

I cannot teach anybody anything. I can only make them think

Socrates

CHAPTER VII

Part A

MAJOR FINDINGS OF THE STUDY

VII.I FINDINGS ABOUT CHILDREN OF CHENNAI AND HYDERABAD IN A NUTSHELL:

- **PROFILE OF THE CHILDREN OF CHENNAI AND HYDERABAD :**
 - ✓ **In totality:** With respect to the personal characteristics of the children respondents of Chennai and Hyderabad, it is observed that majority of them are females.
 - ✓ **Chennai Children:** With respect to the Chennai children respondents, it is observed that the majority of them belong to the category of 15 to 19 year olds and are females.
 - ✓ **Hyderabad children:** The majority of the Hyderabad children respondents is males and belongs to the category of 15 to 19 years olds.
- **ASPECTS RELATED TO THE SOCIAL NETWORKING OF THE CHILDREN OF CHENNAI AND HYDERABAD :**
 - ✓ **In totality:** The majority of the children respondents have been on the social networking sites for 2 years with number of memberships ranging from 1 to 3 having more than 40 networking friends. 72.8% of the total children respondents have opined that social networking sites are useful.
 - ✓ **Chennai Children:** Greater part of the Chennai children respondents have only one social networking membership with networking usage period between 1 to 2 years having more than 50 social networking friends. 65.5% of the Chennai children respondents have opined that social networking sites are useful.
 - ✓ **Hyderabad children:** It is recorded that the majority of the Hyderabad children respondents have 2 memberships on social netwrking sites with networking usage period ranging between 1 to 2 years with 82% of them having more than 50 friends on social networking sites. 79% of them have expressed that social networking sites are useful.

➤ **LEISURE TIME ACTIVITIES OF THE CHILDREN OF CHENNAI AND HYDERABAD :**

- ✓ **In totality:** While the children respondents of both the cities together are observed, the majority of them are found to spend 1 to 3 hours a day on watching T.V. and 1 to 3 hours of internet surfing per day.
- ✓ **Chennai Children:** It is observed that the majority of the Chennai children respondents watch T.V for an hour a day, spend an hour on internet surfing and an hour on social networking.
- ✓ **Hyderabad children:** It is observed that the majority of the Hyderabad children respondents watch T.V. 2 hours per day, spend an hour each on surfing internet and social networking per day.

MOTIVATIONAL PERCEPTION FACTORS OF THE CHILDREN OF CHENNAI AND HYDERABAD

23 Motivational Perceptual Variables of the children have been grouped into 5 independent variables. With 97% of correct classification, all the children have been classified into 3 dominant MPC groups (Motivational Perception Children group) significantly differentiated by all the 5 MP factors. They are the High MPG, the most dominant one, the Moderate MPG and the Low MPG

The most dominant factor is internet marketing with 6 children motivational perception variables of brand news, information sharing on social network, internet advertising, network friendship and free things in advertisements. The second most dominant factor is **MULTIPLE INFLUENCES** with 9 variables of packaging, peer pressure, friends' opinion, shopping with parents, pester power, celebrity endorsement, earning parents, T.V. influence and brand recognition. The third most dominant factor is **CELEBRITY ENDORSEMENT** with trust on the the celebrity endorsed brands, preferring celebrity endorsed products, believing that the celebrity uses the endorsed product and the celebrity attraction. The fourth most dominant factor is **RESIDUAL MEDIA INFLUENCE** with 2 variables of Radio and Magazine advertisements. The fifth most dominant factor is **ADVERTISEMENT ACCEPTANCE** with 2 variables of pester power and advertisement belief.

VII.1.1 FINDINGS ABOUT CHILDREN OF CHENNAI AND HYDERABAD IN DETAIL

VII.1.1.1 Brand recognition through celebrity endorsement

Celebrities are indeed enhancing the value of the brand immensely which could be felt by the researcher during her interaction with 400 children and 400 parents in both the cities spanning a period of 2 years and 7 months. The celebrities inject their star value into the brands they endorse. It is more specifically the case with the top rung Bollywood stars and cricket stars.

Brand recognition probably might have been a question for kids of yesteryears, but certainly not for the gen Y kids. Some of the parent samples, during the study had even explained about a few instances where their kids had demanded brands which the parents were not aware about. The list included electronic gadgets and a few FMCG brands.

Be it a Bollywood star or a top cricket star, any star-studded promotional effort pays rich tributes in the Indian soil. An agonized parent from Chennai expressed his disappointment for having been forced by his young son to go for i10 which was endorsed by Shah Rukh Khan whereas the rest of the family was for a Maruthi Swift. He explained at length about the day on which the argument was triggered by his son, who with his nagging and continuous pestering finally succeeded in getting an i10 home which the parent was sure was the star value which the advertisement carried along with the Desi tune of the jingle.

In another case, the tender aged son's demand to fuel the car tank only at a particular pump, the parent said, was because of the life-size banner of Mahendra Singh Dhoni who endorsed a popular engine oil.

The innocence of the young samples could be comprehended well by their belief that the stars use the products themselves. Big B using Tide detergent and Bruce & Reid, eating a piece of Dairy milk chocolate and buying a pair of earrings from Kalyan Jewellers are as hard to imagine as Katrina Kaif wearing Nakshatra diamonds and Aamir Khan sipping from a Coke bottle.

The researcher could find that the previous studies and researches done in the sphere of brand recognition by children hold good in the present day context also.

The following are the top celebrities according to the children sample of Chennai and Hyderabad

- ✓ Katrina Kaif
- ✓ Sachin R.Tendulkar
- ✓ Amithab Bachan
- ✓ M.S.Dhoni
- ✓ Shah Rukh Khan
- ✓ Saina Nehwal

VII.1.1.2 Children get greatly influenced by the Television advertisements

‘A flood of Television advertisements presents glittering images of new products and brands in the market. Every launch of a new brand is marked by a great fanfare with huge promotional activities and star studded events. The marketers are relying on the kids to pester their mom or dad to buy the product rather than to market the product to the adults’ complained a worried parent from Chennai.

‘The advent of children channels like Cartoon network, Hungama, Pogo and Toonami has given an alarming push to the children’s influencing capacity’ grumbled a parent from Hyderabad.

VII.1.1.3 Children’s communication over social networks and their brand insistence

Social networking sites have set their strong footing in the Indian soil in the past few years. Though social sites have specified an age limit below which a person cannot become a member, it is not religiously followed. Social media marketing is of relatively recent origin in India but is redefining the way the businesses of any volume go about executing their marketing campaigns.

A few parents from both the cities confessed that their children were only between 10 years and 12 years but still were members of a social site for many of them had taken it as a challenge to have as many friends as possible on the site to flaunt their popularity to their classmates. The competition here is the score of the number than anything else. Unknowingly these children fall prey to the marketing activities over such sites because of their tender age and lack of comprehension.

Anyone on a social network could view an array of advertisements which take turns in getting displayed. It also gives the details as to which of his or her friends have viewed and

liked the brands in the recent past. This still invigorates the interest in them to explore more about those brands.

The information that the samples said they would exchange over such sites are mainly about the fad products and the recently introduced brands or services. It was fashion accessories in the case of the female samples and electronic gadgets in the case of the male samples.

The advertisements which are displayed give additional information about the promotional offers and the so called 'friends' in our network.

A few parents also expressed concern that their children accept friend requests even from unknown persons just to show an impressive number. Since there is no compulsion that a member on the site should upload his own image as the profile photo, there is every possibility that a child of 10 years or 12 years may be deceived in many ways.

VII.2 FINDINGS ABOUT PARENTS IN A NUTSHELL:

➤ **PROFILE OF THE PARENT RESPONDENTS OF CHENNAI AND HYDERABAD**

✓ **In totality:** It is observed that the majority of the parents of both the cities belong to the age bracket of 40 – 49 with more number of male respondents. While majority of the parents respondents claim that their children have their own mobile phones they also express that social networking sites are not useful.

✓ **Chennai parents:** While the majority of the Chennai parent respondents are observed to be males, they are in the age group of 40 – 49. The majority of them claim that their children have own mobile phones, they also opine that social networking sites are not useful.

✓ **Hyderabad parents:** While the majority of the Hyderabad parents are in the age group of 40 – 49, they are equally divided into males and females. While the greater part of the Hyderabad parents claim that their children have mobile phones of their own, they also opine that social networking sites are not useful.

➤ **PARENTAL PRESSURIZING PERCEPTION FACTORS**

13 variables of the parents are grouped into 5 independent Pressurizing Perception factors. Significantly differentiated by all the 5 PPF, the parents have been classified into 3 dominant PP parental groups (PPPG). They are the Highest PPPG, the Higher PPPG and the High PPPG. There is a significant positive correlation between PP of parents and the MP of the Children.

The most dominant Factor is **WORK LIFE IMBALANCE** with variables of Work pressure, guilty feeling of the parents due to inability to spend quality time with children and more family income. The second most dominant Factor is **T.V. INFLUENCE** with four variables of T.V. influence, attractive packaging, belief in celebrity endorsement and nagging of children. The third most dominant Factor is **VIDEO GAMING** with three variables of video gaming, pocket money culture and unwillingness to stop video gaming. The fourth most dominant factor is **POCKET MONEY** with two variables of unhealthy products and peer pressure. The fifth single dominant factor is **SHOPPING WITH CHILDREN**.

VII.2.1 FINDINGS ABOUT PARENTS OF CHENNAI AND HYDERABAD IN DETAIL

VII.2.1.1 Parents not spending quality time with children resulting in their nagging and pestering

As many as 68 parent samples from both meekly admitted that they substitute their inability to spend quality time with their child with fulfillment of the children's undue demands. A parent respondent in Hyderabad, during the interaction with the researcher, accepted a few facts which researchers have been trying to explore through consistent studies. He was dejected a few years ago when he could find no time to spend with his 2 sons since his spouse also possessed a well-paid job from the hospitality industry. As he wanted to compensate for his guilt, he had yielded to the demand from his sons for a Play Station. He is now realizing his fault as his sons are totally addicted to the play thing and their academic performance has come down drastically.

Apart from these parents, there were a few children and adolescent samples who were really glad that they could accompany their parents when they shopped and amount of exposure that these children had gained because of such shopping experiences is really unmatched and which no text books could provide them at any point of time.

49.5% of the Chennai children samples and 74.5% of the Hyderabad children samples have accepted that their brand awareness has drastically increased because they are taken by their parents for shopping. Regarding the same phenomenon, 63.5% of the Chennai parent samples and a whopping 91% of the Hyderabad parent samples have expressed that brand awareness among their children might have been the result of taking them for shopping in the malls and specialty stores where there is always a lot of scope to understand the marketing strategies and promotional activities. 37% of the Chennai parent samples and 63% of the Hyderabad parent samples said they felt guilty for being unable to spend quality time with the children.

VII.2.1.2 Changing Indian family structure and changing children's preferences

In the Indian sub-continent, the family structure which was hitherto combined and had elderly people is now disintegrating into nuclear families. The parents, who in the majority of the

cases are double income groups, have shifted their focus from family to career and the way children are being raised is also undergoing drastic changes.

41% of Chennai parent samples and 66.5% of Hyderabad parent samples expressed concern over children's preference for higher end brands irrespective of prices resulting from increased money inflow into the family. The nuclear family structure certainly has its own pros and cons. Amidst many negativities of an independent nuclear family, 76% of Chennai parent samples and 76% of their Hyderabad counterparts humbly felt that the presence of elderly people at home would certainly regularize the children's domestic behavior and control their craving for things.

The above major findings about the changing priorities of earning parents and the resultant shift of the children's preference from tradition consumption pattern to sophisticated fashion clearly depict the confused transition which the Indian sub-continent is undergoing on the economic front.

Due to the hectic weekly schedules the parents look toward a light and tension-free weekends which would include accommodating the children's demands. During the study, the researcher had not less than 70 experiences where parents of both the cities expressed serious concern over their children's domination in major purchasing decisions which the children gained knowingly or unknowingly because of the changed family styles.

VII.2.1.3 Kids Growing Older younger (KAGOY)

14% of the parent samples from both the cities expressed surprise that from kids' wear to fashion, from toys to beauty care, the marketers were intelligent enough to catch the attention of their children via many brands. Some of the major brands which the parents have alleged to have captured the 5 to 15 age group are

1. Tommy Hilfiger
2. Nautica Kids
3. Burberry kids
4. Zara
5. Lilliput

VII.2.1.4 Parents not finding social networks useful

The study reveals that 67% of the Chennai parent samples and 70.5% of the Hyderabad parent samples did not find social networking sites useful. Nearly 14% of the parents from both the cities frankly admitted that their children were under 12 years, yet on Facebook. The

filters which these sites set to restrict children under 13 years from getting registered with them do no work meticulously. The frenzy with which these children accept friends' request is quite alarming. This happens partly because they do not really understand the intricacies of being a member and the dangerous circumstances where the pictures so innocently uploaded by these children are being misused by others and also because they want to boast to their peers about the number of virtual friends they have on FB.

A parent from Hyderabad was agonized that relationships are being maintained only through texting, commenting and like buttons. He also said children prefer the company of Facebook and Twitter than that of their friends. According to the parents, the most popular social networks which attract their children are in this order

- 1) Facebook
- 2) Twitter
- 3) Googleplus
- 4) Myspace
- 5) Pinterest

VII.3 COMPARISON BETWEEN CHENNAI AND HYDERABAD IN A NUTSHELL (PPP- Parental pressurizing perception, CMP-Children's Motivational Perception)

- III a) While the highest PPPG is associated with Hyderabad, the higher PPPG and the high PPPG are associated with Chennai.
- III b) While the high CMPG is associated with Hyderabad the moderate and the low CMPGs are associated with Chennai.
- III c) In the case of both PPP of parents and CMP of children, Hyderabad is having significantly higher perception than Chennai.
- III d) In the case of parents of Hyderabad, their opinion that the social network is useful is associated with their lower PP and vice versa.
- III e) In the case of parents of Chennai, in addition to holding similar opinion and perception like that of Hyderabad parents, they feel that the ownership of mobile phones by the children influences their higher PP and vice versa.
- III f) While Hyderabad children visit 37 times on an average to junk food joints, Chennai children do the same 24 times in a year. The junk food joint visit of the Hyderabad children is significantly more than that of Chennai children.
- III g) In the case of Hyderabad adolescent, their network friendship strength, celebrity endorsement and their age have a positive and significant influence over their junk food joint visit. In the case of Chennai children internet marketing, T.V.advertisement, social network friendship strength and their T.V. watching hours per week have significant and positive influence on their junk food joint visit.
- III h) In the case of the Hyderabad parents, they feel the possession of mobile phones by their adolescent children significantly leads to higher number of junk food joint visits. In the case of Chennai parents, their work-life imbalance, influence of T.V. on their adolescent children Video gaming by children have positive and significant relationship on their visit. Possession of mobile phones by their adolescent children also significantly leads to higher number of visits. Their opinion that social network is useless significantly leads to more number of visits to junk food joint visits.
- III i) The Highest Parental Perception Group is associated with The High Children's Motivation perception Group. Similarly The Higher Parental Perception Group and the The High Parental Perception Group are associated with The Moderate Motivation perception Group and The Low Motivation perception Group, respectively.

VII.3.1 COMPARISON BETWEEN CHENNAI AND HYDERABAD IN DETAIL..

VII.3.1.1 Childhood obesity in India

Studies show that in India, nearly 16% of children are overweight and 31% are the risk of falling in this category. Children across the world access information regarding the new and existing products which are high in fat, sugar and salt and substantially increase the possibility of the younger generation to develop obesity at a tender age. The WHO is constantly urging the countries to check and regulate the marketing efforts towards the children and the adolescent.

Nutritionists are of the opinion that huge number of children under the age of 15 in India will be the victims of obesity by 2020 if the present scenario persists. They also feel that obesity in India could be attributed to many reasons like genetic deficiencies, sedentary lifestyle and consumption of calory rich food which ultimately lead not only to obesity and heart ailments but also diabetes at a very young age. The inactive way of life increases the chances of childhood diabetes five times more than the normal active child.

The researcher found that the following foods are most liked by children below 19 years of age during her interaction with them in both the cities.

Chips

Corn puffs

Soft drinks

Ice creams

Cakes / muffins

Chocolates

Fried food

Fast food (burger, pizzas)

On an average a child of Chennai either visits or orders roughly about 24.93 times a week, food from outlets like Subway, McDonald's, Domino's, Pizza Hut and Hungry jack which according to nutritionists are rich in transfats and lead to childhood obesity whereas a child from Hyderabad visits 36.63 times a week which is obviously on the higher side.

The above two important findings speak volumes of the changed lifestyles of the growing children.

Further Daily Mail, U.K. has published an article on 08-07-2012 with a few startling revelations about the additives in the junk food that are marketed to the youngsters. The article said that such additives used in children's drinks and food can cause temper tantrums and disruptive behavior. The other side effects may be lack of concentration, struggle to get

peaceful sleep and loss of temper. The additives which were put to test were **Tartrazine E102, Sunset Yellow E110, Carmoisine E122, Ponceau 4R E124, and the preservative Sodium Benzoate E211 and incidentally, a child takes all these additives along with a drink.**

Peer pressure is really compelling

'I do feel guilty for being a poor parent. His friends do have a better control over what he does and eats than I do'

'With family size below 5, with one or no grandparent, the Indian families are living in a pressure cooker. Both of us work since we have to provide the social and intellectual power to our children. We spend less time with them and they are fully occupied with their friends who influence them to an alarming level'

'Children, today, are much informed due to the peer interactions and they are quite clear about their preferences of every stuff'

The above were some of the comments given by apprehensive parents of both the cities. These statements have come out of real experiences and the changing lifestyle.

The study reveals that 55% of the Chennai parent samples and 68% of the Hyderabad parent samples are bothered that their children considered their friends' opinions more important about a brand than anything else.

VII.3.1.2 Lack of nutritional information about products in the promotion

The Indian government made it compulsory for the packaged food industry to print on the outer carton, the nutritional facts per 100gm or 100ml. This gave a huge awareness about the ingredients of the products to the consumers, be it a pack of biscuit, chips or fruit juice. This was made possible by the new Prevention of Food Adulteration (Fifth Amendment) Rules, 2008.

It was common through out the study that the researcher could find that the Indian consumers were never as busy as now with long work hours, working mothers, long commutation and nuclear family system, the women in the family have very little time in their hands for household chores. It is quite natural that such packaged, ready-to-eat food products are the choice of many.

78.5% of the Chennai parent samples and 66% of the Hyderabad parent samples felt that there was less of truth about the nutritional information in the advertisement and the outer cartons of the products

The table of nutrition about a choco pie pack gives us a lot to be concerned.

Artificial sweeteners (sorbitol)

Added sugar (Sugar, corn syrup, Lactose)

Transfat (Partially Hydrogenated Palm Oil - Trans Fat < 0.5 g)

High saturated fat - (Saturated fat 4 g – 20 %)

VII.3.1.3 Video gaming and advergaming

Advergaming is the practice of utilizing video games to promote a brand to the consumers, especially children. With the massive growth of internet exposure, advergaming has gone deep into the lives of the people. These sites are the most visited generating enormous traffic and becoming a prolific platform for brand media planning.

33% of the Chennai parent samples and 54.5% of the Hyderabad parent samples have disclosed that their children play video games or on the advergaming sites for hours together.

33.5% of the Chennai parent samples and 59.5% of the Hyderabad parent samples have groused to the researcher that their children get defensive when they are asked to cut down on the time spent on such sites

VII.4 FINDINGS ABOUT PERSPECTIVES OF THE RETAILERS OF CHENNAI AND HYDERABAD IN A NUTSHELL

The retailers of both the cities were interviewed with the help of a structured questionnaire and the following details were collected either through observation in a retail outlet or an oral interaction with the retailer.

- IV a) According to the retailers, an average of 48 parents bring their children for shopping
- IV b) Mostly mothers are influenced by the children's brand preferences either themselves or along with their spouses.
- IV c) Majority of the retailers agree that parents buy less when they do not bring their children for shopping
- IV d) Retailers are of the opinion that promotional offers mostly increase the sales followed by attractive packaging, celebrity endorsement and their dominant role in the family purchase decision.
- IV e) Majority of the retailers feel that children ask for specific brands which their parents are not aware of.
- IV f) Majority of the retailers are of the opinion that parents buy more of unhealthy products if their children demand.

VII.4.1 Findings about the retailers' perspectives in detail..

VII.4.1.1 Parents influenced by children's brand preference in a retail store

Some 400 million children under the age of 15 fall under the category of India's conspicuous consumers, who by their pester power make their parents buy not only toys, simple electronic gadgets or garments, but also mesmerizing them on big purchases like TVs and four wheelers,. Kishore Biyani has already targeted at kids with his apparels. His investment and business firm, Future Ventures India, Ltd., has 66% stake in edutainment media firm, Amar Chitra Katha.

Mr.Selvam, a sales person at the Next electronic gadget showroom, Anna Nagar, shared an episode with the researcher where, 2 children of the same family influenced their parents to buy an LED costing Rs.45,000/- as against their initial plan of buying a 32 inches LCD TV for Rs.32,000/- . Along with the LED the children were also successful in nagging their father to purchase a Sony Home theatre for Rs.13,500/- which was not at all in the agenda.

46% of the Chennai retailer respondents and 42% of the Hyderabad retailer respondents have accused mothers to be more vulnerable to the nagging of the children inside a store.

50% of the Chennai retailer respondents and a whopping 100% of the Hyderabad retailer respondents have agreed that children play a more dominant role in making or persuading a purchase at a retail store atmosphere than ever before. 72% of the Chennai retailer respondents and 56% of the Hyderabad retailer respondents have admitted that the parents buy less when they shop alone than when they are accompanied by their children. 70% of the Chennai retailer respondents and 94% of the Hyderabad retailer respondents have declared that children and the adolescent population in their retail stores have shown an extraordinary interest in celebrity endorsed brands. 100 of the Chennai retailer respondents and 92% of the Hyderabad retailer respondents have unanimously accepted that the promotional offers by the marketers which are displayed on the labels of the products attract the children more though the ultimate product happens to be quite worthless. 82% of the Chennai retailer respondents and 96% of the Hyderabad retailer respondents surprised that the children in their retail outlets have asked for those brands which their parents were not aware about.

The most important promotional offers by the marketers in the past 2 years which had attracted many children in the retail marts according to the retailer respondents of both the cities are

- 1) Meal of the day at Rs.100 vs Rs.135 @Subway Hyderabad
- 2) Wills Lifestyle offer in Chennai
- 3) Shoppers stop- Raheja Group's offer in Hyderabad

VII.4.2 Packaging attracts children more than the product itself

9% of the children respondents below 10 years from both the cities have expressed that food decorated with a cartoon tasted better than the same food from an unbranded wrapper. Their favorite cartoon characters are Shrek, Dora the Explorer, SpongeBob SquarePants and other animated TV and movie stars.

Children now account for a whopping \$21.4 billion worth of their own purchasing power. They're comfortable spending their money, purchasing what they want with some guidance from their parents—and a heavy dose of peer pressure

Female respondents are still simply bogged down by the appearance of Barbie, the evergreen playmate since ages.

Ms.Minu Harlalka (919642469991)is a parent sample from Hyderabad who had purchased not less than 3 Barbie dolls and countless Kinderjoy chocolates this year because of her daughter's nagging (9 years) only for the outer packaging of the products

64% of Chennai parent respondents and 89.5% of the Hyderabad parent respondents have opined that packaging attracts the children more than the core product.

Part B

VII.5 RECOMMENDATIONS

*It is easier to build strong children than to repair broken men.
Frederick Douglass*

VII.5.1 Recommendation to prevent childhood obesity and diabetes

Statistics reveal that India has a diabetic population of around 40 million, the highest in the world. The incidence of type 2 diabetes is so alarming that the figure is estimated to touch 100 million by 2032. In the last couple of years more number of people are reported to have died because of non-communicable diseases such as diabetes, certain types of cancers and cardiac problems than people diagnosed with HIV/AIDS and tuberculosis.

The spurt in the type 2 diabetes may be attributed to factors like unbalanced diet, lack of normal activities to keep oneself busy, smoking and alcoholism.

‘Obesity in childhood is a major risk factor for future diabetes’ opines Dr.Ranjan Yanjik, the director of the diabetes unit at King Edward Memorial Hospital in Pune. He further states that the urban India culture provides the backdrop for the same as the middle class India is more into high-calorie, nutrient-dense food including restaurant food which high level of saturated fat, salt and sugar.

VII.5.2 Recommendation over the dietary plans

VII.5.2.1 For parents: The researcher senses the necessity for a healthy-eating plan that will be naturally rich in nutritional values with low calories and trans fats. The emphasis should be on naturally grown fruits and vegetables and whole grain food stuff. Though children prefer eating fast food and consume a pepsi or a coke rather than a glass of plain water, the parents have to insist on consuming a healthy, growth-oriented food habits. Children are also given fatty food items for snacks which they munch in between the two classes. It includes packed food like kurkure, lays chips, cheese balls etc. Instead the child could be habituated to take sprouts, healthy nuts and anything homemade which do not add to the child’s obesity but would have a check on it.

VII.5.2.2 For schools: The teachers or the school as a whole could motivate children to take healthy food as breakfast and lunch. The young children may be taught about the goodness,

fruits and vegetables provide for a healthy living, rather than fried or fatty stuff. Among many competitions in the school campus, one could be dedicated towards complimenting a few good ideas for healthy eating practices which children have to follow. The schools can take initiative to develop and implement nutrition standards for all the brands marketed in the school campuses.

VII.5.2.3 For the marketers: Having in view the increasing number of obese and the diabetic children, the marketers should realize their moral responsibility towards the society. The actual key to success and sustenance in business spectrum does not depend on how well one frames marketing strategies but how he empathises with the future generation and the parents.

VII.5.2.4 For restaurants / food joints

The food joints can expand and actively promoted healthier food, beverage and food options for children and the adolescent which would provide calorie content and the key nutrition information on the menu and the outer packaging. The restaurants can also promote healthy, tasty and affordable preparation for the children and the adolescent. The food marketers can also come up with innovative and reformulated child and adolescent friendly foods which are considerably low in fats, salts and added sugars but on the other hand highly nutritive. The creativity of the marketer could be displayed in injecting health in a novel way into the food and drinks he provides.

Sanjeevanam restaurants

An excellent cue could be drawn from Sanjeevanam restaurants which were started in 2004 from the makers of Medimix at various locations in Chennai whose primary goal is to provide taste with health. The restaurants provide a blend of cozy ambience with highly nutritive foods and beverages. These food joints bridge the gap between the modern food style and the nutritional requirements of children and the adolescent. More of such restaurants providing the essential nutrition along with a colorful presentation for a healthy life could bring the problem of childhood obesity drastically down.

The meal starts with 1) Ripe Banana Slices with grated coconut 2) 5 Kinds of juices
3) Few types of salads with raw vegetables 4) Few dishes with half cooked vegetables
5) Few dishes of full cooked vegetables 6) Choice of Whole Red Rice or White Rice
7) Few typical Indian Side dishes 8) Meal ends with a Tbsp of honey to aid digestion

VII.5.3 Recommendation for an active lifestyle

VII.5.3.1 To the parents: The researcher feels that by including active games as a part of life, parents can ensure healthy growth of the children. It is generally said that ‘children do not do what you ask them to do; they do what you do’. Any games played as a family will definitely enthuse the children and motivate them to design their lifestyle accordingly.

VII.5.3.2 To the schools: Many schools do have compulsory games hour to force the children to play in an open place. But very little is being done to monitor whether the children really play or not. Better care could be taken by the institutions to ensure compulsory participation of the children in active games.

VII.5.3.3 An interaction with Dr.Venkata Krishna, child specialist, Hyderabad

Dr. Venkata Krishna is of the same opinion as many other industry experts who have been analyzing the marketing initiatives towards children and the adolescent over the past many years. He feels that the excessive consumption of carbonated drinks, pizzas, burgers, pastries, puffs etc. which are high in saturated fats has considerably contributed to the growing obesity issue among the children. He suggests that fiber rich food like fresh fruit, vegetables, sprouts would enable the children gain adequate nutrition for the day.

He suggested the following table to be considered

Fig 7.1

To be avoided for the children	To be included
Carbonated drinks like Pepsi, Coke, Limca and Sprite	Butter milk, fresh fruit juices and coconut water
Pizzas, pastries, puff, burgers	Fresh fruits like banana, apple and pomegranates Vegetables like carrot, cucumber as starters before lunch and dinner
Coffee or tea in the empty stomach	Half-a-liter of plain water early in the morning
T.V. viewing, video gaming and gaming on mobile phones	Cycling, swimming, yoga or walking for 30 to 45 minutes a day
Internet surfing for hours together	Outdoor activities

VII.5.4 Recommendation to preserve the online privacy of children

As it is proven that children's websites install more tracking technologies on PCs than the websites meant for adults. 65.5% of the Chennai children respondents and 79% of the Hyderabad children respondents have considered social networking sites as useful whereas, 67% of the Chennai parent respondents and 70.5% of the Hyderabad respondents have expressed views that social sites like google+, Facebook and twitter are not as useful to the children as they think.

Parents of both the cities are also bothered about the increasing number of virtual friends their children have on such sites. The child psychologists opine that the intimacy of the family members will prevent the children from seeking such external, sometimes, unwanted friendship and acquaintances. The information sharing also takes place on a massive scale on social sites that the parents have no clue as to how to keep a check on such an exchange of view and ideas which, to a large extent have to do with fashion accessories in the case teenage females, electronic gadgets with high end technology in the case of teenage males and newly released movies and latest music in the case of all teenagers and children between the ages of 10 and 13.

The research has thrown extensive light on the apprehension of the parents with regard to the changed passion of the children who are more into a virtual world and away from normal physical activities. The researcher senses that the time spent by the parents and the other elders of the family with the children should be sufficient enough for an exchange of ideas among them. This will also prevent the children from look for an outsider of the same bandwidth to understand them.

The parents also should have adequate control over the type of websites the children spend time on. Many of the websites meant for children ask for their details like email id and personal phone numbers. The innocent minds do not suspect any foul play and furnish all the details asked for. It is the responsibility of the parents to educate the children in this regard.

The Children's Online Privacy Protection Act, or Coppa was enacted in the U.S. to ensure that the information collected from the children will be kept confidential and would not be shared with any individual or companies. The Act also made it mandatory to acquire parent's permission before collecting the personal details from the children.

In the urban India, it is widely seen that the elders at home are so highly preoccupied that they barely notice that their children are into such activities of sharing the personal details

like their age, hobbies, shopping preferences etc. The researcher strongly recommends that parents should not neglect the basic responsibilities like monitoring their children while they are on the internet. This not only creates a consciousness in the minds of the youngsters that they are being watched but the parents also become aware about the children's activities during their leisure hours.

This will definitely ease the complication resulting from the lack of understanding between the parents and the children

Recommendation for the parents

VII.5.4.1 Parental control software

There are a few softwares available in the market for home windows or Mac computer, which help the parents monitor and control the internet activities of children. In these days of growing digitization an open internet is unsafe for the children. These web filtering softwares

- 1) Block certain webpages which have anything to do with pornography, gambling, violence, hatred / racism, malware / spyware etc.
- 2) Will implement 'SafeSearch' on all major search engines
- 3) Will configure custom list which will 'always allow' or 'always block' certain webpages
- 4) Will enable the parents to view the reports generated by the software regarding the web activity

VII.5.4.2 Keeping the computer in the living room or family room

Placing the internet set up in the living room will pave way for careful viewing and usage of the internet by the children. An adult also can be present when the children use the internet. They also can guide the children and educate them that no personal information shall be shared on any site without consulting the elders at home. The facility like instant messaging could be surprise checked by the parent. The most important aspect here is that the parent should educate himself or herself about the cyber safety concept before teaching the child the same.

VII.5.5 Recommendation for the teacher / institution

The institution as a whole can introduce cyber safety as a subject in the curriculum since the students of all ages these days depend on the internet to complete a project or a home assignment. A better level of understanding can be expected from the young minds if the inputs come from the teachers or the educational institutions.

The teachers of primary classes also demand that the children should provide new and internet based submissions. They must also make the children aware about the potential dangers of the misuse of the internet and the safe usage of the same.

VII.5.6 Recommendation to facilitate overcoming peer pressure

Friends are an important part of growing up. Peer pressure is surely strong enough to make a child make his or her purchase decisions at a very young age. Potentially peer pressure creates motivation to try different products and behaviors based upon observation. In order to avoid such endeavors by children owing to peer behaviors, the parents should encourage positive communication with them to make them confident about the presence of elders at home to share views and ideas.

Ultimately, it is witnessed that a playmate or a classmate creates a better impact on the behavior of a child if not on the value system or cultural features than a teacher or a parent.

The researcher recommends that the parents should maintain a strong, clear value structure and free communication with them on any subject very early in life. Even a year old baby can understand the warmth and love of his parents and others who handle him. Children learn a lot from others in a family. An open dialogue with the children will surely help them.

Parents could help their children resist peer pressure and avoid conforming to the group by educating them that each person is born with unique characteristics to contribute to the world.

The parents can follow any of the following to help their children overcome the compelling peer pressure

- 1) Helping the children identify their unique skill they are born with
- 2) Motivating them to be what they are and not changing themselves for a peer or friend
- 3) Giving them positive role models to inspire them to make a difference

VII.5.7 Recommendation to handle TV advertising and minimizing its evil effects

The researcher strongly feels the necessity for the policy makers of the concerned department to take a note of the situation and contain the advertising directed towards young children under the age of 12 years by enforcing legal regulations. This will have to take proper shape in the near future since they happen to be the audiences who lack the capacity to evaluate the biased source of information shown in the advertisement. The concerned body should also investigate how the young children are influenced by the commercials and reports should reach the authorities from time to time.

Advertisements from abroad for an international product or brand should be obliged to serve Indian rules to broadcast their commercials.

No commercial should have any misleading or inappropriate information or hyped promises to attract the children and young adults.

The commercials directed especially to the children under 12 years should either be banned or restricted only to specific time slots. The number of such commercials also should be to the barest minimum. The concerned government body should see to it that they are not aired just after or before a programme meant for children.

Those advertisements which promote unhealthy eating habits like the commercials for pizzas, burgers, chips, fried items, carbonated soft drinks, alcohol, tobacco products and artificially sweetened products like pastries, chocolates etc. should be completely banned.

The schools and institutions should, from time to time, be educating the children of all ages about the evil effects of excessive consumption of such advertised products which leads to childhood obesity and diabetes. The parents should understand that there are healthier ways of entertaining their children other than taking them to a fast food joint.

VII.6 LIMITATIONS OF THE STUDY

He who never made a mistake, never made a discovery.
Samuel Smiles

Although this research was carefully prepared, the researcher is still aware of its limitations and shortcomings

1. The first and foremost drawback of the study is that it has been undertaken only in the cities of Chennai and Hyderabad. The children's and the parents' views on the topic in the other metros and developed cities are not taken for the study.
2. Inability error, that is, the respondent's inability to provide accurate answers may have affected the correctness of the interpretation
3. The period of the research was 36 months which could have been a factor affecting the reflection of the genuine feelings of the consumers regarding the influence marketers create on the young minds through persuasive efforts
4. The reluctance of some respondents could be considered a drawback in collecting some data.
5. Time constraint of some respondents proved to be a problem in getting them over the phone.

VII.7 FUTURE DIRECTIONS – the road ahead...

While it is well enough to leave footprints on the sands of time, it is even more important to make sure they point in a commendable direction.

- James Branch Cabell

- 1) The researcher has focused only on the children of Chennai and Hyderabad and their consumption pattern. The study has come with some very interesting findings regarding their unhealthy eating habits and indiscriminate TV viewing. If this study is further extended to the rest of the nation with the similar probe, the outcomes may be of great help to the government bodies and the parents to mend the ways of the future generation.
- 2) With the advent of social sites, children's purchasing intentions have increased manifold. This happens through the information exchange and interactions they have over such platforms. One of the future directions in this area could be to further analyze the various reasons for the children to prefer a virtual platform to interact with their peers and others while they could very well do that in person which may also result in reliable information gathering.
- 3) According to consumer behavior sciences, a consumer remembers only for 18 seconds as to what he sees on the display of a supermarket. Further investigation could be planned to find out whether it is the same in the case of a child consumer whose memory is sharper and is capable of more storage.
- 4) This study focuses on the purchasing patterns of the children belonging to two major cities of India. Alternatively, a study could be undertaken to make a comparative analysis between a city and semi urban or a rural locality and the factors which contribute to the differences in the purchasing intentions of the respondents belonging to two places could be explored at length.
- 5) Every child need not be equally vulnerable to the celebrity endorsed products. One of the future directions could be to examine the types of child consumers who do not respond to the star value of a celebrity in selecting a brand.
- 6) A study could be carried out to roughly estimate the relevance of the Piaget's 4 stage model of cognitive skills which explains the 4 important stages of a child's comprehending capability before he matures into a complete adult consumer.

VII.8.CONCLUSION

Experience is not what happens to you; it's what you do with what happens to you.

Aldous Huxley

The following are the major outcomes of the study

- **On the general characteristics of the parents and the children of Chennai and Hyderabad**

Among the 400 parents of Chennai and Hyderabad, 57.5% are males and majority of them (60.25%) happened to fall under the 40 – 49 years category. Among the 400 children of Chennai and Hyderabad, 51.3% are females. While 20% of them do not use social networking sites at all.

- **On the parents of Chennai and Hyderabad in brief**

As said by the parents, 61% of their children owned mobile phones and majority of them (68.8%) have expressed that they do not find social networking sites useful. The parental pressurizing perception variables numbering 13 were reduced to 5 independent factors of which the most dominant is Work life imbalance, followed by T.V. influence, video gaming, pocket money and shopping with children.

- **On the Children of Chennai and Hyderabad in brief**

Among the 400 children of Chennai and Hyderabad, 51.3% are females. While 20% of them do not use social networking sites at all, 34.5% of them have been using social networking sites for 2 years and 78% of them hold 1 to 3 memberships in various social networking sites. It also may be noted that 57.5% out of 79% of the social network users of both the cities, have more than 40 friends over social networking sites. While 1.25% of the children do not watch T.V. at all, a whopping 92% of them watch T.V ranging from 1 hour to 3 hours.

- **On the comparison of parents and children of Chennai and Hyderabad**

In the case of Hyderabad, the opinion of the parents about social network usefulness to their children has significant influence on their pressurizing perception. The parents who find social networking sites useful experience less pressure. In the case of Chennai, the opinion of the parents on the social network usefulness and mobile ownership of children significantly influence parental pressurizing perception.

Social networking usefulness opinion means less pressure experienced by the parents and considering social network not useful means more pressure experienced by the parents.

Children's mobile ownership means more pressure experienced by the parents and when the child does not own a mobile phone, it leads to less pressure experienced by the parents.

Insights into the childhood obesity

During the past two decades, the prevalence of obesity in children has risen greatly worldwide. Obesity in childhood causes a wide range of serious complications, and increases the risk of premature illness and death later in life, raising public-health concerns. The marketing of foods and non-alcoholic beverages with a high content of fat, sugar or salt reaches children throughout the world. Efforts must be made to ensure that children everywhere are protected against the impact of such marketing and given the opportunity to grow and develop in an enabling food environment — one that fosters and encourages healthy dietary choices and promotes the maintenance of healthy weight.

The vast majority of youth who are extremely obese today will carry their disease burden forward into adulthood. Further, it is also a transitional period where many go uninsured. Adults with extreme obesity face many additional challenges in education, the workplace, and in establishing romantic relationships. And for those who progress to parenthood, the vicious cycle will begin again.

The World Health organization is encouraging countries to take actions to reduce children's exposure to the marketing of food high in fat, sugar or salt consumption of which invariably leads to childhood diabetes and obesity. The WHO further reiterated that T.V. advertising is basically responsible for unhealthy food preferences made by children. The Canadian Society for Exercise Physiology has developed the Canadian Sedentary Behavior guidelines for children and youth which gives a detailed list of activities which children and youth can do to avoid health hazards because of sedentary lifestyle like walking a dog, building snow forts etc. and restricting the screen time and indoor time to 2 hours or less than that.

The study undertaken is primarily towards throwing light on the aspects of the modern advertising media and strategies targeted at captivating the young hearts and minds. The researcher has attempted to make it clear that today's children and the adolescent are being eroded by a relentless diet of advertising, addictive computer gaming habit, test-driven

education and junk food consumption. It is evident that the contemporary youngsters are subjected to mounting commercial pressures and spend more time indoors with screen-based technology rather than outdoor activities.

The government can legally ban the commercials creating extra ordinary impact aimed at children resulting in a mentally healthier generations in the years to come. As a society all of us have stake in ensuring quality time for family life.

CHILDREN SHOULD BE EDUCATED TO CHERISH THEIR CHILDHOOD.