

# Parents Perception of Influence of Television Advertisement on Children

**Dr. Priyaka Khanna**

Department of Commerce, Khalsa College for Women, Ghumar Mandi, Civil Lines  
Ludhiana, Punjab, India

## Abstract:

**D**ata based on questionnaire measures from parents in New Zealand, the UK, and Sweden on attitudes toward advertising to children is presented. There is cross-national evidence that attitudes in this area are affectively strong and consistent and data is presented on responses to particular attitude statements that support this claim. An exploratory factor analysis on the Swedish and UK data suggests a factor structure in respondents with both positive and negative attitudinal clusters toward advertising to children. The paper concludes with suggestions for future research in order that the international debate on advertising and marketing to children is informed by cross-cultural research.

**Keywords:** Advertising, attitude, parent, children, UK, Sweden, New Zealand.

## I. INTRODUCTION

Studies on the effects of advertising on children are generally based on two paradigm of the empowered child and that of the vulnerable child. Research based on this paradigm-mostly marketing research-generally focuses on the intended effects of advertising. Indeed advertising effects refer to children's brand awareness, brand attitudes, and purchase intentions. It is also believed that children are more susceptible than adults to the seductive influences of commercials. Research into the unintended advertising effects has mostly focused on three variables; materialism, parent child conflict, and unhappiness. Parents in India believe that there is change in the pattern and behavior of children when they watch television. Parents have shown many concerns about effects of television advertising on their children, thereby showing both positive and negative views about television advertising. Product advertisements place an emphasis on possessions and on aspiration to a certain lifestyle. The underlying concerns about television advertising is whether it exploits children, and this exploitation is sometimes described in emotive terms with reference to 'Seducers' (the marketers) and 'innocents'(the children, particularly young children). In this context, advertising is seen negatively with the criticism that advertising persuades children to buy products they do not need and spend money they may not have (Young, 1990). A large body of knowledge has accumulated that addresses the nature of a child's interaction with his/her parents in a commercial context. An underlying theme of the discussion is a concern that advertising may trigger the so-called 'pester-power' phenomenon, leading to nagging, unhappiness, or conflict (Bandyopadhyay et al, 2001; Dens, DePelsmacker, Eagle, 2007).

The purpose of this paper is to investigate the perception of parents about the intended and unintended effects television advertisements on their children. The paper is divided into three sections. First section describes significance of the study and the literature review, followed by research methodology in second section. The third section covers the analysis, both univariate and multivariate analysis has been done in form of exploratory factor analysis. In the final section some conclusions has been drawn along with the suggestions for the future.

## II. SIGNIFICANCE OF THE STUDY

Extension of this line of research is imperative as it is uncertain whether the result found in the 1970s still hold for the present generation of children. On one hand, it is possible that today's children have become more susceptible to advertising because in most Western societies, the commercial pressure on children has significantly increased in the past two decades (e.g., Buckingham, 2000; Gunter & Furnham, 1998). On the other hand, it is conceivable that children have become less vulnerable to unintended advertising effects because changes in child rearing and family communication styles in the past decades (Gunter & Furnham, 1998; McNeal, 1999) may have increased children's defenses against advertising effects. In comparison to earlier generations, children are now more often encouraged to voice their opinion, to be critical, and to take part in consumer-related decision making (e.g., McNeal, 1999). It is, therefore, uncertain whether the results found in the 1970s still hold for the present generation of children. The aim of the present study is to reinvestigate whether and how television advertising is related to materialism, parent child conflict, and unhappiness. However, little research is found in the literature about the attitudes of parents toward television advertising and children. So this study has been designed to investigate the parent's perception about television advertisements and the perceived influence these advertisements exert on the behavior of their children.

## III. LITERATURE REVIEW

Austin *et al* (1999) investigated positive and negative mediation styles and parental perception of television usefulness as a learning tool. 225 parents and with at least one child between the ages 2-17 were selected as respondents.

Positive mediation may occur more due to happen stance, while negative mediation associated more often with critical viewing and protective motivations. Optimists expressed more positive opinions on television considering it as good babysitter; on the other hand cynics were the least to consider TV a good learning tool. Non-mediators and selective took the middle ground. The results identifies some positive parent views on TV as well as active parental media consumption and concluded that parents liking of TV inspires more co-viewing and using television as a tool to reinforce positive lessons, rather than a source of examples of what not to do. Chan and McNeal (2002) indicated that Chinese parents hold negative attitudes towards television advertising in general and children's advertising specifically. Parents of younger children were more critical than parents of older children as they were worried about children's inability to identify misleading content in commercials. Parents strongly feel that advertising should be banned during children hours which seems to suggest that Chinese parents rely on the government to set and enforce the rules to control the effects of advertising on children. They found that parents who have more negative attitudes towards advertising exercise their control through coercion, rather than through communication. Young *et al* (2003) investigated attitudes of parents towards advertising to children in the UK, Sweden and New Zealand. A questionnaire consisting of 34 attitude statements on advertising to children was constructed. The result revealed that parents in both the groups disapprove advertising to children and majority of people were of opinion that advertising to children puts pressure on the their parents to buy them things; the more advertising children watch, the more they will want advertised products and advertising persuades people to buy products they do not really need. Spungin (2004) in the survey said advertising "manipulates children"; but at the same time accepted it as fact of life in a consumer society. Parents recognize their own responsibility to educate their children as 96 percent of parents agreed with the statement "It's up to parents to explain to children that they cannot have everything they see advertised." Nathalie Dens *et al* (2007) in their study performed a structural equation model was built using data from a sample of 485 parents and found family conflicts and pestering are among the most important drivers of restrictive mediation of television. Attitudes towards food advertising the degree to which children can understand the commercial intent of advertising and the perceived influence of advertisements on children do not directly affect restrictive mediation. Manish Mittal *et al* (2010) also supported in their investigation that revealed parents have negative impact on children since children demand, nag and pester their parents to purchase the advertised products. Television advertisements are an important factor which drives their product choice and inculcate unhealthy eating 'habits in them. It also indicated that Indian children love watching television and prefer it over social interaction, physical and development activities. It also indicates that TV advertisements provide children knowledge about products and brands. Wilson and Wood (2004) found that television advertisements targeted at children force them to nag their parents due to the increase in desire in them to acquire the advertised product, thereby influencing the family buying decisions. Their result points that parents have agreed to the fact that children play a very imperative role in influencing decisions of the family, sometimes parents even seek their children's advice. The paper posed the question as to whether restrictions on advertising on television are likely to work as the intended, and examined alternatives for addressing to children. It pointed to the dearth of empirical research internationally and nationally on issues of parents concern about advertising effect on children.

#### **IV. RESEARCH METHODOLOGY**

The research design being exploratory cum descriptive in nature. A questionnaire aimed at determining the perception of parents about the influence of television advertisement on children aged 8-14 was framed. The questionnaire was extended and strengthened by the inclusion of items developed from a range of other sources, particularly frequently voiced criticism identified in the literature relating to advertising directed at children. The questionnaire was pre-tested using a convince sample of parents and then piled with parents from one school.No problem were found with regard to either wording or questions sequencing and the study was extended to encompass a representative range of schools. Responses from one parent were considered enough as the literature reveals that the responses of husbands and wives are very similar when compared in the aggregated basis. A 18 item list of opinion/statements regarding the influence of television advertising at children was presented to 480 parents (240 urban and 240 rural) from selected schools at Ludhiana, Moga, and Barnala district for urban responses and Sidhwabet; Nihalsinghwall; Barnala block for rural responses. The district were selected on the basis of population and school were selected on the basis of list prepared by District Education Officer and the selection of the blocks was done with the help of official of District Economic and Statistical Organisation. With the agreement of each participating school's Trust board and the support of each Principal, a questionnaire together with a reply paid envelope, was enclosed with the school newsletter to parents.A covering letter from the school Principal explaining the origin, purpose and intention of the survey was also attached.Questionnaires were sent out to each household.The basic socio -demographic information on family status, gender, martial status, number of children, occupation, annual income was collected.

#### **V. ANALYSIS AND DISCUSSIONS**

For analyzing the concerned topic, we split our analysis in two parts, wherein first pass through the data produced frequencies and basic descriptive statistics, such as means and standard deviations,for each of the attitude and opinion statements. An eighteen statement regarding parent's perception of the influence of television advertising on children were developed from the extensive review of literature. Parents were asked to indicate the strength of their agreement or disagreement with each statement on a five point liker scale, with 1 =strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree. Each statement was tested via t- test with null hypothesis. The null hypothesis can be rejected at the

0.25 (2-tail) level of significance for many of the statements tested (as presented in Table 1.1), indicating that parents' views are unlikely to be neutral on these issues from both the samples.

Table 1.1: Agreement / Disagreement

Sr. No.	Statement	Rural	Urban	t-value	p-value
		Mean±SD	Mean±SD		
S1	<i>TV ads arouse desire for purchase of product among children that would otherwise be silent</i>	3.35±1.252	3.05±1.054	2.879	0.004**
S2	<i>TV advertising to children uses tricks and gimmicks and affect their ability to think wisely</i>	2.92±1.241	3.40±1.240	4.231	0.000**
S3	<i>Most TV ads are misleading and they deceive the children</i>	2.96±0.980	3.04±1.242	0.775	0.439 <sup>NS</sup>
S4	<i>TV ads gives market place knowledge to the children</i>	3.77±0.926	3.76±1.039	0.093	0.926 <sup>NS</sup>
S5	<i>Junk food ads persuade children to consume unhealthy and less nutritional food</i>	3.51±1.182	3.51±1.055	0.041	0.968 <sup>NS</sup>
S6	<i>TV ads influence children more than parents while making purchase decisions</i>	3.60±1.149	3.31±1.042	2.871	0.004**
S7	<i>TV ads turn children to fantasize about certain desired lifestyles as seen in ads</i>	3.68±1.083	3.72±0.935	0.406	0.685 <sup>NS</sup>
S8	<i>Children usually demand junk food they have seen in TV ads</i>	3.51±1.182	3.96±1.014	4.32	0.006**
S9	<i>TV ads encourages consumption of food high in sugar, fat and salt which causes aggressiveness in children</i>	3.58±1.024	3.74±1.184	1.59	0.103 <sup>NS</sup>
S10	<i>TV adverts teaches the children about consumption skills necessary to function in the market place</i>	3.72±1.22	3.38±0.911	3.46	0.007**
S11	<i>TV ads encourages children preference towards branded food consumption like McDonalds and KFC etc.</i>	3.09±1.124	3.95±1.018	8.56	0.000**
S12	<i>TV ads is a valuable source of product information to the children</i>	3.79±1.010	3.65±0.869	1.647	0.100 <sup>NS</sup>
S13	<i>TV ads inform the children about different brands of the product</i>	3.97±0.912	3.91±0.863	0.771	0.441 <sup>NS</sup>
S14	<i>TV adverts propagates that desirable qualities – such as beauty, success and happiness can be obtained by acquiring material possession of things</i>	3.32±1.106	3.23±1.012	0.904	0.336 <sup>NS</sup>
S15	<i>TV ads make children inform about more product choices</i>	3.58±1.048	3.61±0.962	0.363	0.717 <sup>NS</sup>
S16	<i>TV ads make children put pressure on their parents to buy things for them leading to family conflict</i>	3.19±1.336	3.47±1.293	2.33	0.042*
S17	<i>TV ads teaches children to apply different persuasion techniques such as anger, negotiation, flattery and lies to convince their parents to buy advertised products</i>	3.43±1.236	3.21±1.156	2.060	0.040*
S18	<i>TV ads create life dissatisfaction among children when they compare their own situation with idealized world of beautiful people and desirable</i>	3.44±1.154	3.07±1.135	3.524	0.000**

Sr. No.	Statement	Rural	Urban	t-value	p-value
		Mean±SD	Mean±SD		
	<i>product</i>				

(On a five point scale where 1= strongly disagree and 5=strongly agree and 3=neutral) NS= Non-Significant, \*Significant ( $p < 0.05$ ), \*\* Significant ( $p < 0.01$ )

The analysis of table 1.1 that rural parents range of agreement came to be highest on statement -13, 'TV ads inform the children about different brands of the product' with a mean score of 3.97, followed by statement -12, 'TV ads is a valuable source of product information to the children' with a mean score of 3.79, statement-4, 'TV ads gives market place knowledge to the children' with a mean score of 3.77, statement -10, 'TV ads teaches the children about consumption skills necessary to function in the market place' with a mean score of 3.72, statement -7, 'TV ads turn children to fantasize about certain desired lifestyles' with a mean score of 3.68. The lowest extent of agreement came with statement-2, 'TV advertising to children uses tricks and gimmicks and affect their ability to think wisely' with a mean score of 2.92, followed by statement-3, 'Most TV ads are misleading and they deceive the children' with a mean score of 2.96, statement-11, 'TV ads encourages children preference towards branded food consumption like MC Donald's and KFC etc.' with a mean score of 3.09. The result indicated that rural parents perceive that TV advertisements are important source of information for their children.

In case of urban parents higher extent of agreement was found statement-8, 'Children usually demand junk food they have seen in TV ads' with a mean score of 3.96, followed by statement-11, 'TV ads encourages children preference towards branded food consumption like McDonalds and KFC etc.' with a mean score of 3.95, statement-13, 'TV ads inform the children about different brands of the product' with a mean score of 3.91. The lowest extent of agreement came with statement-3, 'Most TV ads are misleading and they deceive the children' with a mean score of 3.04, followed by statement-1, 'TV ads arouse desire for purchase of product among children that would otherwise be silent' with a mean score of 3.01 and also on statement-18, 'TV ads create life dissatisfaction among children when they compare their own situation with idealized world of beautiful people and desirable product' with a mean score of 3.07. This reveals that urban parents strongly believe that TV ads is effecting eating habits of children and increasing the consumption of junk foods and discouraging the consumption home foods. Overall rural parent's perception was positive as compared to urban parents. The results revealed by t- test indicate that parent's perception of influence significantly differ on many aspects according to domiciles.

**The Urban/Rural results can be summarized as follows:**

The urban group disapprove of advertising to children more than the rural group although there are interesting pockets of difference that suggest the situation is more complex. There is a similarity between groups and the majority of people agree that:

- Advertising makes children put pressure on their parents to buy then things.
- The more advertising children watch, the more they will want products advertised.
- Most TV ads are misleading and deceive the children.
- TV ads persuade the children to consume unhealthy and less nutritional food.
- TV ads is a valuable source of information to the children
- TV ads make children more informed about new product choices.

**Exploratory factor analysis**

With the relatively large sample size and 18 perception statements, exploratory factor analysis was used to reduce the perception statements and place them under particular dimension to make it more meaningful. Principal component analysis was employed for extracting factors. The responses of 480 parents to 18 perception statements have been subjected to factor analysis and following results can be tabulated in table no 1.2.

**KMO and Bartlet test on parents'**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.807	
Bartlett's Test of Sphericity	Approx. Chi-Square	2184.15**
	<i>df</i>	153
	Sig.	.000

The table 1.2 showed that, Overall Kaiser-Meyer-Olkin measure of Sampling Adequacy was found to be 0.807 and Bartlett's Test of Sphericity was also significant (Approx. chi-square=2184.15,  $df=153$ , Significance =.000) indicating the suitability of data for factor analysis.

Table 1.3: Principal component analysis with varimax rotation for extracting factors from overall parent's responses to parameters measuring their perception of television advertisement on their children

Statement	Factor 1	Factor 2	Factor 3	Factor 4	Communalities
S1	<b>0.595</b>	0.338	0.332	-0.146	0.600
S2	<b>0.621</b>	0.228	-0.155	0.331	0.571
S3	<b>0.805</b>	0.368	0.004	0.122	0.798
S4	0.401	-0.235	<b>0.631</b>	-0.097	0.624
S5	<b>0.667</b>	0.211	0.128	0.238	0.562
S6	0.297	<b>0.756</b>	0.121	0.138	0.693
S7	0.413	0.348	0.169	<b>0.505</b>	0.575
S8	<b>0.858</b>	0.208	-0.101	0.221	0.838
S9	<b>0.769</b>	0.323	0.407	0.109	0.873
S10	0.401	0.215	<b>0.505</b>	0.264	0.532
S11	<b>0.655</b>	0.217	-0.107	0.256	0.553
S12	0.284	-0.245	<b>0.522</b>	0.297	0.501
S13	0.341	0.326	<b>0.641</b>	0.121	0.648
S14	-0.155	0.289	0.339	<b>0.528</b>	0.501
S15	0.381	-0.344	<b>0.528</b>	-0.208	0.586
S16	0.281	<b>0.801</b>	0.012	0.152	0.744
S17	0.309	<b>0.794</b>	0.006	0.018	0.726
S18	0.231	0.349	-0.048	<b>0.625</b>	0.568
<i>Eigen Value</i>	4.43	3.09	2.1	1.52	
<i>Variance (%)</i>	(24.62)	(17.21)	(11.74)	(8.45)	
<i>Cumulative Variance (%)</i>	(24.62)	(41.82)	(53.56)	(62.01)	
<i>Cronbach's alpha</i>	<b>0.74</b>	<b>0.79</b>	<b>0.75</b>	<b>0.71</b>	

- Extraction Method: Principal Component Analysis
- Rotation Method: Varimax with Kaiser Normalization
- Rotation converged in 7 iterations
- Cumulative variance was 62.01percent
- Communalities were more than 0.50 to as high as 0.873
- Eigen values ranged from 4.43 to 1.52

Microscopic view of table 1.3 displays, the results of principal component analysis with varimax rotation for overall respondents, showing thereby the statement's loading on each of their factors (the loading of a statement on a factor can be viewed as equivalent to the correlation co-efficient of that statement with that factor where the range in from +1 through 0 to -1), their communalities, the factor labeling, their Eigen values and the percentage of variance explained by each factor. High positive loading make a major contribution to the meaning of that factor and high negative loading make a major contribution to the opposite meaning of that factor. The result was obtained in 7 iterations and total factor in case of overall sample covered 62.01 percent of variance. As the total sample was of 480 parents (240 rural parents & 240 urban parents) a factor score of .5 was acceptable.

Table 1.4: Dimensions extracted from varimax rotation analysis measuring overall parents' perception of influence of television advertising on children

Factor Number	Name of Dimension (% of Variance)	Label	Statement (Factor Loading)
Factor 1	Concern for Junk Food Ads (24.62%)	P8	1. Children usually demand junk food they have seen in TV ads (0.858)
		P3	2. Most TV ads are misleading and they deceive the children (0.805)
		P9	3. TV ads encourages consumption of food high in sugar, fat and salt which causes aggressiveness in children (0.769)
		P5	4. Junk food TV ads persuade children to consume unhealthy and less nutritional food (0.667)
		P11	5. TV ads encourages children preference towards branded food consumption like McDonalds and KFC etc. (0.655)
		P2	6. TV advertising to children uses tricks and gimmicks and affect their ability to think wisely (0.621)
		P1	7. TV ads arouse desire for purchase of product among children that would otherwise be silent (0.595)
Factor 2	Family Conflict (17.21%)	P16	1. TV ads make children put pressure on their parents to buy things for them leading to family conflict (0.801)
		P17	2. TV ads teaches children to apply different persuasion techniques such as anger, negotiation, flattery and lies to convince their parents to buy advertised products (0.794)
		P6	3. TV ads influence children more than parents while making purchase decisions (0.756)
Factor 3	Advertising is positive (Information effects) (11.74%)	P13	1. TV ads inform the children about different brands of the product (0.641)
		P4	2. TV ads gives market place knowledge to the children (0.631)
		P15	3. TV ads make children inform about more product choices (0.528)
		P12	4. TV ads is a valuable source of product information to the children (0.522)
		P10	5. TV adverts teaches the children about consumption skills necessary to function in the market place (0.505)
Factor 4	Materialistic (8.45%)	P18	1. TV ads create life dissatisfaction among children when they compare their own situation with idealized world of beautiful people and desirable product (0.625)
		P14	2. TV adverts propagates that desirable qualities – such as beauty, success and happiness can be obtained by acquiring material possession of things (0.528)
		P7	3. TV ads turn children to fantasize about certain desired lifestyles as seen in ads (0.505)

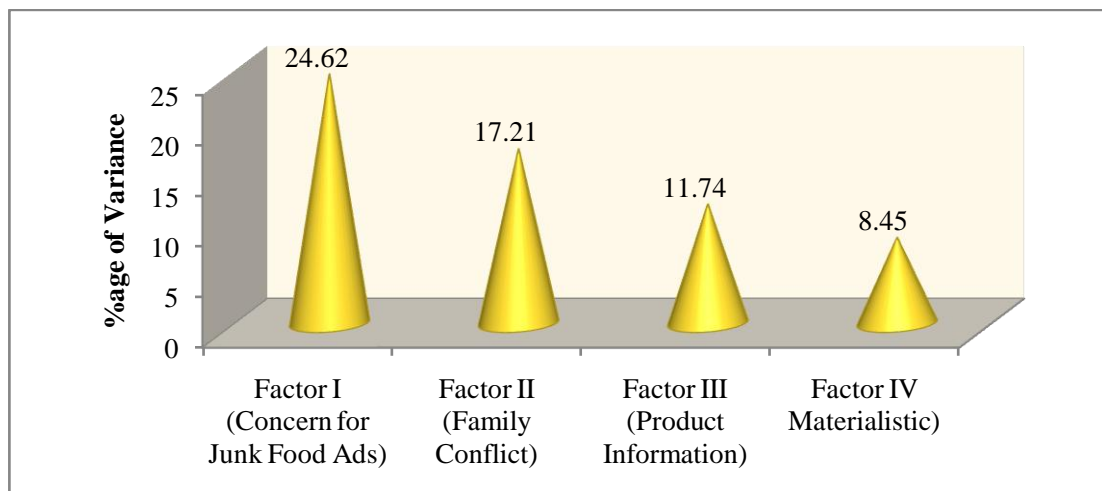


Figure 1.1: Four factors extracted from overall responses measuring parent's perception of influence of television advertisement on their children

Table 1.5 below indicated, the results of principal component analysis with varimax rotation for rural respondents, showing thereby the statement's loading on each of their factors, their communalities, the factor labeling, their Eigen values and the percentage of variance explained by each factor. The Eigen values range from 40.4 to 1.25. The result was obtained in 9 iterations and covered 70.13 percent of variance. As the total sample was of 240 parents a factor score of .5 was acceptable.

### Discussion

The journey through childhood is a learning curve during which children acquire a set of cognitions and behaviours. Ward (1974), suggested that individual pass through a process of acquiring consumer-related skills, knowledge, and attitudes. Given the socio-cultural trends in India and further a field regarding time compression, working parents, and single-parents families, it is argued that many children are spending less time with their parents than their counterparts in the 1970s and 1980s. Due to all these changes media has become major factor in transition of children into consumer by acting major source of information provider to their wards. Television advertising has direct effects on the consumer behaviour of children. Television advertising is a pervasive presence in the lives of Indian children. Indian children at the age of 8 onwards recognized actual intent of advertising and by the time they reach the 10 years plan age group, they develop detailed understanding. [Unnikrishnan and Bajpai (1996)]. In this study rural parents have shown strong perception that television advertisement is a main source of providing information about products and Brands and consider it as valuable information source to their children. It has power to make an impact on children purchase decision. In all this dimension discussed about parents perception with regard to intended effect of advertising i.e. increasing children brand awareness, brand attitudes, product knowledge and effecting their purchase intention

- **Concern for Junk Food Ads:** Junk food especially fast food is the most heavily advertised product categories targeting children, and according to recent studies, such advertising is effective in changing behaviour (Connor and Susan, 2006). Around 50 percent of all advertising time on children's television is for food. One-third (34 percent) of these food advertisements are for candy and snacks. Almost 28 per cent are for cereal and 10 per cent are for fast food. In contrast, just 4 per cent of advertisements are for dairy products and 1 per cent is for fruit juices. None of the advertisements targeting children are for fruits or vegetables (Institute of Medicine of the National Academics, (2006). Taveras *et al* (2006) show that in the United States, children who view fast-food television advertisements are approximately 50% more likely to eat fast food. Junk-food advertising to children is heavily critiqued for contributing, through its influence a children's nutritional choices to the increase in childhood obesity (Harrison 2005). The results of the study reported that parents from both the domiciles has shown a great concern about type of food advertising as they perceive that fast- food advertisements encourages children consumption of food high in sugar, fat and salt which causes aggressiveness in children and increases childhood obesity. Some parents from urban areas stated that obesity puts children at risk for a range of health problems such as cardiovascular disease, diabetes, and depression making obesity second only to smoking as a cause of preventable death. The results were consistent with the earlier two studies in USA where it was found that increased consumption of high fat and / or sweet energy dense foods among children exposed to advertisements for food during cartoons, this relationship was even more stronger among overweight children (Halford *et al*, 2007; Hughes *et al*, 2007). They also reported a strong significant positive correlation between heavy television use and favourable attitudes towards junk foods.
- **Family Conflict:** Parent perceives that TV advertisement is developing 'Nag Factor' i.e. the tendency for children to request their parents buy them advertised items. Galst and White (1976) reported how television commercials affected children's attempt to influence parental purchasing, calling advertising a "Vehicle for unhealthy persuasion". Children are much more likely to ask their parents for items they have seen advertised on television (Brody *et al*, 1982). Parents sometimes feel that they become frustrated around the request of children. Purchase demands by children lead to parent's denials, and subsequent conflict can emerge in the relationship leading to family conflict (Buizenand Valkenburg, 2003).
- **Materialism:** Parents hold strong negative perception about unintended effects of advertising i.e. it influences materialism; disappointment and creates life disasters factor among children. Materialism can be treated as a negative value; associated with envy, possessiveness, miserliness, greed and jealousy. Advertisers develop materialism in the society by positioning the product to the viewers which have been positioned as status symbols. Viewers are forever trying to fill the gap between their life styles and the one they are in ads, through increased consumption (Richins, 1991) Advertisers are able to evoke the requisite response in viewers: through the artful presentation of images and messages. Several studies have suggested that advertising stimulates materialistic values in children (Liebert 1986; Wulfemeyer and Mueller 1992; Greenberg and Brand, 1993). Pollay (1986) also concluded in their study and Advertising propagates ideology that possession are important and that desirable qualities – such as beauty, success and happiness – can be obtained only by acquiring material possessions. Parents have perceived that materialistic values make children unhappy. The result was in line with theories of materialism, which assume that sensitive to the desire – provoking messages in television advertising (Sheikh, Prasad and Rao, 1974; Moschis and Moore 1982; Young, 1990).
- **Misleading/Falsity:** Parents generally hold negative attitudes towards television advertising. Parents are skeptical about the truthfulness of television commercials. Parents believed that television commercials do not present a true picture of the product and do not tell the truth. This dimension holds that advertisers uses lot of gimmicks and tricks to evoke desire for product among children. Well – designed and ubiquitous' message make

children to believe about the truthfulness of the product. This dimension stated that parents believe that advertisers try all sorts of tricks to catch the attention of the viewers. They do not even shy from making false claims and deceiving the viewers (Lobstein and Davies, 2009). Being susceptible to the charm of advertising, viewers get easily swayed.

To summarize, the results revealed that rural parents do consider TV ads as important aspects of children learning consumer socialization process, as through it children learn about the products that are available in the marketplace, as well as associated considerations such as product pricing, source of providing knowledge about various brands and products and believe that TV ads teaches the children about consumption skills necessary to function in the market place. They also showed negative attitude towards TV ads as they do perceive it to be reason of developing materialistic values among children, increasing consumption of junk foods, pressuring the parents to buy things leading to family conflict and showed low level of credence towards advertising claims. In case of urban respondents the parents showed more negative views about TV ads, as they strongly consider it as cause of family conflict). During the survey many mother's reported that they strongly feel that commercials are responsible for encouraging nagging. They reported that commercials expose children to new products. Children requesting an item based solely on exposure to commercials were common views given especially by urban mothers. Parents during the study reported that they feel that clever packaging characters and commercials encouraged their children to repeatedly request items, regardless of whether they had information about the items. *Some urban mothers during the study stated that the Pogo, Cartoon network channels are infact the junk channels loaded with commercials for garbage and junk..... in their opinion it is a place where they get the most info about the junk and fast foods.* In overall sample 4 factors emerged; *Concern for junk food ads* was considered most important covering in total 24.62% variance. The result revealed that overall parents hold negative attitude towards television advertising, they have strong doubts about honesty of advertising to children and displayed a strong degree of cynicism about its perceived misleading aspects. Particular reason for parental concern regarding advertising is that children are regarded as vulnerable; they do not have cognitive ability to understand and are not mature enough to make choices that affect them or their health. Majority of the parents hold negative attitude towards food advertising.

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