

Literature adds to reality, it does not simply describe it. It enriches the necessary competencies that daily life requires and provides; and in this respect, it irrigates the deserts that our lives have already become

**C.S.Lewis**

# CHAPTER II

## **Chapter 2 - Literature Survey**

### **II. THEORETICAL FRAMEWORK OF CONSUMER SOCIALIZATION**

#### **II.1 Advertisements and persuasive intents**

Ever since the children were recognized as a lucrative target consumer group, child-directed advertising has been subject of extensive concern and debate. If we take a closer look at the interaction between kids and parents in a retail outlet, we would probably find a good number of requests, pleading and demands of the children to buy them something which has recently caught their attention in print or electronic media [1]. We would instantly recognize the extensive marketing research, the coordination among the marketing guys, pooling of ideas and resources all rolled into one *'mommy please...buy me this....'*.

Calvert (2008) [2] and Moore (2004) opined that in both the societal and academic areas, this subject has gained increased attention, mainly because enormous changes have taken place in children's commercial media environment. Today's children are not only targeted more often and at a much younger age than earlier generations, but advertisers are also rapidly adopting new advertising venues, such as children's websites and games, felt Rozendaal (2008) [3]

Livingstone & Helsper (2006) and Young (1990) [4] said that the advertising-related knowledge and understanding is often referred to as 'advertising literacy'. Detailed insight into the development of children's advertising literacy is important, because it is generally assumed that children who are able to process advertising critically are less likely to be unfairly influenced by advertising (Bandyopadhyay et al., 2001; Kunkel et al., 2004) [5].

There is a need to investigate this younger age group, because developmental theories suggest that the most important developmental changes in children's advertising understanding occur well before the age of 12 according to Gunter, Oates, & Blades (2005) [6] and John (1999) [7].

Gunter et al. (2005), John (1999) and Kunkel et al. (2004) have attempted to explain that research into children's advertising literacy relies heavily on frameworks established by developmental psychologists. The changes children undergo in cognitive and social maturation are thought to explain many of the developments observed in their advertising knowledge and understanding. Most studies have been inspired by Piaget's theory of cognitive development, although other theoretical approaches have also been used, including theories of information-processing (cf. Roedder, 1981) [8], social perspective taking (Selman, 1980), and more recently, the theory of mind paradigm (Moses & Baldwin, 2005) [9]. All these approaches identify a positive effect of age on the development of children's advertising literacy, more specifically, children's ability to (1) recognize advertising, (2)

understand advertising's selling intent, (3) understand advertising's persuasive intent, and (4) understand advertisers' persuasive tactics

Initial interest in the area of consumer socialization was triggered by raising questions about children's knowledge and understanding of commercials. Starting from early 1970's there were many arguments that advertising to children was inherently unfair. Those arguments were purely based on the theories developed by child psychologists and analysts and the exploratory research conducted by consumer researcher that came out with startling revelations that young minds did not have sufficient understanding of the persuasive intent of commercials. Those innocent brains were reportedly watching the advertisements as something informative, truthful and entertaining according to Blatt, Spencer & Ward (1972) [10] and Ward, Reale & Levinson (1970).

The outcome of the research done by Blosser & Robers (1985), Butter et al. (1981), Levin, Petros & Petrella (1982), Palmer & McDowell (1979) [11] , Stephens & Stutts (1982), Stutts, Vance & Hudleson (1981)[12], shows that children start learning to identify television commercials and distinguish them from other programmes as they move into the preschool age.

A study by Eliot Butter [13] and his colleagues illustrated findings about the discriminating capacity of children between a commercial and a normal Television programme. Preschool children were shown a recorded video programme edited in such a way that there were 4 commercials included in between with separators like 'the programme will resume after the message' placed aptly. The children were instructed to inform the researchers when the commercials appeared. They were also instructed to answer some open-ended questions like 'why are commercials aired on television?' and 'what is the difference between a commercial and the video programme' that they were watching.

Using this methodology, Butter et al. (1981) found that 70 percent of the four- year-olds and 90 percent of the five-year-olds could identify all the four commercials. Older kids were able to identify commercials from programmes at an above-chance level. However the capability to discriminate did not amount to the recognition of the true intent of the commercials that is entertainment vs. selling intent.

Other study done by Palmer & McDowell (1979), Ward (1972) has reported similar findings, noting that children of this age and slightly older usually describe the disparity between commercials and programs using simple perceptual cues like 'advertisements are short'.

Bever et al.(1975) [14], Blosser & Roberts (1985) [15], Robertson & Rossiter (1974) [16], Rubin (1974) [17] and Ward et al. (1977) [18] concluded through their studies that an understanding of advertising intent usually emerges by seven or eight years old kids. Before the attainment of this age children usually view advertisements as entertainment (like ‘advertisements are funny’, ‘they are colorful’) or as a source of information (e.g.’commercials tell you about things you can buy’). Around the age of 7 or 8, children start thinking about the other intentions of commercials which are ‘trying to make people buy something’ attempts by the marketers.

Ward and Wackman (1973) interviewed children aged 5-12 years to determine their understanding level about the purpose behind advertising. The researchers used independent measures to categorize children into 3 stages of cognitive capability with the lowest level similar to Piaget’s preoperational stage of cognitive development. More than 50% of the 5-6 year old kids and around 40% of the 7-8 year olds were put into the ‘low cognitive level’ category. The study came out with a startling revelation that ‘the low cognitive level of children cannot abandon their own perspective and consider the advertiser’s perspective when they view the commercial’

In the US, research from the American Psychological Association (APA) [19] shows that children under the age of eight are unable to critically comprehend televised advertising messages and are prone to accept advertiser messages as truthful, accurate and unbiased.

To understand why advertisers use particular persuasive tactics, children should not only be able to consider advertisers’ perspectives, but also be able to reason on an abstract level about the effects particular tactics could elicit among viewers in a particular situation opined John (1999) [20]. Barenboim (1981) [21] and Selman (1980) [22] concluded flowing their research that from 8 years of age children start to understand that others may not always share the same perspective, while from the age of 10, they are able to consider another person’s viewpoint along with one’s own.

Over the last few decades, advertisers have developed a wide array of persuasive tactics to influence children’s responses to advertisements and the advertised products and brands. As per Boush et al., (1994) [23], Buijzen & Valkenburg (2003) [24], Calvert (2008) [25] and Valkenburg (2004), six persuasive tactics can be identified that are frequently used in child-directed advertising and are found to be effective:

- ✓ **ad repetition** (the advertisement is repeated several times),
- ✓ **Product demonstration** (the advertisement shows how a product works),
- ✓ **Peer popularity appeal** (the advertisement shows one or more children eating or playing with the advertised product),
- ✓ **Humor** (the advertisement is funny),
- ✓ **Celebrity endorsement** (the advertisement shows a popular cartoon character, TV or music star presenting the product), and
- ✓ **Premiums** (the advertisement promises a freebie to go with the purchase of the product).

### II.1.1 Research papers published on this concept (Advertisement and persuasive intent)

#### a) Pester power effect of advertising [<sup>26</sup>]

- **Authors:** Prof. Swati Soni (Jaipuria Institute of management, Jaipur) & Prof Makarand Upadhyaya (ICFAI business School, Jaipur)
- **Key words:** kidfluence, nag factor, pester power, hyper parenting, askable parent, hurried child

This paper gives a deep insight into the increasing consumerism among today's children because of various factors like overenthusiastic advertisers who present a colourful picture of their products in various media, rising awareness among the children about the introduction of new brands and the uninterrupted flow of necessary and unnecessary information to the children. The paper identifies a few drivers of pester power in children which are increasing role of the grandparents in upbringing, rise in single parent households, delayed parenthood, better flow of information etc. The authors have taken a sample size of 100 and have used stratified random sampling. The findings of the study include identifying T.V. as the primary channel of information flow to the children, parents affirming that the kids had brand awareness and acceptance of the parents that they yielded to the demands of the kids thought the products demanded were expensive.

b) **Impact of advertising on children's health** [<sup>27</sup>]

- **Authors:** a) Anand Nawathe ,( Department of Management Sciences, University of Pune),  
b) Rohan Gawande (Department of Management Sciences, University of Pune) and  
c) Sudhir Dethé
- **Keywords:** advertising regulation, lifestyle, brand recognition

Marketers pay special attention to children, who are considered as the most vulnerable audiences because they enjoy advertisement to the maximum extent. Children initially take advertisement as entertainment and having soft heart; force their parents for product purchase. The authors have attempted to explain both the beneficial and harmful effects of advertising on children's mental and physical health and the identify how the advertising industry can be regulated by formulating unified laws to prevent over-exposure of children to the world of branding and advertising. The authors found out through their study that majority of the children influence the family purchase decision. Many of the parents had responded that there was a need to regulate the advertising spectrum more specifically with regard to food related advertisements. The authors also brought out to light that an average Indian child watches T.V. for 14 hours per week.

c) **They think s/he is attractive, credible or famous, why? a survey of socialization agents influence on celebrity endorser's perceived personality** [<sup>28</sup>]

- **Authors:** X.Ma and J.Hou
- **Presented** at the Communication and Social Cognition (CSC) Division at the 95<sup>th</sup> Annual National Communication Association (NCA) Convention, 2009, Chicago
- **Keywords:** attention complex, celebrity endorsement, peers, media, communication

The authors of this paper have tried to find influential factors that cultivate young people's perception of celebrity endorser's personality by considering their exposure to various media of communication, media of communication, media content, mass coverage and their communication among their network of classmates, peers, neighbors etc. regarding their perceived features of the celebrity. The result of the study shows that there are significant correlations between young people's socialization agents experience and their

opinions towards celebrities. The more people pay attention to entertainment media content about a celebrity, the more likely they think he/she is attractive. The authors have also proved that significance correlation does exist between parental communications and perceiving the celebrity to be famous and favorable

## **II.2 Children's understanding of television advertisement**

Robertson and Rossiter (1974) identified five incremental levels of advertising literacy: the ability to distinguish advertising from programs: the ability to identify and recognize the external source or commercial sponsor, be aware of the target audience of an advertising, be perceptual of the symbolic nature of commercials: and the ability to detect the differences between what the advertising claims and what the products actually are. Children who have all the five levels of understanding are categorized as children who can detect persuasive messages in commercials.

Based on these categorization, past studies done by Bujmolt, Claassen & brus, (1998), Butter, Popovich, Stackhouse, & Garner (1981), Levin, Petros, & Petrella (1982) [<sup>29</sup>], Stephens & Stutts, (1982)[<sup>30</sup>], showed that around 75% of 5 year old preschoolers can start to distinguish advertising from other content. Around first grade or second grade (ages 7 or 8), children start recognizing the commercial source and are aware that they are the target audience said Robertson & Rossiter, (1974)[<sup>31</sup>] and Wilson & Weiss (1992). By age 10, children's understanding of advertisements' influence on their purchases has reached an adult level (persuasive level) as per the outcomes of the research conducted by Rozendaal & Buijzen, (2009).

Explorative studies conducted by Boush et al. (1994) [<sup>32</sup>], Livingstone & Helpsper (2006) [<sup>33</sup>], Martin (1997), Robertson & Rossiter (1974) [<sup>34</sup>], Rozendaal & Buijzen (2009) [<sup>35</sup>], suggest that children's understanding of television will be more sophisticated when they grow older.

Robertson and Rossiter (1974) compared first graders', third graders' and fifth graders' understanding of commercial persuasion. The results showed that the fifth graders detected more persuasive intents and displayed higher levels of understanding, such as awareness of symbolic nature of commercials and skepticism of product realism, than the third and first graders. In addition, higher advertising literacy resulted in lower trust, less fondness and less desire of the products. Thirty years later, Mallalieu, Palan and Laczniak (2005) [<sup>36</sup>] employed a sample of people who were born in 1990s to reexamine children's advertising literacy based on Robertson and Rossiter's (1974) findings. The study showed that children

who were born in 1990s displayed far more sophisticated understanding of advertising intent than children who were born one or two decades before.

The research reports by Robertson & Rossiter (1976), Ward, Wackman & Wartella (1977) [37] have made it clear that with increasing age, children demand less of heavily advertised products. Robertson and Rossiter (1974) correlate this pattern with a rise in a child's understanding of commercial's persuasive intent.

**Fig 2.1 Child's understanding of persuasive intent of commercials**

Summary of Results From Robertson and Rossiter (1974)

	First grade	Third grade	Fifth grade
Has awareness of the nature of commercials	43%	71%	94%
Trusts all commercials	65%	30%	7%
Wants all advertised products	53%	27%	6%
N =	(85)	(95)	(94)

From Robertson, T., & Rossiter, J. (1974). Children and commercial persuasion: An attribution theory analysis. *Journal of Consumer Research*, 1, 13-20.

The Journal of the American Medical Association has said that children between the ages of two and seventeen watch an annual average of 15,000 to 18,000 hours of television, compared with 12,000 hours spent per year in school. The American Psychological Association deployed a task force in 2000 to do an extensive research [38] on the marketing activities targeted at kids and came out with many findings. It affirms that the messages of the advertisement are compelling. According to the report submitted by the task force, after an exposure to a commercial, a child would be able to recall the content and the message of the advertisement which certainly leads to a desire to possess the product.

Mr. Brian Wilcox, PhD, the chairperson of the task force opined that some such messages directly influence the child's behavior too. The research shows that if an advertisement for a healthy food is aired in the midst of a few commercials for snack and junk foods, it loses its importance to send a positive message to the watching kids.

## II.2.1 Research papers published on this concept (Children's understanding of Television advertising)

### a) Role of children in advertising [<sup>39</sup>]

- **Authors :** Chinar Dudani, Kapil Chandok and Ambrish Soni
- **Publication:** ICFAI University Press (ISBN 81-314-0149-9)
- **Key words:** brand awareness, brand recognition, impact of TV

This article reviews the research done about the increasing awareness of the child's role in the family decision-making process. It focuses more on the perception and information processing capability of pre-schoolers who are generally understood to be unintelligible. The authors argue that a marketer needs to probe deep into the process of child development that shapes its attitude, liking, preferences and behaviors. The authors have tried to find out the reasons behind a child preferring a particular brand and to examine why a parent accepted to his / her child's demand. The major findings include the respondents pointing out at T.V. as the primary source of information, the parents admitting that it was because of guilt that they bought the products preferred by the kids.

### b) Children's understanding of advertisers' persuasive tactics [<sup>40</sup>]

- **Authors :** Rozendaal, Esther and Buijzen, Moniek
- International Journal of Advertising, May 2011
- **Key words:** persuasive intent of advertising, advertising literacy, cognition, advertisers' tactics

Academic research on children's advertising literacy has mainly focused on the development of their ability to differentiate advertising from other media content (i.e., advertising recognition) and to understand advertisers' selling and persuasive intent. The authors have attempted to investigate how children's understanding of advertisers' tactics develops with age and to analyze at what age their understanding reaches an adult-like level. The authors through their study have proved that children's understanding of advertisers' tactics develops as they grow older. This developmental pattern demonstrated a significant increase around 10 years of age. The results showed that for celebrity endorsement 10- to 12-year-olds displayed a better grasp of advertisers' intentions than adults did

**c) Children's Perceptions of Advertising** <sup>[41]</sup>

- **Author:** Sandy Bulmer, Department of Commerce, Massey University at Albany, Auckland, Newzealand
- **Working paper series – No.01.05**
- **Keywords:** advertisement, persuasive intent, factual product information, cognitive development

The paper speaks about the findings of the focus group research conducted to analyze the perceptions developed by 5 – 8 year old children regarding Television advertising. The development of such perception among 4 different age groups was measured. The authors have attempted to find out at what age do children understand the persuasive intent of the commercials and at what age do children critically evaluate the advertisements they watch. The major findings were that children belonging to the age group of 5-6 considered that commercials were basically for informative purposes and that the 5-6 year old did not attribute the function of advertisements to pricing or retailing which they could not comprehend and this fact is in absolute conformity with Piaget's theory of cognitive development which proposes that young minds do not have new knowledge creating capability to understand others' motivation.

### **II.3Media effects on children**

Across the globe there is a widespread concern found regarding the child viewership of advertisement. Young children are exposed to thousands of commercials every year according to George (2003) and in the west according to Kunkel et.al. (2004) <sup>[42]</sup>. It is also witnessed that the marketers use Television as a medium of communication as it gains access to children much earlier than the print media. Children of any age, creed and nationality are found attracted towards the colorful visual ads which not only bring new products to them but also give them scope to know more about the availability of many existing brands with jingles and attractive tunes with celebrities studded in them. Approximately, 80% of all advertising targeted to children falls within four product categories: toys, cereals, candies, and fast-food restaurants observed Kunkel and Gantz, (1992) <sup>[43]</sup>. The most common strategy followed by the marketers with regard to the commercials is that of associating them fun and happiness rather than to correlate with the factual product-related data. The research done by Boush, Friestad and Rose (1994) <sup>[44]</sup> revealed that knowledge of advertising tactics and appeals emerges only in early adolescence and develops thereafter. John (1999) <sup>[45]</sup> notes

that “the ability to recognize bias and deception in ads, coupled with an understanding of advertising’s persuasive intent, results in less trust and less liking of commercials”.

Chan (2001) observed that attention paid by children to the commercials was directly related to the perceived truthfulness in the ads. He said that the children who believed that the messages spread by commercials were true paid more attention to the commercials than those who did not believe in the truthfulness of the messages.

### **The Chennai episode: who is to be blamed?**

With nuclear family deep rooted in the Indian life style, one could see the children spending time all alone or with only one sibling. The materialism has gone so deep into the Indian family system that it entertains only those families which have many sources of incomes with high affordability to educate the child with all the comforts and luxuries. Children who are brought up in this fashion have never experienced any obstacles to possessing. It is like ‘just name it, you will get it’ kind of cozy living. They, unfortunately, become loners getting addicted to their electronic gadgets and PC games which make them forget their solitude and amuse them to an unimaginable.

A Chennai school boy stabbing his teacher to death right in the school premises throws light on the intense impact that media have on children. The boy, who was from an affluent family used to get Rs.100 /- as his everyday pocket money and was not doing well in Hindi,. When a remark was written by his Hindi teacher in his diary about his poor performance in the subject, it reportedly irritated him to the extent to stabbing her in the school campus in front of many other students. On investigation, he stated to the police that he was influenced by the movie ‘agneepath’ where the hero took revenge on another character by stabbing him. This episode goes a long way in highlighting the impact media creates on young minds [<sup>46</sup>].

### **II.3.1 Research papers published on this concept (Media effects on children)**

- **Information source usage in teen apparel purchases: China, Japan, and the United States** [<sup>47</sup>]

- **Author:** Allen D. Schaefer, Stephen Parker, M. Hermans
- **Publication:** Emerald Group Publishing Ltd.
- **Keywords:** Apparel, adolescents, Consumer Behavior, United States, Japan

The authors have attempted to find out whether it is Chinese or Japanese or the U.S. teenager who is likely to use parental information source, to examine whether it is Chinese or Japanese or the U.S. teenager who is likely to use peers and friends as

information sources, to examine whether it is Chinese or Japanese or the U.S. teenager who is likely to use outside marketing information sources. The authors found out that the Japanese fathers typically work long hours during the week and spend more time socializing with colleagues and customers in weekends than they spend with their children which results in small percentage of the spousal childcare time than the US fathers. The findings also include that advertising remains a powerful tool for using the US teen market and the Chinese teens rely more on friends / peers and parents

- **Its child's play: advergaming and the online marketing of food to children** [<sup>48</sup>]

- **Author:** Elizebeth S. Moore, Associate Professor of Marketing, University of Notre Dame
- **Publication :** A Kaiser Family Foundation Report, 2006, July
- **Keywords:** advergaming, integrated marketing communication, child's memory

Branded entertainment is a fast growing and potentially highly effective way to reach consumers in unique and compelling ways. The author of the article intends to obtain an accurate depiction of the state of one key aspect of food marketing communications that are targeting children online: child-oriented contents on corporate websites. The author has attempted to find out the methods children resort to, to locate websites of their interest, to examine the ways children claim that these websites are useful to them and to get to know the nutritional claims by the products which appear on these websites. The author found out that 85% of the brands originally identified for study have a website that either directly targets children or contains contents that could interest them. There were a total of 12.2% million visits by children aged 2-11 across the set of study websites during that 3 month period. The brand package is the visual centerpiece of the game making the brand easier to recall later.

- **Generation M2- Media in the lives of 8 to 18 year olds** [<sup>49</sup>]

- **Authors:** Victoria J. Rideout, M.A., Ulla G. Foehr, Ph.D. and Donald F. Roberts, Ph.D.
- **Published by Kaiser Family Foundation**
- **Key words:** Media ownership, Media multitasking

Today's teens and tweens spend extraordinary time in different media. Understanding the role of media in young people's lives is essential for those concerned about promoting the healthy development of children and adolescents, including parents, pediatricians, policymakers, children's advocates, educators, and public health groups. The researchers

have attempted to find out the time the youngsters spend with each media, the media they own and to provide a more solid base from which to examine media's effects on children and to help guide those who are proactively using media to inform and educate America's youth. The authors made an attempt to find out the maximum used media device among the youngsters between 8 and 18 year olds in the U.S.. The major findings of the study were that 20% of media consumption occurs on mobile devices—cell phones, iPods or handheld video game players and over the past five years, the proportion of 8- to 18-yearolds who own their own cell phone has grown from about four in ten (39%) to about two-thirds (66%). The authors also have brought to light that in the last five years, home Internet access has expanded from 74% to 84% among young people; the proportion with a laptop has grown from 12% to 29%; and Internet access in the bedroom has jumped from 20% to 33%.

- **Impact of advertisements on children: an empirical study**
  - **Author: Parul Gupta, professor, Department of Management Studies, Army Institute of Management & Technology, Greater Noida**
  - **Published by Vignana Jyothi Journal of Management, June 2010**
  - **Key words:** persuasion, social groups, communicable unhealthy eating habits, healthy diet

Television constitutes the largest segment of the ad-spent by all categories. Advertising budgets of the companies climb up year after year. McDonald's spends 2 billion dollars on advertising alone annually. This research paper focuses on advertising aimed at children and tries to find out a few of the most important factors associated with TV advertising and responsible for changing eating habits of younger Indian children. The objectives of the authors were to find out whether the eating habits among Indian children are changing and to know how advertising aimed at children is responsible for rapidly changing eating habits of Indian children. The first finding reveals that the eating habits of children have not remained the same as those were earlier. Many children preferred having soft drinks/potato chips, chocolate or any particular brand or flavor or category of fast food items and wanted them to be packed in their lunch boxes. TV advertising with all its glamour has attracted the children to such an extent that they become ardent consumers of some of these brands. Children can easily relate these TV brands with those displayed in retail outlets. The study reveals that the Advertising

Laws in India are ineffective to control advertisers and companies influencing the younger population to buy or make purchase decisions.

## **II.4 Recall of commercials and brands by children**

Whether children remember the products and brands after they watch the commercial has been a subject of discussion among the researchers for a long period of time. When the researchers had examined the same from different dimensions they had also measured the ad recall by children immediately after viewing the same. Researchers like Gorn and Goldberg (1982) [<sup>50</sup>], Zuckerman, Ziegler & Stevenson (1978) [<sup>51</sup>] could find that the children under study were able to recall ads regarding toys, cereals and ice cream (Gorn & Goldberg, 1977, 1980; Zuckerman, Ziegler & Stevenson, 1978).

Brand preferences may be a result of the exposure to a single commercial according to Resnik & Stern (1977) and Gorn & Goldberg (1982) [<sup>52</sup>] in a few cases but in majority of the cases, ad repetition had been the reason behind the brand recall by children. This again goes to show that marketers attach more importance to this aspect exhibited by children and bank on it to make more profits. It is all the more the case when a celebrity of children's choice is shown endorsing a specific brand. These strategies tend to enhance the effectiveness of advertising appeals to children observed Atkin (1980) [<sup>53</sup>] and Ross et al., (1984) [<sup>54</sup>].

### **II.4.1 Research papers published on this concept (brand and commercial recall)**

#### **a) Children's drawings of special possessions and the link to brand awareness [<sup>55</sup>]**

- **Authors:** Dr. Robert Aitken (University of Otago, Dunedin, New Zealand),  
Dr. David Marshall (University of Edinburgh, Scotland, UK)  
**Key words:** Special possessions, drawing, brand awareness, content analysis, socialization, branded childhood

Initially demand for toys was high among the children and of late market is now accounted for by video games with demand growing for contemporary products like electronics and computer-related games. It is not difficult to ascertain the factors that lead to the consumption of an adult. But it is not as easy as we think in the case of children. The paper attempts to identify the nature of attachment developed by children towards different goods and to examine the role of brands in a child's everyday life. The authors have tried to identify the presence of brands in the special possessions of the children, to find out the role of the brand in the child's life and to examine the level of brand awareness among the children selected to be sampled. The authors could find out

that Games console featured in special possessions accounting for 10.6% followed by Television and Play stations 2 and X Box 'set ups' were presented as integral parts of the entertainment areas of the rooms. Approximately 50% of children in each age group made explicit reference to either Play station 2 or X Box game consoles

**a) Children's Brand-Related Social Interaction: a preliminary investigation into the impact of age, sex and birth-order** [<sup>56</sup>]

- **Author:** Stacey Baxter, university of New Castle
- **Key words:** social interaction, birth order, male-oriented and female-oriented brands, informal organization

The paper intended to throw light on the concepts of peer communication and parental communication and the significance of sex and the birth-order of children. The author intended to examine the role of age, sex and birth order in influencing the verbal brand-related interaction with parents and peers. Results indicated that children undertook a higher level of brand related discussion with peers than parents for all selected test brands. Results also indicated that there was not a significant difference ( $p > 0.05$ ) between first born and later born children's verbal interaction with parents and peers for any of the three test brands

**b) Young status consumers' evaluation of diffusion brands: the effects of consumer Innovation** [<sup>57</sup>]

- **Author:** Edith Cheong and Ian Phau, Curtin University of Technology
- **Paper presented in ANZMAC 2003 Conference Adelaide 1-3 December 2003**
- **Keywords:** luxury goods, diffusion brands, consumer innovation, purchase intention

The demand for luxury goods and services has been the fastest growing market for the past 2 decades in many countries. The demand for luxury products is motivated by the underlying factor of status consumption to symbolize status. The demand for the luxury fashion brands extends to grab even the young minds. Many companies responded positively to the trend of diffusion brands. The paper proposes to throw light upon this trend and attempts to clarify the concepts of brand extension, brand positioning and consumer innovation. The authors wanted to study whether the young status consumers who are highly *innovative* will positively evaluate the quality and image of diffusion brands or whether young status consumers who are highly *innovative* will positively

affect the purchase intention of diffusion brands. The results indicated consumer innovation affected status non-fashion innovators to negatively evaluate brand image, and status fashion innovators on product quality and brand image of the new brand.

## **II.5 Parent Vs Child**

Consumer socialization of children begins the moment when an infant is taken to a store by a parent. The most widely used definition of consumer socialization is the one given by Ward (1974): “It is the process by which young people acquire skills, knowledge and attitude relevant to their functioning in the marketplace” [58]

The infant is given its first exposure to the marketing stimuli and in the first two years it places request to buy those products to the parent. By around 5 years almost all children will have had their first shopping experiences and many will have ended up with success in making either their parents or grandparents buy them what they wanted. By eight most are making independent purchases and have become full fledged consumers, felt McNeal and Yeh (1993) [59].

There are some products where children attempt to exert direct influence or pester power by overtly mentioning their preferences and voicing them aloud. For many other products, parent make purchasing decisions after considering the tastes and experiences of their children. It is also observed that children are socialized by their parents to act as rational consumers.

Parental style according to Darling and Steinberg (1993) [60] is a constellation of attitudes toward the child that are communicated to the child and that, taken together, creates an emotional climate in which the parent’s behaviors are expressed. The differences in the parental styles account for the differences in the ways and means parents resort to control children’s behavior through emotions, attitudes and utilizing authority as well during socializing their children. Every parent invariably thinks that the purchasing decision he or she takes should be perfect in all respects and expects the child also to take the cue from him or her. But the reality is something slightly different. While a parent might be correct conceptually, like following ideal food habits and using fuel efficient vehicle, he or she may not have adequate information about the brands available in the market in food and automobile categories, whereas a child of fourteen may, by virtue of being brand savvy and technically more competent. This awareness about the newly launched products is acquired by the child through the valid inputs provided by various sources of information like internet and TV.

Becker (1964) [61] took a dimensional approach in which parental style was assumed to consist of different dimensions that are orthogonal to each other. He suggested that parental discipline behavior could be reflected by a three-dimensional model to conceptualize family socialization—warmth vs. hostility, restrictiveness vs. permissiveness, and calm detachment vs. anxious emotional involvement. Carlson and Grossbart (1988) [62] categorized parents on these dimensions as Rigid Controlling, Authoritarian, Organized Effective, Overprotective, Democratic, Indulgent, Anxious Neurotic, and Neglecting.

### **II.5.1. Research papers published on this concept (Parent Vs Child)**

#### **a) An examination of parental attitudes toward children's advergaming: a parental socializing perspective [63]**

- **Author:** Nathan Joseph Evans, University of Tennessee - Knoxville
  - **Research type:** Masters thesis
  - **Submitted to University of Tennessee – Knoxville in August 2010**
  - **Key words:** parental concern, parental socialization, online children, parenting styles
- The rise in the internet usage among the youngsters has triggered the marketing activities aimed at increasing the brand awareness and involvement by children and adolescent who play a vital role in the entire family's purchasing decision. The purpose of the study is to analyze the parental socialization and to examine the parenting styles. The researcher also tries to explore the effects of the parental attitude on children's advergaming. The objectives of the author was to find whether the authoritative parents are more likely to hold negative attitudes towards advergaming directed at children than indulgent parents do or whether it is authoritarian parenting style which is against the advergaming directed towards children. The findings of the study said that parental style did not offer as many insights into the variations in attitude towards children's advergaming and that the largest discrepancies in scores were found between authoritarian, indulgents and neglectors.

#### **b) Motivational factors in the good buying behavior of parents of pre-school age children: a projective technique study [64]**

**Authors:** G.Noble (University of Wollongong)

Sandra C.Jones (University of Wollongong)

D.McVie (University of Wollongong)

- **Published** as a conference paper in the proceedings for the ANZMAC conference, university of Australia, 2005

- **Keywords** : Motivational factors, childhood obesity, projective techniques  
Childhood obesity is a growing concern around the world. Research shows that the food choices of young children are determined largely by parents and that many parents are aware of what constitutes 'healthy food', but continue to buy 'unhealthy food' for their wards. This paper tries to throw light on the motivations of parents of pre-school children in the purchase of both healthy and unhealthy food as far as supermarket shopping experience is concerned. The objective of the authors was to identify the motivations of parents of pre-school children in the purchase of both healthy and unhealthy food in a supermarket. They found out ultimately that some parents regarded purchase of healthy food as 'the right thing to do'. They associated the term 'good parenting' and a good percentage of parents felt that the love for their children could be expressed by their purchase of healthy food for them. Many parents associated the purchase of good food with having quality time with children. Quality time was also considered as a 'state of being fulfilled and content'.

c) **Relationship between parental overindulgence and buying behavior in the context of invasive marketing: a comparative study of two cultures [65]**

- **Authors** : Mahima Singh Thakur, Consulting psychologist.

Puja Khatri, Guru Govind Singh Indraprastha University, New  
Delhi

- **Key words:** parental influence, invasive marketing, pester power, Socialization, AIDA

The amount of influence kids exert in a family purchase decision differs from product to product and depends on the vulnerability of the parent which results because of various factors. The impressionistic minds of children try to force their parents to buy the promoted products. The authors attempt to establish a correlation between the parental influence and the buying pattern of the children. The authors have tried to know about the level of awareness created by children of Indian and American parents in relation to packaged food products and to find out the level of overindulgence in the parenting style of the Indian and American sample. It was found out that there is a significant similarity between the influence of children on the levels of awareness, interest, desire and intentions of actual buying decisions (AIDA) in Indian and American samples in relation to packaged food products. The American parent tends to be more cautious and adopts a balanced approach. It was also found that the American parent entertains requests by finding out about the products but if it is detrimental to the interest of the child they

practice restrain and the Indian parents buy more things for their children than their American counterpart

**d) Parental Influence upon Children's Diet: The Issue of Category** [<sup>66</sup>]

- **Author:** Chris Preston, School of Business Enterprise and Management, Queen Margaret University, UK
- **Presented in 4th International Consumer Sciences Research Conference, 24 - 26 June 2009 , Queen Margaret University, Edinburgh.**
- **Keywords:** children's consumption, category management, parental influence, advertising regulation, food marketing

Obesity among growing children has become a subject of concern of late among the parents and the industry experts about the ill effects of an overweight sedentary population of young people becoming older and costlier to maintain. Children certainly receive advertising that is directly intended for them as the micro audience. The bulk of academic research into children and advertising concerns this. The paper attempts to find out whether there is any influence by parents on the children's consumption pattern. The author tried to find out Children's attitudes and opinions about their parents interaction with food and drink advertising. The result was that 60% of respondents did not think it would alter their food consumption patterns when they were asked whether if there was a food advertising ban towards children/teenagers whether they thought this would change what foods they eat. 15% of respondents reported that television advertising was an influence upon their diet. There is very little evidence to support those saying that a food advertising regulation would improve children's diets

**II.6 Children's influence on family purchases:**

In western literature a lot has been written about the influence a child exercises on his or her family in any purchase decision, especially children's product decision such as snacks sensed Ahuja and Stinton (1993) [<sup>67</sup>], toys opined Burns and Harrison (1985) [<sup>68</sup>], children's wear thought Converse and Crawford (1949) [<sup>69</sup>]. Children have been found to influence family decisions like a holiday / vacation believed Ahuja and Stinton (1993) [<sup>70</sup>]; Belch et.al. (1985) [<sup>71</sup>], Dunne (1999) and Jenkins (1979) [<sup>72</sup>]. Some researchers like Foxman and Tansuhaj investigated the role children play in purchase of children and family products together (1988) [<sup>73</sup>], Geuens et al., (2002), Hall et al., (1995), Mangleburg et al., (1999), McNeal and Yeh (1997). Wayback in 1968, Barey and Pollay studied the mother and the child interaction in purchasing the ready-to-eat breakfast cereals. The outcome of the study was that in most

of the cases the child happened to be only the consumer and the parents acted as the intermediary between them and the marketers. In that case, the purchase decisions may take two forms;

- a)** According to the interest a parent has in fulfilling a child's desire                    **or**
- b)** According to the level of assertiveness present in the child to get what he or she wanted to have.

In both the cases the chances of a parent to take a favorable decision for a child are more. In cases of any disagreement between a mother and a child regarding a nutritious breakfast cereal, the mother was found to superimpose her interests over those of the child. They attributed such action to the lack of knowledge the child may possess about brands.

Chan and McNeal (2003) [<sup>74</sup>] , in a study of Chinese parents, also reported that parents indulged in considerable gate keeping for children's products. They exhibited strict control over the kinds of products that children can or cannot buy while at the same time allowing children some freedom in choosing brands of permissible products.

Fig 2.2

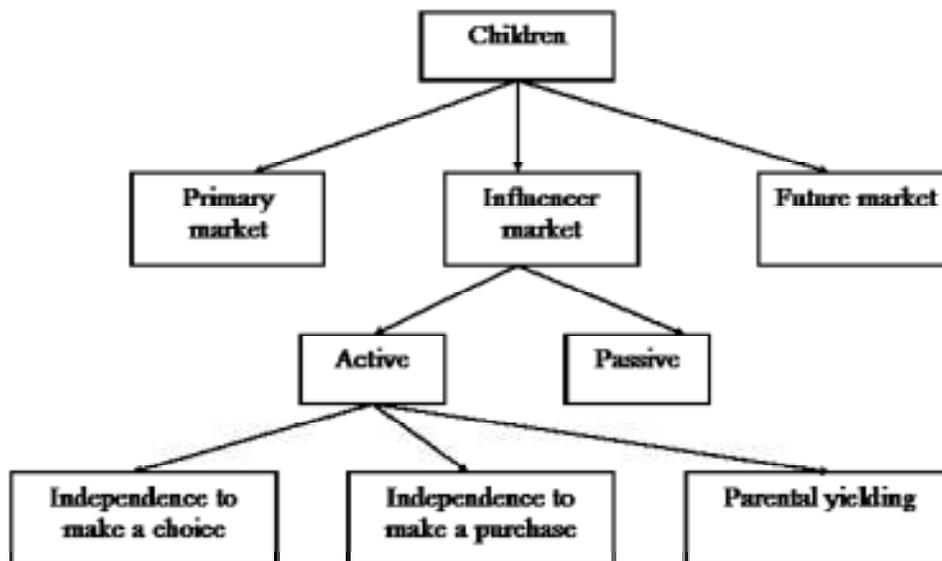
**Summary of Research in the West on Influence of Children in Family Purchase Decision Making**

Author(s)	Objective of the study	Respondents for the study
<b>Relative Influence of Children in Purchase Decision Making</b>		
Berey and Pollay (1968)	Examined the influencing role of child in family decision making for purchase of cereals	mother and child
Ward and Wickman (1972)	Investigated children's purchase influence attempts and parental yielding	mothers
Mehrota, and Torges (1977)	Explored the factors determining children's influence on mothers' buying behavior	mothers only
Atkin (1978)	Observed parent-child interaction in the supermarket for purchase of cereals and snacks	mothers only
Foxman and Tansuhaj (1988)	Investigated adolescents and mothers perceptions of relative influence of each other in family decisions	mother and child
Foxman, Tansuhaj, and Ekstrom (1989)	Explored family members' perception of adolescents influence in family decision making	mother, father and the child triad
Ahja and Simson (1995)	Explored children's influence in family decision making in female-headed single-parent families	Mothers in mother-headed household
Jensen (1995)	Studied purchase influence attempts by children in Denmark; the location and cause of requests and parental responses to the same. The relationship between parents' consumer teaching orientation and family demographics has also been investigated	self-reports from children
Holdert and Antecolides (1997)	Investigated effect of family type (distribution of power and cohesion) on stages of decision making process and conflict resolution strategies employed by families	mother, father and the child triad
Williams and Burns (2000)	Explored the dimensionality of children's direct influence attempts	Mother and child
Genens, Mast, and Pelsmacker (2002)	Reexamined on the role of family structure (one versus two parent families, two income families and number of working hours and number of children per family) on children's influence	Child and either parent
Lee and Beatty (2002)	Investigated the role of family structure on influence of children in family decision making	Parents and children
<b>Media effects on Children</b>		
Goldberg, Gorn, and Gibson (1978)	Contrasted the effects of TV messages for high and low nutritional foods on children's snack and breakfast food choices	children
Lindquist (1979)	Investigated attitudes of elementary school children towards advertising on TV, Radio, children's magazines and comic books	children
Moschis and Churchill (1979)	Analyzed the adolescent consumer for attitude towards advertising, stores, prices etc.	Self-reports from children
Gorn and Florbaum (1985)	Examined the effects of commercials for adult products on children	children
Moschis and Mitchell (1986)	Investigated effect of TV advertising and interpersonal influences (family and peers) and social structural variables on teenagers' participation in family consumption decisions	either parent
Booth, Floested, and Rose (1994)	Examined adolescent skepticism toward TV advertising and knowledge of advertiser tactics	children
Mizeraki (1995)	Explored the relationship between cartoon trade character recognition and attitude toward product category in young children	children
Krosk, and Pelletier (1998)	Investigated the influence of commercialism on the food purchasing behavior of children and teenage youth	Secondary data used
Moore and Lutz (2000)	Studied the effect of advertising and product experiences on children	multi-method approach
Chan (2001)	Studied children's attitude and perceived truthfulness of TV advertising and parental influence in Hong Kong	children
Kirkel, Wilcox, Cantor, Palmer, Lian, and Downick (2004)	Conceptualized the psychological issues in the increasing commercialization of childhood	-----
<b>Socialization of Children</b>		
Moschis and Moore (1979)	Examined decision making patterns among teenage consumers	children
Ekstrom, Tansuhaj, and Foxman (1987)	Conceptualized on children's influence in family decisions and consumer socialization taking a reciprocal view	-----
Carlson and Grosbart (1988)	Investigated parental styles and consumer socialization of children	mothers

Shim, Snyder, and Oelm (1995)	Studied the relationship of parental socialization variables with parents' perception regarding children's use of clothing evaluative criteria	Parents
Mangleburg and Bristol (1998)	Provided a socialization explanation for adolescents' skepticism towards advertising	children
John (1999)	Provided an exhaustive review of previous research on consumer socialization of children	-----
<b>Communication</b>		
Meechis (1985)	Presented a conceptual framework of the role of family communication in consumer socialization of children and adolescents	-----
Meechis, Pralacto, and Mitchell (1986)	Examined family communication influences on consumer socialization of children	self reports from children
Carlson, Grossbart, and Tapp (1990)	Investigated mothers' communication orientations and patterns	mothers
Carlson, Grossbart, and Waha (1990)	Explored mothers' communication orientation and consumer socialization tendencies	mothers
Carlson, Grossbart, and Suerkel (1992)	Examined the role of parental socialization types on differential family communication patterns regarding consumption	mothers
Palau (1998)	Researched on the relationships between family communication and consumer activities of adolescents	mother, father and the child triad
Chan and McNeal (2003)	Investigated parent-child communication about consumption and parental mediation of TV advertising in China	either parent

(adopted from 'children in family purchase decision in India and the west: A review, Pavleen Kaur, Ragbhir Singh) [75]

**Fig 2.3 Children as influencers**



(Adopted from 'children in family purchase decision in India and the west: A review, Pavleen Kaur, Ragbhir Singh)

Szybillo and Sosanie (1977) observed that all the family members (husband, wife and children) were involved in the three important stages of decision making (need recognition, information search and the final purchase of the product) while choosing a fast food center and a holiday trip (that is, the decisions which affect the entire family). Belch et al, (1985) [76], Filiatrault and Ritchie, (1980) [77] and Hempel, (1974) have observed that the role of

children is considerable in the problem recognition stage and the information search stage whereas they exert comparatively less impact in the final phase, that is the final purchase.

In India, studies on family decision making are very scanty and the researchers have done only limited work on the role of children and the other family members as far as the purchase decisions are concerned. According to Webster (2000), *“India is an interesting culture in which to explore the antecedents of marital power because its social and intellectual grains operate in ways vastly different from those the West takes for granted. For instance, unlike western culture, where the nuclear and neo local families are both the ideological and factual norm, the joint family has been and continues to be an important element of Indian culture”*.

Ekstrom, Tansuhaj, and Foxman (1987) observed something different from the other researchers; they proposed that children contribute to decision outcome by influencing the parents with direct expressions and by giving new knowledge to the parents and prompting them to buy what they wanted. They stated that children whose family communication pattern is characterized by a high concept-orientation will influence (socialize) their parents more than children whose family communication pattern is characterized by a high social-orientation.

## **II.7 Food marketing to children**

A search by the global food industry for a huge and potential market finally landed it s children’s milieu which is a massive multi million dollar market and something which never fails an aspirant. The normal consumer decision making model is not applicable as far as children are concerned. Whereas an adult searches for internal and external information which would be helpful to him in making a prudent and rational purchase decision a child decides emotionally. His /her purchase intention defies all logic. This gives a huge opportunity to the marketers who are backed by the financial muscle power along with appreciable creativity to attract the young minds.

Marketers of fast foods make it a point to air commercials very attractively in persuading children to like and request the product declared Borzekowski & Robinson, (2001) [78], Galst & White (1976), Goldberg, Gorn & Gibson (1978), Taras, Sallis, Patterson, Nader & Nelson (1989).

Gorn & Goldberg (1982) in their study showed a few ads to 5 years to 8 year old kids during a week long camp. Some of them were shown commercials for fruits and fruit juice while others were shown ads for candies and a sugar sweetened drink. The study proved that the choices made by those children were influenced by the commercials viewed by them. This is

adequate proof that the brand recall and preferences of children as young as five years depend mainly on the colorful commercials they witness on TV and other sources which is banked upon by the marketers to market their edible stuff which in majority of the cases happen to be less nutritive but impressively packaged.

A critical issue here is parents and pediatricians do consider the occasional use of candy and desserts not harmful, but regular intake of such stuff in the place of nutritional foods in a child's diet is detrimental to its health. Industry observers have linked the spectacular increase in the prevalence of childhood obesity to the emergence of advertising of unhealthy foods to children, judged Dietz (1990), Horgen, Choate & Brownell (2001) and Troiano & Flegal (1998)

In a study by Buckingham in 2000, it was observed that spending in brand promotion and public relations in places like schools where a solid number of prospective customers congregate is used to create brand awareness. This is adequate proof that children's market is positively growing.

McDonald's is now a symbol of a separate powerful category of food called 'Fast Food'. The burgers and nuggets have transformed themselves into integral parts of 'happy meal' package which also houses the latest themed cut out Disney characters and free Disney toys. The package sometimes carries with it the 'indispensable' Ben 10 toys which could be dismantled and reassembled by the kids.

McDonald is one of the first few MNCs to set a strong foothold wherever a new economy opened up and has helped produce a homogenized international culture affirmed Schlosser (2002).

### **II.8 Social network and Peer influence on a child's purchasing behavior**

Social media is seen by many marketers as the next gold rush. The term "social network website" describes a class of web services that invites users to create an online profile of themselves, with a photo, an extensive list of vital statistics like the user's age, profession, gender and interests like hobbies, favorite books and much more. Most crucially, these services are focused on allowing users to list other users as "friends," which facilitates linking their page with that of their friends and publicly demonstrating their connection. These links between people constitute the "network" part of the social

network, and enable sharing with friends, including photographs and messages.

Grinter and Palen (2002) studied the use of instant messaging (IM) among teens and college-age people. Like Facebook, instant messaging is a popular method of communication among this age group. Grinter and Palen found that time constraints affected the use of IM. According to them, how college children spend their time is of great concern. Their physical, academic and social well-being is affected by the choices they make

Research on social networks has captured the effect of social influence on consumers' purchase decisions across a variety of contexts. Such an effect has been variously termed as *bandwagon effect* by Leibenstein (1950), *peer influence* by Duncan, Haller and Portes (1968), Manski (1993,2000), *neighborhood effect* by Bell and Song (2007), Case (1991), Singer and Spilerman (1983), *conformity* by Bernheim (1994) and *contagion* by Van den Bulte and Lilien (2001), Iyengar, Van den Bulte and Valente (2008). Recent work by Argo, Dahl and Morales (2006, 2008) has also considered how social influence can operate even within a retail context. Trusov, Bucklin and Pauwels (2008) compared the effect of customer invitations to join the network (word-of-mouth marketing) with traditional advertising. Using a time-series methodology, they show that word-of-mouth marketing has a substantially larger carry over effect than traditional marketing. The research intends to study about different variables which play vital roles in shaping a child's purchasing behavior. The study also tries to explore the avenues through which a marketer accesses a child or a teenager to pocket handsome gains.

### **II.8.1 Retailing and its impact on the young minds**

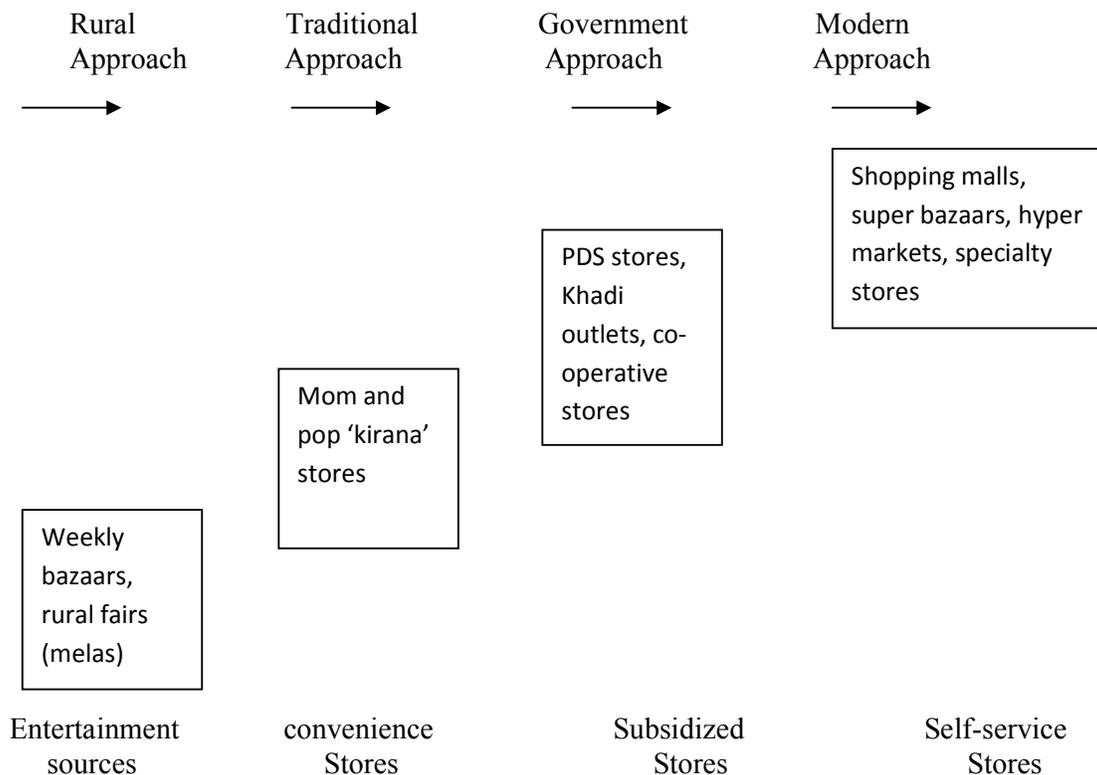
Today's young generation is more towards branded goods. With the advent and spread of satellite television and ever growing visual media, urban lifestyle trends have spread across the rural territories also. The shopping extravaganza of the Indian middle class specifically the younger generation for garment brands, eatables and lust for modern living styles has unleashed new horizons for the massive growth of the retail sector even in rural regions. Thus, more than 80% of the retail boom which was initially targeted at the urban and more particularly metros has started infiltrating towards the smaller cities and towns.

### **Characteristics of retail outlets which attract children and the adolescent**

1. It provides opportunities to directly interact with the end users of the products
2. Sales volume is large as the direct interaction with the ultimate consumer brings about better satisfaction levels

3. In any country, retail outlets are more than any other form of business
4. When the location and layout of the retail store are up to the customers' expectation, they turn out to be crowd pullers
5. Any offers from the manufacturer immediately reach the consuming public and many of them turn out to either for luring housewives or younger population

**Fig 2.4 Evolution of Indian retail**



(Source: 'Retail Management-A global perspective, Text and Cases' - authored by Dr.Harjit Singh, p 7)

## **II.9 Consumption of fast food / junk food and childhood obesity**

“ Over the last 30 years, childhood obesity has tripled” says Annette Langer – Gould, M.D., PhD with the Kaiser Permanente Southern California Department of Research and evaluation. The presence of home theatre, play stations, too much of internet surfing and T.V. have all

glued the younger generation to their couches these days. Absence of physical activity or sedentary lifestyle has contributed to the enhancement of the children's waistline subjecting them to life style diseases and other health hazards. The deadly combination of over-eating and absence of physical activity leads to childhood obesity. The challenge of childhood obesity is particularly daunting, with far-reaching and long-term adverse health consequences not only for the US, but worldwide

Centers for Disease Control and Prevention [79], Atlanta, explains overweight as having excess body weight for a particular height form fat, muscle, bone, water or a combination of all of them. Obesity is defined as having excess body fat. According to CDC, childhood obesity has both immediate and long term effects on health and well-being of the child. CDC further goes on to state that obese youth are more likely to have cardiovascular problems like high cholesterol or high blood pressure. It also leads to prediabetes, a state in which blood glucose level indicates that the child may develop into an adult with diabetes.

Must A and Strauss RS of Department of Family Medicine and Community Health, Tufts University School of Medicine, Boston, in their article 'Risks and consequences of childhood and adolescent obesity' [80] published in International Journal of Obesity and Related Metabolic disorders: Journal of the International Association of the Study of Obesity have observed that The social burden of pediatric obesity, especially during middle childhood and adolescence, may have lasting effects on self-esteem, body image and economic mobility. These mid-range effects of early obesity presage later adult disease and premature mortality. They also further declare that the risk of cardiovascular disease and all-cause mortality is elevated among those who were overweight during childhood.

Phyllis W. Speiser, Mary C. J. Rudolf, Henry Anhalt in their article "consensus statement: childhood obesity" published in the Journal of Clinical Endocrinology & Metabolism state that Television and video games have contributed to more sedentary leisure activities as well as increased snacking and inappropriate food choices due to television advertising. There is a positive correlation between hours of television viewing and overweight, especially in older children and adolescents. Aside from these lifestyle issues, eating habits of children and adolescents have changed drastically over the past few decades. Dietary factors that place children at risk for obesity include high fat and excess calorie intake. The consumption of high-carbohydrate soft drinks is a major contributing factor to high calorie counts, especially because these fluids tend to replace milk and calcium intake for adolescents

### **II.9.1 Research done and published in the areas of T.V viewing associated with junk food consumption and childhood obesity**

**1) Authors:** Shin-Yi Chou, Inas Rashad and Michael Grossman

**Title:** Fast-food restaurant advertising on television and its influence on childhood Obesity

**Published by:** NBER working paper series, NATIONAL BUREAU OF ECONOMIC RESEARCH

According to the authors, obesity puts children and adolescents at risk for a range of health problems and can affect cardiovascular health and endocrine system and mental health. The prevalence of type II diabetes in children, originally termed as adult-onset diabetes went from 4% in 1982 to 16% in 1994. The authors further argue that the possibility of obese children growing in to obese adults is always high and it is an alarming situation. They also bring a hard fact into focus that this increasing overweight and obesity accounts for more than 3,00,000 deaths year next only to the preventable mortality associated with cigarette smoking and the figure grew by 1,12,000 excess deaths in 2000 [<sup>82</sup>].

**2) Authors:** Megan M.Kluge

**Title:** Childhood obesity:relationship to fast food

**Published by:** University of Maryland, Unversity College

This article speaks of the food habits of children and the adolescent with reference to their family eating habits. If a child belongs to a family with a stock of junk food, he fails to recognize the nutritional value of the food he consumes, he will take the same trait to his adulthood also. The author also has identified the proximity of the fast food joint to his school or home as one of the major factors for junk food consumption. They further state that the children are always attracted by the media even though they come from a family which practices healthy eating habits

**3) Authors:** Janet Currie, Stefano Della Vigna, Enrico Moretti and Vikram Pathania

**Title:** Effects of fast food restaurants on obesity

**Published by:** NBER working paper series, UC Berkeley

The authors have pointed out that fast food is less healthy than other types of restaurant food as it contains high calorie density. The energy densities for individual servings are too high that it would be difficult for individuals consuming them not to exceed their average recommended dietary consumption. In two different studies involving 26 obese and 28 lean adolescents, the authors compared caloric intakes on “unlimited fast food days” and “no fast food days”. They observed that the obese adolescents had higher caloric intakes on “the fast food days” and not on the “no fast food days”.

4) **Authors** : Zimmerman FJ, Bell JF

**Title**: Associations of television content type and obesity in children

**Published in**: American Journal of Public Health, 2010

The authors have used time-use diary data from the Panel Survey of Income Dynamics to measure television viewing categorized by format and educational and commercial content. The results showed that among the children older than 6 years, commercial viewing in 2002 was associated with 2002 BMI. These results were robust after adjustment for exercise and eating while watching television.

5) **Authors** : Vasanti S Malik, Matthias B Schulze and Frank B Hu

**Title**: Intake of sugar-sweetened beverages and weight gain: a systematic review

**Published in**: The American Journal of clinical nutrition

The authors have noted a positive trend in the relation between the intake of sugar-sweetened beverages and overweight or obesity. For each additional serving of sugar-sweetened drink consumed, both body mass index (BMI) and frequency of obesity increased. Baseline consumption of sugar-sweetened drinks was also independently associated with change in BMI (mean 0.18 kg/m<sup>2</sup> for each daily serving)

6. **Authors** : Janet James, Peter Thomas and David Kerr

**Title**: Preventing childhood obesity by reducing consumption of carbonated drinks: cluster randomised controlled trial

**Published in**: British Medical Journal, 2004;328:1237

The study was conducted with 644 children aged between 7 and 11 from 6 primary schools from South west England. The result showed that over 12 months, the consumption of carbonated drinks over three days decreased by 0.6 glasses of an average glass size of 250 ml decreased the obesity and overweight of those children by 0.2%. In relation to this study, another group was tested with an increase of carbonated drinks by 0.2 glasses over the same period and was found to be with 7.5% increase in their obesity levels

7. **Author:** David Ashton

**Title:** Food advertising and childhood obesity

**Published in:** Clinical Epidemiology/Cardiac Medicine, Imperial College  
School Of Medicine, London, UK

The author of this article raises an alarm about the declining levels of physical exertion of the current generation. He further says physical activity energy expenditures for our ancestors were in the range of 90 kcal/kg per week, equivalent to walking some 8 miles a day in addition to current physical activities. Today, children expend about 600 kcal/day less than their counterparts 50 years ago. This decline in physical activity in children has a lot of aspects of health to take care of.

8. **Authors:** T Aggarwal, RC Bhatia, D Singh, and Praveen C Sobti

**Title:** Prevalence of Obesity and Overweight in Affluent Adolescents from Ludhiana, Punjab [<sup>84</sup>]

**Published in:** Indian Pediatrics, Volume 45, June 17, 2008

The authors of this article in the Indian Pediatric journal, have expressed concern over the findings of their cross sectional study which had taken 1000 adolescents with equal number of boys and girls. They have observed that the level of increase in obesity which was a characteristic feature of a developed country is now becoming common in developing countries as well. The school based study reveals that the obesity prevalent among the youngsters is between 5.6% and 24%. The authors have listed a few things as the major attributes to this condition and the top three positions are taken by T.V. watching, sedentary life style and fast food or junk food consumption. In the study, the samples have expressed that they spent around 1 to 4 hours per day before T.V. The authors of the article, who are also from the Department of Pediatrics, Dayanand Medical College and Hospital, Ludhiana,

Punjab, argue that this obese condition in childhood and adolescence leads to heart diseases, diabetes, hypertension, cancers and many more health hazards in later life. As it is seen the eating style of the younger generation has changed a lot over the last 2 decades. In the study it was found beyond ambiguity that the youngsters prefer going out with their friends for meals though families together go out for dining. In the authors' observation, about 52% children ate meals outside with 60% of the boys and 43% of the girls which had significant correlation with childhood obesity. The dining experience is defined by them as "enjoyment together" or "pleasure together"

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