

IMPACT OF TVCs IN ATTITUDE FORMATION OF CHILDREN AND THEIR INFLUENCE ON FAMILY PURCHASE DECISION MAKING: AN EXTENSIVE LITERATURE REVIEW

A. Tabassum¹ and M.K.Nabi²

¹Al-Falah School Of Commerce and Management, Al-Falah University, Haryana

²Dept. of Commerce & Business studies, Jamia Millia Islamia, New Delhi

ABSTRACT

Admittedly, advertising plays a major role in creating awareness about product or service among the people at large. Infact, all of us are exposed to advertising through various mass media because of its persuasive and penetration potential. With their increased spending capacity, children now qualify as a big business for advertisers. In order to attract children's attention towards the product / service, ads should include certain features that are compatible with their level of maturity, attitude and enthusiasm for that specific product / service. The present day children are no longer a band of easy, obedient children who are willing to obey their parents and live within the socio-cultural mores of Indian society. Infact, they decisively influence their family purchase decision making process. Against such a backdrop, an attempt has been made to explore the role of TVCs in attitude formation of children vis-à-vis their impact on family decision making through review of literature.

Keywords: Television Commercials, Children, Materialism, Pester Power.

Introduction

The present day Business world is characterized by liberalization, privatization and globalization. As a result, each business tries to be a pioneer in the market and is largely dependent on market positioning through advertising. An advertisement provides vital information about the company, the quality of its products and the place of accessibility that helps consumers to make the right purchase decisions (Mathew & Awasthy, 2014). In order to attract children to the product / service, ads should include certain features that are compatible with their level of maturity, attitude and enthusiasm for that specific product / service. It provides youngsters with an insight and awareness about the issues of goods and services to make good thoughts and beliefs. When youngsters perceive a particular product/service advertisement beneficial to them, they influence their parents to buy that product/ service. There is a cozy connection among advertising and children's behavior (Khan & Syed, 2014).

Advertising

Advertising plays a major role in increasing awareness about the product or service among the people. As a matter of fact, all of us are prone to advertisements disseminated through various mass media because of its persuasive

and penetration potential. Advertisement is a non-personal message that often contains paid and reliable data from recognizable sponsors in the various media about goods, services or thoughts (Datta, 2008).

Advertising is one of the main tools used by companies for communicating and convincing their target customers. It is effective when targeted prospects receive the advertising message, process it and accept it. In this demanding business environment, the company must advertise its products in such a way that the targeted consumers will be enticed to purchase such advertised products. Advertising also plays a major role in children's lives and makes them conscious of the products. It also assists them to learn product usage (Peter and Olson, 1994).

Advertisers expect their advertisements to change the purchasing behaviour of targeted consumers and persuade them to buy their products. Some experts argue that children don't comprehend the convincing agenda underneath the ad and thus become market persuasion targets (Wilcox, 2004). Such children perceive advertisement claims with precise information as true (Kunkel, 2004).

Television Advertising

Today, companies are spending a great deal of money on advertising their products/services through various mass media such as internet,

TV, radio, newspaper, magazines, etc. Among all, TV undoubtedly is one of the most popular media. Television is the world's most dominant and persuasive communication medium. Because of its powerful effect, most advertisers prefer television medium for advertising their products targeted at children who can easily be persuaded to buy advertised product.

The effect of TV is imperative because of its enormous potential as a audio - visual communicator. Reactions to TV ads tend to be greater than reactions to print advertising. A major chunk of Youth in India is a regular TV viewer. They spend most of their free time viewing TV shows and channels of their choice. Marketers who use the pasture power of young people to influence family decisions prefer advertisements in general and TV advertisement in particular to target both children and their parents. Brand executives are of the opinion that such young customers should be captured as early as possible in order to make them loyal to their products. Adolescents have turned into a strong influential group and can impact family purchased decisions from cakes to vehicles. The impact of television advertising on adolescents is more effective than print media or radio advertising.

Factors Affecting Attitude Formation Towards Tv Advertisement

- TV appeals to both literates and illiterates, and this unique feature of TV differentiates it from other media.
- The increasing purchasing power of children is related to TV advertising. At an early age, children learn about value for money and the meaning of being a consumer. Children have spending power, partly because of pocket money given to them by their parents.
- The presence of children in ads highly influences children's perception towards such advertisements and as a consequence they insist on buying the products advertised through children
- The impact of advertisement on children depends on their brand awareness and the way advertisement message is delivered to them.

- Television advertising combines catchy and enjoyable songs, lyrics, jingles, humour and recurring messages. Television makes it possible for the creative person to communicate to large and widely dispersed audiences by mixing motion, sound, colour, character and stage settings to convey and demonstrate thoughts.
- Embedding a promoted brand into entertaining content produces a positive attitude towards that brand without the consumer even being aware of it.

Advertising targeted at kids is one of the controversial topics that advertisers need to introspect. A whole generation of TV kids is slowly coming of age in India. Children are watching TV more than ever before. TV indeed, has become a new member of the family. In order to attract children towards the product / service, ads should include certain features that are compatible with their level of maturity, attitude and enthusiasm for that specific product / service. As a matter of fact, when children like any product/service commercial, they compel their parents to buy the product. Such a ploy creates a gap between children, because not all parents can afford the things they demand. There is a close connection between advertising and purchasing behavior of children, and there has been effort to investigate the impact of marketing on children. Admittedly advertising is embedded with human life, keeping this in view an attempt has been made to study the impact of TV advertisements on children.

Positive Impact Of Television Advertising

- Television Commercials function as a source of information for latest products or services available in the market. Rural parents see television advertisement as a significant element of Children's learning processes of consumer socialization as children are aware of products available in the market and of related variables like its usage, pricing, a source of information about different brands and products and feel that television advertisements educate children about products/services to be purchased by them from the market.
- Research indicates that television advertisements have been largely

accountable for children's social maturity and that urban children also possess sound knowledge and favourable perception of advertising. This could be due to education, family upbringing, as well as the modern lifestyle that the city has to offer.

- Awareness of products available in the markets and the healthy food products they are supposed to eat also have positive impacts on Children.

Negative Impact Of Television Advertising

- Critics argue that children are especially vulnerable to advertising because they lack the knowledge and experience needed to understand the hidden objective of persuasive advertising and they are not also able to critically evaluate it. Children younger than ten years of age are incapable of understanding broadcast marketing messages objectively and are likely to recognize commercial claims and appeals as credible and real.
- The advertising also promotes materialism as it aims to raise the desire for the product that otherwise would not be the most important (Abideen and Salaria, 2009). Advertising spurs the idea that wealth is necessary and that only materialistic goods can attain the desirable characteristics, such as appearance, accomplishment and happiness. Television advertising is viewed as a reason for kids to develop materialistic values, increase consumption of junk foods, force parents to purchase products that lead to family conflict.
- Product advertising emphasizes possession and desire for a particular lifestyle.
- TVCs undermine social and religious values, causing societal moral fibre to deteriorate. It perpetuates and impairs the ideologies that are in conflict with Indian traditions and norms. They not only demonstrate a lack of respect for cultural integrity but also promote unwelcome schemes of value such as materialism, consumerism, independent decisions, etc. (Singh, 2011)
- Parents in India believe that when children watch television, their behaviour changes. Parents have concern about the effects of television commercials on their children.

- The fundamental concern about TV advertising is that it exploits sentiments of innocent children and thus referred to as "seducers". The argument is that advertising persuades children to buy goods and spend money on them excessively. Advertising in this way is viewed negatively. (Young, 1990).

Research Methodology

The present study is descriptive in nature which reviews some of the studies undertaken in the context of *Perception of children towards Advertisements* with reference to its impact on family Buying decisions. The secondary data are used for the present study.

Objectives Of The Study

Following are the objectives of the present study

1. To examine the factors affecting children's attitude towards TV commercials (TVCs).
2. To study the effect of television advertisements on children's buying behaviour.
3. To explore the influence of kids being influenced by television commercials on their family purchase decision-making.

Discussion

In India, most of the children spend free time on TV, viewing various television programmes of their choice (Dubey & Patel, 2004). With their increased spending power, children are considered as potential customers by the advertisers. The Just Kid Inc.'s Global Kids Study reveals that kids aged 7-12 years spent \$8.9 billion on purchasing products, out of which share of snacks and soft drinks alone stands at 26% or \$2.3 billion (Pollack 1999). Because of this immense spending power of children, advertisers spend about \$700 million a year ensuring that their channels touch large numbers of children (American Academy of Pediatrics, 1999). Firms such as Kellogg, McDonalds, Mattel etc. consider children as a major market segment for developing advertising.

Young *et al* (2003) for their study titled "Attitude of Parents Towards Advertising to Children in United Kingdom, Sweden, and New Zealand" constructed a questionnaire

consisting of 34 statements of attitude about advertising to kids. The results revealed that parents disapprove of such advertising, and most of them are of the opinion that advertising targeted at children creates stress on their families

Although a number of studies have indicated that advertisements influence the perception of children it should also be examined what other factors influence their perception. **Parida, (2013)**, in his study titled “*Presence of Children in Advertisements and its impact on Consumers’ Purchase Behaviour*” reflected on the impact of children when children are included in the advertisements. The respondents of the study indicated that presence of children significantly influences children’s perception of advertisements and they insist on buying the advertising products. Further, **Goldberg and Gorn (1978)** observed that attractive ads with music which is fast and has tempo or use of humour or jingles influence children’s perception. **Chan & McNeal, (2002)**, in their research have pointed out that older children were more sceptical about the quality and credibility of the product and are not solely dependent on advertisements. **Rossiter (1977)**, discussed about the likeability of advertisement is dependent on animated characters used in the study which leads them to remember and recall the advertisement.

Gulla & Purohit, (2013) conducted a study titled “*Children’s Attitude Towards Television Advertisements and Influence on the Buying Behavior of Parents*” to understand the mindset of children towards TV advertising and how it effects their parents’ buying behaviour. For this study they conducted a survey among 400 parents in Delhi and NCR having children 8-14 years of age. The study was conducted to evaluate attitudes of youngsters towards TV advertisements. The findings revealed that TV advertisements have critical effect on the attitude of teenagers towards advertisements. Further, it also revealed that the positive attitude of youngsters towards TV promotions prompts to pester power which significantly affects the purchasing behaviour of parents.

Narasimhamurthy N. (2014) in his study titled “*Television Advertisement and its Impact on*

Attitudes, Behaviours of Children-A study” has examined the impact of TV advertising on children and its effect on product consumption. It is revealed that TV indeed has a significant impact on the lives of children. Their watching habits already have changed the pattern of family life and social interactions in metropolitan cities, and that this is likely to improve over a period of time, as television reaches out to more people and provides more viewing options. The age of kids is an important factor in understanding television advertising and drawing attention to children. In many ways, behaviour of children is influenced by television advertising. The advertisements not only influence children’s product choice, but also their lifestyles, participation in the family buying decisions, interaction with parents, and so on.

Sibińska & Łódzki, (2013), in their study titled “*TV Advertising and its Influence on Children’s Brand Perception: Results of Qualitative Study*” conducted a qualitative analysis of perception of 30 children towards TV commercials of various brands with age as a critical factor. The results indicate that advertisements create images of products and logos in the minds of children. Further, it revealed that the older kids were able to develop their own perceptions and make decisions, whereas the younger ones were found to be dependent on somebody else’s perception.

Khan and Syed, (2014) in their study titled “*Impact of TV Advertisement on Children’s Attitude in Karachi*” examined the effect of TV advertisements on children’s purchasing behaviour. The study concluded that TV advertising indeed has an effect on the buying behaviour of young people. Therefore, the marketers should understand the psychic of children before launching any advertisement. As a matter of fact, advertisers should not ignore the importance of children because they are the integral part of their advertisement

Khan, Zafar, & Ahmed., (2016) conducted a study titled “*The impact of TV Advertisements on Children’s Buying Behavior: A Study of Moderating Role of Parental Influence*” to assess the effect of television commercials on children’s buying behavior and examine the impact of moderating role of parents.

Regression analysis was used to analyze the responses elicited from a sample of 200 youngsters in schools and shopping centers of Islamabad and Rawalpindi using convenience sampling. The results of the study reveal that T. V ads lack credibility and do not have significant impact on children's buying behaviour. On the other hand, parents indeed exert significant influence on the purchasing behaviour of their children.

Khanna, P., (2016) conducted a study titled '*Parents Perception of Influence of Television Advertising on Children*' to re-examine the materialism, parental conflict and unhappiness involved in television advertising. Further it also explored the parent's perception of television advertisements and their perceived impact on their child's behaviour. The findings of the study indicated parents residing in rural areas consider television advertisements as an important element of Children's learning process of consumer socialization as children are aware of availability of various products in the market and its related variables such as price, brand, after sales services etc. In short rural parents feel that television advertising indeed educates their children about the features and usage of the products available in the market. Their perception is also adversely affected by the fact that children develop materialistic beliefs, use more junk foods, exert pressure on parents to buy items that contribute to family conflicts and lack of credible advertisement claims. They also opined that television ads are not healthy. Urban parents have negative views towards television ads and they strongly believe that Television Ads are the causes of family conflicts. Most of the parents have a negative attitude towards ads related to food items.

Sathya, R., (2016) has undertaken a study titled "*Impact of Television Advertisement on Children*" in order to find out how kids are affected by TV ads. The advertisement has both good and bad impact. In this study an attempt has been made to understand the awareness of the children about advertised products and their impact on their behaviour. The media adversely affect different aspects of healthy development, such as weight gain, violent emotions, consumerism and social isolation for children. Media also can have

positive effects on children's health. There is therefore a need to find methods of optimizing the role of the media in our culture, taking advantage of their beneficial characteristics and minimizing their adverse ones. The ultimate goal is to deliver positive message to the youth. It promises to be an effective tool in shaping the behaviour of children and adolescents by embracing the media rather than trying to counteract it.

Parents should make their children more conscious of the environment so that they can take the right and logical choice. Parents should be conscious that their kids are more influenced by advertising than they believe. Here too intervention of the government is important. It can introduce appropriate food laws and integrate different laws into a single unified law.

Shabbir, M. S., (2016) conducted the study titled "*The Impact of Advertisement on Buying Behaviour of the Children*" to examine how children feel ads can be used accurately enough as a tool to pester their parents. Pakistani children believe TV ads are quite significant, and at the same time on the basis of the quality of product, they perceive a product as excellent or poor. Marketers should therefore be consistent with the product they display and sell to consumers.

Sarkar, S., (2013) in his study titled "*Understanding the Perception of Television Advertisements among Children in Mumbai*" has examined perception of children of Mumbai of television advertising. Findings of the study revealed that TV commercials have significantly contributed to the social maturity of kids and that children also demonstrate sound understanding and positive perception of advertising. This could be due to the level of education of children, their family upbringing as well as the modern style of life offered in an urban city like Mumbai. The results show that children start to understand what is advertising and are aware of the convincing intention of TV advertising and the benefits of TV advertising in their modern way of life. Under the Piaget classification system, children aged 9-10 years start entering the formal stage of operations, in which they are able to think in an abstract way. The results have public policy consequences, which mean that younger

children need better protection against persuasive marketing communication.

Nabi, M.K, and Raut, K.C., (2012) conducted the study titled “*Neo-consumers on the Block: Consequence of Television Advertising on Children*” to examine the impact of commercial ads on kids and explore how and why advertisements are influencing children. The study revealed that kids are a susceptible audience with limited capacity to process data that prevents their early understanding of the nature and intent of television advertising. In India, blatant and obvious consumerism has begun to spin its web and contribute to a consumer-orientated way of life, and teens are focused via TV commercials as being the most prone segments of the population, with the intended impact of buying or real purchases. Research shows that children-driven TVCs achieve their intended objective of promoting the products very effectively. Research studies indicate links between advertising and obesity among children, violence and aggression, promoting the use of tobacco and alcohol, conflicts among parents and Kids and fragile self-esteem. Culturally, TV advertising gives the great majority of Indian children a picture of life completely alien to it. Modern children are no longer a group of easy, docile children ever prepared to obey their parents and live in accordance with the Indian society's socio-cultural values. An endless exposure to TVCs produced a neo-consumer group with a materialist and consumerist mind-set. Too often the negative influence is understood as a way of life for young people and sensitive minds.

Ziyu Liu. (2009) has undertaken a study to find out how celebrity endorsed print advertisements affect University students' purchase behaviour. The empirical results revealed that both male and female students' attention and interest was generated by the use of celebrity endorsers, and that advertisements were made more memorable. It was also observed that for enticing children it is essential to use pictures, colours and appropriate wording in the advertisements.

Sandra L. Calvert, (2008) in his study titled “*Children As Consumers: Advertising and Marketing*” has observed that two latest developments have enhanced interest in

children as consumers by advertisers. Firstly, the children's discretionary income as well as their ability to influence family buying decisions has increased. Secondly, the massive rise in the number of TV channels has led to fewer viewers per channel, digital interactive methodologies has opened new paths simultaneously, thereby creating increased media space for children and products for children. Though TV is still the favoured means of reaching children and young people, advertisers are investigating how to reach this age group digitally through cell phones, gaming platforms, iPods and other digital devices. They are also exploring how parents view their children's advertising exposure, how kids respond to advertised products and how advertising affects attitude of kids.

Youth shape the buying patterns of their families. They exert enormous power over the family pocket, from holiday choices, to car purchases or meal selections. Influencing youth is thus influencing the purchasing choices of the whole family. In three respects parents can be engaged in the television viewing of their children: in ‘*Co viewing*’, they watch advertisements without debating along with kids, in ‘*Active mediation*’ parents talk to their children about the programme, tell them which advertisements are allowed to watch (also called instructive guidance), and through ‘*Restrictive mediation*’ they stop children from watching advertisements. Given to a child a choice for an attractive object, all types of parental mediation seem powerless, but logically, an active mediation style can influence the choice of a moderately attractive product. Restrictive mediation in which parents impose restrictions on television viewing may also lessen the demand for products from children.

Danish (2012) has undertaken a study titled “*Impact of Advertising on Children Especially in Pakistan*” to understand the process of intellectual changes in children due to advertising, the role of family, peer and family influences as well as their own attitude towards advertising. External conditions and other natural variables of their lives are considered as variables affecting their attitude to advertising and media message. The research shows that the family's socio-economic background plays

an important part in children's comprehension of advertising attempts. The majority of children think there is always some exaggeration in the ads. This disbelief may have originated from one's own product / service quality experience, or may have been stimulated by other people's influence and experiences. Family, other social groups and friends also play an important role in influencing children's advertising attitudes and making them attentive. Children of higher socio-economic background could better comprehend the purpose of advertising than kids of lower socio-economic background, which means in this regard the exposure and surroundings play a significant role. The child's age is a significant variable affecting the ability to decode an advertising message. With regard to parental influence, it has been observed that parents in most of the cases act as gatekeepers for children's media exposure and prioritize their activities. Thus, for all interaction concerning goods, services and activities of children, parents constitute significant audience. Elements such as model/celebrity, jingles, slogans and the brand itself are most commonly debated topics among kids.

Swati Bisht, (2013) in her study titled *"Impact of TV Advertisement on Youth Purchase Decision-Literature Review"* concluded that consumers buy products through emotional reaction instead of environmental reaction. TV advertising has significant impact on the purchasing behavior of teenagers belonging to different geographical background (e.g., rural and urban) and gender (male and female) groups. Further, television advertising has also an impact on customers' product usage behaviour.

Mittal, Daga, Chhabra & Lilani, (2010) in their study titled *'Parental Perception of the Impact of Television Advertisements on Children's Buying Behaviour'* observed that parents think television advertising is changing children's buying patterns and behaviour. Kids demand and compel their parents to buy the advertised products which have negative impact on their children. The parents also think that kids are playing decisive role in the family purchase decision, and television advertising significantly influences kid's demand for a product from parents. They feel

that TV advertisements contribute to their children's economic socialization by providing them relevant brand and product knowledge, but they also change their food habits, entice them to demand the advertised products more frequently and turn them into naggers to meet their demands.

Conclusion

Television Commercials influence not only the present, but also children's future purchasing habits. Admittedly, television plays a significant role in each of us daily lives, and kids are not exception to it. In the case of kids, television is the most effective medium. Consequently, television advertising to children has become a powerful instrument for companies to boost revenues. Thus significance of children as potential prospects is a forgone conclusion. On the basis of review of literature, following observations have come to the fore:

1. A large number of advertisements are targeted at children as they are the most potential group in a society. "Traditionally, females were seen as the family's purchasing agents. However, growing female involvement in the workforce has contributed to this position being modified as children have become the "buyers" for the whole family. Even in families where women are not working, children and their mothers share the buyers' role. Children are seen not just as an enticing market group but also as a significant market, since they affect the purchasing patterns of family members. Children initially experience issues with the decryption of TV programmes. But as fast learners, under the supervision of parents, they can take rational buying decisions. It is therefore recommended for young children's parents to monitor their children's television viewing habits. Parents should let their children realize that they do not need the unnecessary products and also reduce media exposure to them. In addition, a rapid increase in television channels and internet use has resulted in advertisers appealing directly to kids and youth. Since Kids and youth are over exposed to media and prefer to adopt latest technologies, they are prone to advertising campaigns early in their life. Children purchase on their own at a much

early age and have an increasing influence on their families' buying decision making process. They are irrational buyers, and before making a purchase decision they don't think much. The children's decision-making ability as well as the money to buy the goods could be another justification for advertisers to target children. The value of money and what it means to be a customer is now being learnt by children at a tender age particularly because of pocket money given to them by their parents has increased.

2. A number of studies have indicated that advertisements influence the perception of children. However, while forming an attitude towards TV advertisements children are also influenced by many other factors like opinions, recommendations of trusted people around, status symbol, cognitive impression about a brand and persuasive power of advertisements, presence of children in advertisement, celebrity, age of the child etc.

People prefer to look at advertisements featuring children regardless whether they like or dislike the products or services; they find such advertisements cute and entertaining. When it comes to the purchasing of products, TVCs often lead to the first purchase, but the subsequent purchase is only a result of product quality. Children with creative methods of consumption convince both children and adults to follow them. The likeability of advertising depends on use of pictures, colors and wording featured in the advertisements, animated characters, fun and enjoyment that lead them to remember and recall the advertisement. Celebrities are very useful in building the brand image and making advertisements more memorable which is more likely to create purchase intention in the minds of the customers. The study reveals that the family's socio-economic background plays a major role in children's understanding of advertising intents making them attentive about the hidden objectives of commercials. Most of the children take it for granted some exaggeration in advertisement either because of their own experience with the product quality or their perception might have been influenced by experience of others. The child's age is another important

factor affecting the ability to decode an advertisement message.

3. As advertising plays an increasing role in people's lives, attention is now being given to the different positive and negative effects of advertising. On the positive side advertising is a major element of children learning consumer socialization process, which gives them knowledge of diverse products, market, brands, prices, develop strategies for purchase requests and negotiation and consumer skills necessary for market functioning. Research reveals that television advertisements have been responsible for children's social maturity to a substantial extent and also urban children show sound understanding and positive perception towards advertisements. The impact of advertising on children depends on their brand knowledge, family upbringing and supervision, the modern lifestyle that an urban city offers and the way in which advertising is delivered. Parents have shown negative attitudes towards TV ads, as they see it as a reason for developing materialistic values among children, involvement in family purchase decisions, foster tobacco and alcohol use, brittle self-esteem based on possessions, increasing use of junk food, being pressured to purchase things that lead to family conflicts, and there is a low credibility in terms of advertising claims. Product advertisements place an emphasis on possession and on aspiration to a consumption-oriented lifestyle. Critics argue that children are vulnerable audience with limited information processing ability that constrains their early understanding of the nature and purpose of television advertising. Children under the age of ten are not able to critically understand televised advertising messages and are prone to accept commercial claims and appeals as genuine and truthful. TVCs undermine social and religious values, causing the moral fibre of society to deteriorate. The media has the potential to adversely affect many aspects of children's healthy development, including weight gain, sexual initiation, aggressive emotions and beliefs, consumerism and social isolation. Their impact on the kids is universal. The severity of the impact of television differs

from kid to kid. Grown up children are able to create their own perceptions, more sceptical about the quality and credibility of the product and are not solely dependent on advertisements while making product choices, whereas younger ones rely mostly on someone else's perception. The children of modern society are no longer a group of simple, docile children who are ever willing to obey their parents and live within the means in accordance with the Indian society's socio-cultural mores. In addition, parents assume an extremely important role in shaping their children's buying behaviour.

4. Influencing young people is influencing the purchase decisions of the whole family. Youth shape their family's buying patterns. They exert tremendous power over the family's decision making from holiday

choices to car purchases to meal selections. They also evaluate a brand as excellent or worthless by using and assessing its value for pestering their parents. Advertising targeted at children often puts pressure on parents to buy junk for their children. The more advertising children watch, the more advertised goods they want and advertising encourages children to buy products they don't really need. Teenagers are well versed with the latest technology because of the internet and social media. They also pass it on by persuading their parents to use I Phone and Tablets. Children's involvement in family purchase decision making is increasing, and it may be due to enhanced exposure that adolescents gain understanding through advertising about the products and services available in the market.

References

1. Abideen, Z. U., & Salaria, R. M. (2010). Effects of television advertising on children: with special reference to pakistani urban children. Munich Personal RePEc Archive, (22321). Retrieved from <https://mpra.ub.uni-muenchen.de/22321/>
2. Bisht, S. (2013). Impact Of Tv Advertisement on Youth Purchase Decision - Literature Review Abhinav. *Journal of Research in Management & Technology*, 2, 148–153.
3. Calvert, S. L. (2008). Children As Consumers: Advertising and Marketing. *Future of Children*, 18(1), 205–234. <https://doi.org/10.1353/foc.0.0001>
4. Chan, K., & Mcneal, J. U. (2002). An Exploratory Study of Children's Perceptions Of Television Advertising In Urban China. *International Journal of Advertising and Marketing to Children*, 3(3), 69–79. <https://doi.org/10.1108/17473610210813556>
5. Datta, S. (2008). Advertisements Do they Match Consumer Preferences?. *Marketing Master Mind*, 59–62
6. Danish, M. (2012). Impact of Advertising on Children Especially in Pakistan. *Journal of Management*, 2(December), 1–16.
7. Dubey, J., & Patel, R. P. (2004). Small Wonders Of The Indian Market. *Journal of Consumer Behaviour*, 4(2), 145–151. <https://doi.org/10.1002/cb.165>
8. Goldberg, M. E., & Gorn, G. J. (1978). Some Unintended Consequences of TV Advertising to Children. *Journal of Consumer Research*, 5(1), 22. <https://doi.org/10.1086/208710>
9. Gulla, M. S. A., & Purohit, H. (2013). Children's Attitude Towards Television Advertisements And Influence On The Buying Behavior Of Parents. *International Journal of Marketing, Financial Services & Management Research*, 2(6), 103–117.
10. Hameed, A., Waqas, A., Aslam, M. N., Bilal, M., & Umair, M. (2014). Impact of TV Advertisement on Children Buying Behavior. *International Journal of Humanities and Social Science*, 4(2).
11. Hussain Shah, S. (2016). The Influence of TV Commercials on the Lifestyle of Youngsters. *Bangladesh E-Journal of Sociology*, 13(2), 156–166.
12. Khan, S. K., & Syed, S. (2014). Impact of TV Advertisement on Children Attitude in Karachi. *IOSR Journal of Business and Management*, 16(9), 40–46. <https://doi.org/10.9790/487x-16934046>
13. Khan, S., Zafar, M., & Ahmed, E. (2016). The impact of TV Advertisement on Children Buying Behavior: A study of

- moderating role of parental influence .In Proceedings of 2nd International Multi-Disciplinary Conference . 1–9
14. Khanna, P. (2016). Parents Perception of Influence of Television Advertisement on Children. *International Journal of Research in Management, Economics and Commerce*, 9359(7), 65–73.
 15. Liu, Z. (2009). *Celebrity Endorsements Of Branded Apparel And Its Role In Printed Advertising*, An unpublished dissertation submitted to Nelson Mandela Metropolitan University, Port Elizabeth, South Africa
 16. Mathew, A. P., & Awasthy, S. (2014). Influence of Television Advertising on Purchase Decision Making of FMCG-A Study on Hindustan Unilever Limited. *International Journal of Commerce, Business and Management*, 3(5), 2319–2828.
 17. Mittal, M., Daga, A., (2010). Parental Perception Of The Impact Of Television Advertisement On Children's Buying Behaviour. *Journal Of Marketing Management*, 17(6), 200-352.
 18. Nabi, M.K. & Raut, K.C., (2012). Neo-Consumer On The Block: Consequences Of Television Advertising On Children. *Journal Of Business Management, Commerce And Research*, 5(2), 21.
 19. Narasimhamurthy, N. (2014). Television Advertisement and its Impact on Attitudes , Behaviors of Children-A study. *International Journal of Interdisciplinary and Multidisciplinary Studies*, 1(10), 14–22.
 20. Parida, B. (2013). Presence Of Children In Advertisements And Its Impact On Consumers Purchase Behaviour. *International Journal Of Reserach In Marketing*, 1–30.
 21. Patel, J.(2013). The Impact Of Tv Advertising On Youth Buying Behaviour. *Pioneer Journal Of IT & Management*, 2(5), 25.
 22. Peter, J.P. and J.C. Olson (1994). *Understanding Consumer Behavior*. Burr Ridge, IL: Irwin. <https://www.coursehero.com/file/pch8sub/Peter-JP-and-JC-Olson-1994-Understanding-Consumer-Behavior-Burr-Ridge-IL-Irwin/>
 23. Rehman, F., Ilyas, M., Nawaz, T., & Hyder, S. (2014). How Facebook Advertising Affects Buying Behavior Of Young Consumers : The Moderating Role Of Gender. *Academic Research International*, 5(July), 395–404.
 24. Rossiter, J. R. (1977). Reliability of a Short Test Measuring Children's Attitudes Toward TV Commercials", *Journal of Consumer Research*, 179-184.
 25. Sathya, R. (2016). Impact Of Television Advertisement On Children. *International Journal of Research in Finance and Marketing (IJRFM)*, 6 (10), 87-98. <http://euroasiapub.org/current.php?title=IJRFM>
 26. Sarkar, S. (2013). Understanding The Perception Of Television Advertisements Among Children In Mumbai. *Journal of Marketing Management*, 2(February), 125–174.
 27. Shabbir, M. S. (2016). The Impact of Advertisement on Buying Behavior of the Children. *Arabian Journal of Business and Management Review*, 6(4), 10–19. <https://doi.org/10.4172/2223-5833.1000220>
 28. Sharma, R., & Bishnoi, V. (2009). Impact Of TV Advertising On Buying Behaviour Of Rural And Urban Teenagers. *Nursing Management*, 20(11), 12. <https://doi.org/10.1097/00006247-198911000-00002>
 29. Singh, J., & Sandhu, N. (2011). Impact of Television Commercials on the Social and Moral Behavior of Indian Viewers – Empirical Evidence. *The Special Issue on Behavioral and Social Science*, 1(2011), 178–187.
 30. Sibińska, A., & Łódzki, U. (2013). TV Advertising and its influence on children brand perception. Results of Qualitative Study. *Polityki Europejskie Finanse I Marketing*, 10(59), 643–652.
 31. Sood A, B. G. (2015). Effects Of Advertising On Youth (Age Group Of 13-19 Years Age). *Journal Of Mass Communication & Journalism*, 05(05). <https://doi.org/10.4172/2165-7912.1000260>
 32. Wilcox, B. L., Kunkel, D., Cantor, J., Dowrick, P., Linn, S., & Edward Palmer, E. (2004). Report of the APA Task Force on Advertising and Children. *American Psychological Association*, 1.

33. Young, B.M., (1990). Television Advertising And Children. *Journal Of Marketing Management*, 20(5), 285-396.
34. Young, B. M., de Bruin, A., & Eagle, L. (2003). Attitudes of Parents Toward Advertising to Children in the UK, Sweden and New Zealand. *Journal of Marketing Management*, 19(3-4), 475-490. <https://doi.org/10.1080/0267257x.2003.9728220>