, CDs/DVDs etc. Talking to children about advertising from an early age encourages them to become active - not passive - consumers of commercial messages which would be an important step of consumer socialization.

9. Refrence

1. Agarwal, A (2007) Future Media ' Changing face of Indian Advertising Available at: <http://www.labnol.org/india/knowledge/future-media-changing-face-of-indian-advertising/980/> Retrieved on: 23rd December, 2008.
2. Atkin Charles K. (1978) "Observation of Parent-child Interaction in Supermarket Decision -Making", Journal of Marketing, Vol. 42, No. 4, pp. 41-45.
3. Beatty Sharon E. and Talpade Salil (1994) "Adolescent Influence in Family Decision Making: A Replication with Extension", Journal of Consumer Research, Vol. 21, No. 2, pp. 332-341.
4. Brian M. Young, Celebrity Endorsement: Theory and Experiments with Children, www.cbs.dk
5. Chandok Anil (November, 2005) "Impact of Advertisements on Children's Buying Behaviour", Marketing Mastermind, pp. 41-46.
6. Ciochetto, L. (2004), Advertising and Globalisation in India, Massey University, Wellington, New Zealand. www.arts.manchester.ac.uk/ecmsas/panels/ecmsaspanel17to24/panelpdfs/File
7. Cotte, J. and Wood, S. L. (2004) "Families and Innovative Consumer Behaviour: A Triadic Analysis of Sibling and Parental Influence", Journal of Consumer Research, Vol. 31, No. 1. pp. 78-86.
8. Datta Srinivasa (April, 2008) "Advertisements Do They Match Consumer Preferences?" Marketing Mastermind, pp.59-62

9. Dubey Jayashree and Patel Rajni P. (2004) "Ads that Work with Youth", *Indian Management*, Vol. 43, No. 10, pp. 68-74.
10. Gooldberg, M. & Gorn, G. (1978), Some unintended consequences of TV advertising on children, *Journal of Consumer Research*, Vol.5, pp 22-29.
11. Gorn, G. and Goldberg, M. (1977), The impact of television advertising on children from low-income families, *Journal of Consumer Research*, Vol.4, pp 86-88.
12. Gorn, G. and Goldberg, M. (1980), Children's responses to repetitive television commercials, *Journal of Consumer Research*, Vol.6, pp 421-424.
13. Heberlein, T. A. & Wisconsin, M. (1998). *Environnemental Attitudes*. ZfU, (2)81, 241-270.
14. Hitchon, J. (1994). Effect of Ambiguity & Complexity on Consumer Response to Music Video Commercials. *Journal of Broadcasting & Electronic Media*, 38(3), 289-306.
15. Holden, S. J. S. & Lutz, R. J. (1992). Ask Not What the Brand Can Evoke; Ask What Can Evoke the Brand. *Journal of Advances in Consumer Research*, 19, 101-107.
16. Hussainy, S. K., Riaz, K., Kazi, A. K. & Herani, G. M. (2008). Advertising Styles Impact on Attention in Pakistan. *KASBIT Business Journal*, 1(1), 28-38.
17. Jalees, T. (2006). Brand Personification of Mobilink, U Phone, Telenor, and Warid. *Journal of Research Market Forces*, 2(2), 50-76.
18. Kapoor, Neeru 2003, *Television Advertising and Consumer Response, Children Buying Behaviour*, Mittal Publication, xvi, 226p, tables, figs, ISBN 81-7099-901-4.
19. Katke, K. (2007). The Impact of Television Advertising on Child Health & Family Spending. *International Marketing Conference on Marketing & Society*. Retrieved on Dated, 10-04-2009.
20. Katyal S. (2003) "Impact of Celebrity Endorsement on a Brand" Available at: <http://www.chillibreeze.com/articles/Celebrity-endorsement.asp> Retrieved on 5th January, 2009.
21. Keller, L. K. (2006). Strategic Brand Management Process, in *Prespective of Modern Brand management*, Ed. Dr. Franz-Rudolf Esch.
22. Khatri, P., 2006. Celebrity Endorsement: A Strategic Promotion Perspective. *Indian Media Studies Journal*, 1(1).Pp. 25-37

23. Kotwal Nidhi, Gupta Neelima and Devi Arjee (2008) "Impact of T.V Advertisements on Buying Pattern of Adolescent Girls", *Journal of Social Sciences*, Vol. 16, No. 1, pp. 51-55.
24. McCracken, G. (1989), "Who is the celebrity endorser? Cultural foundations of the endorsement process", *Journal of Consumer Research*, Vol. 16, December, pp. 310-21.
25. Mendelson, A. L. & Bolls, P. D. (2002). Emotional effects of advertising on young adults of lower socio economicstatus. Retrieved on Dated: 01-05-2009.
26. Moschis, G. P (1981), The role of family communication in consumer learning, *Journal of Communication*, Vol.31, pp 42-51.
27. Pine and Nash (2007), "Dear Santa: The Effects of Television Advertising on Young Children", *International Journal of Behavioral Development*, Vol. 26, No. 6, pp. 529-539.
28. Sheoliha (2007), "Kids: A Bull's Eye for Advertisers Today", *Advertising Express*, June, pp. 39-42.
29. Srikanth, S (1991) Cultural values depicted in Indian Television Advertising, *International Communication Gazette*, Vol. 48, No. 3. Aaker, D.A. (1991), *Managing Brand Equity*, Free Press, New York, NY.
30. Suhalka, G.n.d. Celebrity Endorsers and Endorsements in India- The Rise and the Impact [pdf] Available at: <http://www.ndtvmi.com/b4/dopesheets/garima.pdf> [Accessed 18 February 2012]
31. Surana, R., 2008. The Effectiveness of Celebrity Endorsement in India [pdf] Available at: <http://edissertations.nottingham.ac.uk/2069/1/08MALixrs13.pdf> [Accessed 18 February 2012] uploadmax10Mb,134388,en.pdf, accessed on 19.01.2007.
32. Tirmizi, M. A., Rehman, K. U. & Saif M. I. (2009). An Empirical Study of Consumer Impulse Buying Behavior in Local Markets European. *Journal of Scientific Research*, 28, 522-532.
33. Ward, S., Wackman, D.B., Wartella, E. (1977), *How children learn to buy: The development of consumer information processing skills*, Sage publications, Beverly Hills, CA.
34. Young, B. & Helherington, M(1996), The literature on advertising and children's food choice, *Nutrition & Food Science*, No. 5, Sept/Oct, pp 15-18.