

Effect of Parental Attitude on the Relationship between Children's Exposure to Advertising and Their Purchase Request

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Abstract

This study tries to measure the relationship between children's exposure to advertising and its effects on their purchase requests in Pakistan. It also seeks to know how parental control affects this relationship. Parental control, for the purpose of this study, has been operationalized through the dimension parental attitude towards advertising. This paper endeavours to add to an existing pool of research on children as consumers while focussing specifically on the consumer market in Pakistan. Previous researches on the topic, though exhaustive, have concentrated mainly on the Western consumer as the focus of analysis. This study expands on the concept by concentrating on Pakistan, where the cultural dimensions are far removed from the West. Since culture shapes individual attitudes and behaviours, therefore changing the context of the research has brought about significantly different results. This is an empirical study that employed data collection through structured questionnaire survey method. Data was gathered from mothers of 208 school-going children. The respondents were categorized into two age groups; mothers of children aged 5-8 and mothers of children aged 9-12. Six schools were chosen as sampling frames from Rawalpindi and Islamabad area. The responses were analysed as multiple response sets in SPSS. Findings validate previous researches and most of the proposed hypotheses are proven.

Keywords: Parental, Pakistan, SPSS, Child

1. Introduction

Mass media has witnessed a massive growth in the last couple of decades in Pakistan. From the state-run monopoly of PTV in early 1990s to access to more than a hundred channels currently, electronic media has been instrumental in shaping the present culture of the country. Although the number of 'Pakistani' channels in 2011, as quoted by PEMRA, is 89, there are a number of foreign channels that are aired on Cable TV simultaneously as well. These include British channels (BBC News, BBC Entertainment, BBC Prime etc.), American channels (CNN, AXN, Fox, HBO etc.) and most popular among the masses, Indian channels. These channels not only include Hindi channels produced in India, but also English language channels, franchised through India (Star Network, AXN, etc.). Included in the list of these foreign channels are specific channels for children as well. These include Baby TV for infants and toddlers, Disney Channel for ages 6-14 and Cartoon Network & Nickelodeon for pre-teens and teens. Where TV viewing for children was confined to two 20-minute cartoon shows per day in the early 1990s, advertisers now have a massive platform for 24/7 access to young consumers in the form of specific channels for children.

This increasing exposure to advertisements is not a local, but a global phenomenon. Various studies have been done in recent past to gauge the effect of advertising on children's buying behavior. For example, in a Free Trade Commission report in U.S in 2006, it was found that food and beverage companies spend around \$ 1.6 billion annually to promote their products to American children. Several other food marketing studies include IOM report (2005) and Academy of Pediatrics review (2006). The main findings of these reports included the fact that advertisements influence children's requests for their parents to buy advertised food products. It was further reiterated that majority of these requests were successful, and that parents ended up spending on unnecessary purchases.

This scenario forms the background of the present study. Parental influence on children's television viewing habits has been found to affect their interpretation of the advertised content, and as such their propensity to ask for advertised products. Parents and media are found to be the greatest influencers of children's purchase behavior, or child consumerism (Rideout, 2007). The findings by Rideout (2007) also indicate that parents acting as direct 'gatekeepers' of children's welfare, also keep a check on indirect factors influencing their health and wellbeing. One of these indirect factors is media and child's exposure to it. This relationship has also been validated by Ritchie et al (2005). However, most of the work has been done for Western parents and their

mediating role in children's exposure to advertising. Also, behaviour and attitudes are culturally influenced behaviours and parenting styles vary with different social contexts (Young et al, 1998). Hence, in evaluating the effects of advertising exposure and children's purchase requests, introducing the parental control variable necessitates the need for conducting the survey in a different cultural context than those previously studied, in expectation of differing results. Hence the present study leads the research in cataloguing how parenting style affects the relationship between children's exposure to advertising and their purchase requests in the cultural context of Pakistan. Previous work done in Pakistan has concentrated on evaluating the attitudes of children towards advertising. This research takes a converse route by analysing the effect of parents' attitude towards advertising and its resultant effect on children's purchase requests.

2. Literature Review

In Pakistan, advertising to children has become a lucrative segment of its own with the advent of children television channels. This trend started in 2004 with the airing of Cartoon Network in Pakistan. Previously, children's products were advertised on regular channels, interspersed with other regular advertisements. The advent of television channels for children gave a new avenue for advertisers who wanted to reach this segment. According to a Gallop survey, published in Aurora (2012, issue 1), the share of advertisements whose prime and secondary target are children constitutes about 13% of the total advertising spend on electronic media in Pakistan. These include carbonated soft drinks – 5%, milk and dairy products – 4%, ice-cream- 2% and biscuits – 2%. This share comes to a huge total considering the fact that the total spend on electronic advertising for FY 2010-2011 was Rs. 19.62 billion. (Gallup survey, 2012). Out of this, total advertising spend on only one children's channel, Cartoon Network, was Rs. 0.445 billion (2% of the total spend on all channels). This is in addition to the ads run on regular entertainment, sports and news channels for products for children. Top 10 categories of products by TV time share (in %) include soft drinks and juices (19%), ice-cream (6%) and chocolates and candies (2%). This has resulted in an ever-increasing level of exposure of children to advertisements, whether for child-specific products or otherwise, causing significantly higher advertising effect levels. Following is a brief review of literature that summarizes the recent research feats in the field of child consumerism and parental intervention.

2.1 Factors impacting children's decision making capabilities – purchase requests

According to Ali et al. (2012), child/consumer socialization is the process through which young consumers develop skills, attitudes and knowledge pertaining to their functioning in the marketplace. This is a step by step process, in which first request are made for favoured products through parents (or other significant influencers) and then when they are older, requests through a third party are abolished in the favour of direct purchase behaviour. Till the age of five, children's purchase requests are facilitated through their parents, and by the time they are eight, they start becoming independent shoppers, attaining complete independence by the time they reach twelve years. (McLean & Leh, 2003). Three main influencers of consumer socialization have been identified, namely, parents, media and peers (Ali et al., 2012). The present study utilizes two dimensions of child socialization as defined above – parents and media.

2.1.1 Impact of media on child consumerism

Advertising Exposure and Effect

Advertising effect has been defined by Buijzen & Walkenburg (2003) as “children's product and brand awareness, product preferences, and the extent to which children are persuaded to purchase or request advertised products in response to advertising exposure”. Statistics have shown that child targeted advertising spend in U.S was \$2 billion in 2001, and had increased to \$17 billion in 2010. Similarly, the statistics for UK show that an average child watches about 10,000 hours of television advertisements per year as opposed to 25,000 ads per year for an American child (Shah, 2010). The magnitude of the situation is summarized by Bagdikian (2000), who states:

“The Journal of the American Medical Association has said that children between the ages of two and seventeen watch an annual average of 15,000 to 18,000 hours of television, compared with 12,000 hours spent per year in school. Children are also major targets for TV advertising, whose impact is greater than usual because there is an apparent lessening of influence by parents and others in the older generation.... According to the [Committee on Communications of the American Academy of Pediatrics], children under the age of two should not watch television at all because at that age, brain development depends heavily on real human interactions.” (p. xxxiv).

2.1.2 Impact of parents on child consumerism

Parental Control

Researchers have acknowledged that consumer socialization in children does not happen in isolation. Rather parents, peers and media play an important role in shaping their responses towards advertised product and advertising content. Parents, specifically exert direct influence on children, by acting as role models, interacting

with their purchase requests, enabling them to be independent shoppers by providing pocket, and accompanying them on shopping trips (Ward et al., 1971). For Pakistan, this issue has been addressed recently by Abideen, Farooq and Latif (2011). Their study, undertaken across the urban spread of all four provinces, found out that parents are inclined to control media exposure of their children, by controlling media watching timings. A related study by Panwar, (2006) indicates that for a sample of Indian children, about 83% respondents reported parents controlling their media watching patterns. This finding presents a striking contrast with studies done in developed countries where, according to one report by Sunday Telegraph (25 July, 2004 p.6), 67% of all primary school children, and 87% of all secondary school children have access to television sets in their bedrooms away from any parental control.

Parenting Style

It is an established fact in research that parents are the main influencers of child socialization till the child reaches adolescent age (Dotson & Hyatt, 2000). Also, Roberts, Waltzen and Berkley (1981) state that it's the mother who is very clearly the socialization agent for the child during the early years of his/her life, and the influence is generally replaced by peers as they grow older – around 12 years of age. Moschis (1985), in a related study found out that generally children's exposure to several information sources is regulated by the parents. These information sources include television, peers and sales persons.

Parental Attitude

Attitudes towards advertising have been studied predominantly in the West, specifically in the U.S since the 1970s (Mittal, 1994; Rossiter 1977). These studies relate to the economic and social aspects of advertising. Social impact was found to be positive in these studies. Since advertising was found to impact social values, the field of study was expanded to include other culturally and socially different contexts. Studies in China, for instances, found that for Chinese consumers view impact of advertising positively (Chan, 1998; Liu, 2002). However, advertising for children was generally viewed negatively by the Chinese parents (Chan & McNeal, 2003). Thus parental attitude is found to be a social and cultural factor that varies from culture to culture. Thus to gauge the effect of advertising on children's purchase request in this paper, *parental attitude towards advertisements* is taken as an independent variable.

The theoretical foundation of this study is based on the Piaget's model of Cognitive Behaviour. Previous studies on media as an influencer of child consumerism has identified three factors of impact, cognitive, affective and behavioural based on the attribution theory. (Robertson & Rossiter, 1974). Studies on the cognitive dimension used mostly Piaget's model (1965) of cognitive development which emphasizes on the age by which children distinguish between a television programme and an advertisement (Chan, 2000; Roedder-John, 1999). Whereas studies on the affective dimension show that the effect of advertisement on children gradually decreases as they advance in age, i.e. 7-12 years (Walkenburg, 2000). However, the dimension related with this study is the *behavioural* dimension. Studies on behavioural aspect argue the extent to which children are persuaded by advertisement content and are calculated by the purchase requests they put up to their parents. This factor has been previously discussed by Goldberg (1990), Buijzen (2007) among others. In the Eastern culture, this question has been tackled by a study in China by Fan & Li (2009) where the findings indicate that Chinese children value their parents/peers' decision more than the influence of advertisements.

Objectives of the Study

The specific objectives of this study include:

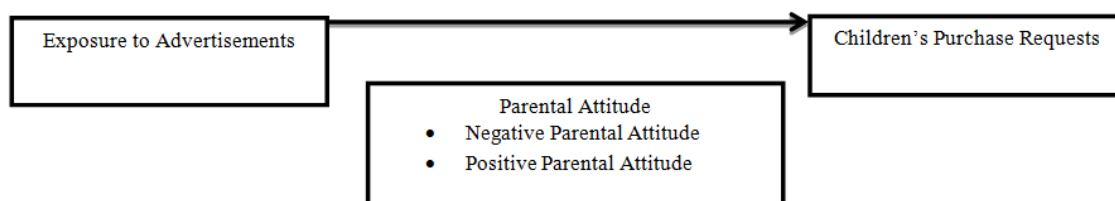
- (1) To understand what aspects of parenting style influences children's exposure to media
- (2) To observe whether increased exposure to media has an effect of the purchase requests by children put to their parents.

Theoretical Framework

The underpinning theory as the basis of this research framework is the Cultivation Theory (Gerbner et al., 2002). This theory posits that the message of television, including advertisements, is not interpreted and assimilated individually. Instead, it is interpreted and absorbed *socially*. This means that there exist forces external to the individual that influence understanding and interpretation of television content. This televised content is mediated in the social context of talk *about* programmes. For instance, it is shown in research that violence in programmes does not induce violent tendencies in children when their parents and/or peers talk about and discuss the content with disapproval. Studies have consistently found that conversations are integral parts of televised message interpretation (Katz & Liebes, 1984). The message acquires cultural connotations when interpreted through parental or peers' influence.

For the purpose of this study, in addition to the Independent Variable Exposure to Advertisements and its effect on Children's Purchase Requests, additional role of Parents' Attitudes towards Advertising is taken as a Control Variable.

Figure 1. Theoretical Framework for the Relationship between Children's Exposure to Advertising and Children's Purchase Request with Parental Attitude as a Control Variable



Support

Exposure to Advertising was operationalized by the total number of hours children watch television every day. The same approach has been employed in previous researches by Abideen et al. (2011), Boyd (2011) and Glisic (2006).

Children's Purchase Request was measured by one primary item, and three secondary items in the questionnaire. They include 5-point Likert scale questions, ranging from Always, Frequently, Sometimes, Frequently, Never. These questions are 'Does your child ask to buy products he has seen on TV', along with three secondary questions (Does your child give his opinion when you go to purchase products that are for the child? Does your child give his opinion on the purchase of products that are for the family? Does your child argue when their product choice is not accepted?). These items are adapted from Panwar (2006).

Parental attitude, the control variable, was measured by 15 items, classified into two groups (negative parental attitude towards ads & positive attitude towards ads). Attitude was further expanded by cataloguing parental behaviour towards ads with statements like I tell my child the purpose for ads is to sell products, I tell my child that ads don't always tell the truth, I tell my child that ads depicts products as better than they actually are etc. Behaviour measurement items were also included in the questionnaire as previous researches have validated that negative or positive attitude is a function of parenting type. Mothers, in a previous study by Rose, Bush and Kahle (1998) assert that mothers who discuss TV advertising more frequently mediate the relationship between children and exposure to a better degree than mothers who are more complacent. The behaviour items thus used in this study are adopted from this study. The items used are 5 point Likert scale questions (ranging from Always to Never) and include statements like Do you tell your child that advertising depicts products as better than they actually are? Do you tell your child that the purpose of ads is to sell products? Do you tell your child that people in ads are not as cool in real life? Eight items measure this response.

The relationship between Exposure to Advertisements and children's purchase request has been studied extensively in previous studies, with an established strong positive relationship between them. Examples include studies by Buijzen & Walkenburg (2005), Boyd (2006) Ali et al. (2010). Parental control has been measured as a mediating variable in the study by Boyd (2006) and Chan (2003). Mixed results have been reported concerning the attitude of parents towards ads and its relationship with children's purchase requests and exposure. Negative attitude of mothers towards ads is shown to lead to lesser exposure to ads and thus lesser requests for purchase. Positive attitude has found mixed results.

The variables, as shown in the previous studies, have been combined for this research to make the following specific hypotheses.

H1: Exposure to Ads has a positive relationship with Children's Purchase Requests.

H2: Parental Attitude has a significant impact on Children's Exposure to Media.

H2a: Positive parental attitude has a positive effect on Children's Exposure to Media.

H2b: Negative parental attitude has a negative effect on Children's Exposure to Media

3. Methodology

This study targets parents of children from the urban background of Rawalpindi and Islamabad. Owing to the cognition and perception differences of children as derived from the Piagian model, the children were divided into two categories of 5-8 years and 9-12 years. As shown by previous researches, children who are below 5 years of age have limited processing skills and those aged more than 12 employ a variety of strategies for storing and retrieving information, almost similar to the grown-ups (Selman, 1980).

The respondents were mothers of young children. It was made sure that the selection of the target population ensures two factors: a) Mothers are educated so that they can understand the questionnaire and its significance, and b) they come from moderately affluent households that have access to cable television, to ensure exposure to children's TV channels. This was ensured by choosing 6 English medium schools from affluent neighbourhoods of Rawalpindi and Islamabad.

3.1 Data Collection

The sample size was 208 mothers of school going children of two age groups (5-8 and 9-12). The tool used was a structured questionnaire, with questions pertaining to all the variables under study individually. Care was taken to ensure almost equal participation of working mothers and housewives. The sample included 103 mothers who are working (49.5%) and 105 mothers who are housewives (50.5%). This was to make certain that any bias is removed from parental control dimension of working and stay-at-home mothers. Pre-screening was undertaken with the help of teachers of the selected schools regarding this demographic factor.

3.2 Research Instrument

Data was collected with the help of a structured questionnaire, containing questions in the 5-point Likert scale format as well as in the multiple response questions format to attain maximum information about the whole spectrum of channels watched and behaviours practiced. Questionnaire was adapted from three source studies, namely Boyd (2011), Abideen, Farooq & Latif (2011) and Chaves (2012).

Table 1 and Table 2 summarize the TV viewing frequency of the children as quoted by their mothers. As can be seen, 26.9% of all children were reported to watch television for 4 hours or more daily on weekdays, whereas the number of hours watched on weekends increases to show that 29.9% children were reported to fall in the 'heavy watchers' category, i.e. people who watch television for four or more hours per day (Gerbner, 1968).

4. Analysis of Data

Data was analysed by using SPSS, using methods like cross tabulation, weighted averages and factor analysis.

5. Discussion

The results in Table 1 and Table 2 indicate high levels of media exposure in the target age groups, which in turn mean high levels of exposure to advertisements. Table 3 shows frequencies of channels watched by the children, showing 89.9% viewership of Cartoon Network, followed by 51.4% viewership of educational/informational channels like National Geographic, Animal Planet etc. for children aged 9-12. Similar pattern was observed in the 5-8 years group, with Cartoon Network being watched most of the times (94.2%), followed by a smaller percentage for educational/informational channels. All these channels carry advertisements aimed at children, but the two channels cited above, are those with maximum viewership and also carry the maximum number of ads for products aimed at children. Thus the target group displays a high propensity for exposure to ads and thus being influenced by them. Table 3 also indicates that older children watch more number of hours per day than younger children. This may be because of two factors. One, that younger children can be controlled more easily than the older kids, and two, that older kids need more activities, but a dearth of other recreation activities lead them to stay in front of the television for longer hours, and that parents prefer to have their children indoors rather than outdoor.

Exposure to Media and Children's Purchase Request

Results from Table 11 indicate an increasing trend in number of hours of TV watched and their frequency of making purchase requests. In the same vein, children who watch lesser hours of TV, make purchase requests less frequently. For children who are reported to make purchase requests 'Always', their percentage increases as number of hours TV watched is increased. Similarly, the result follows the same pattern for children who make purchase requests 'Frequently'. Conversely, children who make purchase request only 'Sometimes', they were found to have lesser number of hours of exposure to TV ads.

The 58.5% of children who watch TV daily for upto 2 hours ask to purchase products of their choice only 'Sometimes'. On the other hand, 77.3% of children who watch TV for upto 5 hours make 'Frequent' purchase request to their parents for specific products. This trend follows for the rest of the parameters as well, where 58.8% of children watching TV for upto 4 hours make 'Frequent' purchase requests. Here, it is necessary to note that even though the questionnaire carried Responses on a 5-point Likert scale, only 3 respondents out of a total of 208 reported only upto 1 hour of television exposure. Therefore this parameter has been considered as an abnormal/unusual response, and not counted while calculating the behaviour of the attitude variable in its entirety. This shows a decreasing trend, or an inverse relationship between Exposure to Media and Children's Purchase Requests. Therefore, the hypothesis H1 has been validated. This also substantiates previous studies (Boyd, 2006; Abideen et al. (2010)

Child's Purchase Request and Parental Attitude

Despite the strong bond between parents and children in Pakistani families, parents are usually not very indulgent towards fulfilling children's purchase requests. Although a major factor for this may be economic constraints for the family, however since the sample constitutes primarily of the upper middle and middle class, for the purpose of this study, economic constraints to fulfilling the child's purchase requests will not be taken into account. Instead only attitude and behaviour based dimensions will be considered. Tables 5 and 6

summarize the household income demographics of the sample group.

Parents' Attitude towards Ads

This study exposes that parents in Pakistan, as is apparent from this sample, generally have a negative attitude towards advertisements aimed at children. The instrument carried questions that gauged positive and negative attitude through various statements. Tables 7 and 8 summarize the attitude responses for the parents. As is apparent from Table 7, 40.6% of mothers tend to switch channels when inappropriate ads are aired, signifying their mistrust that content in ads are not suitable for children. Table 8 shows that 42% of mothers think that all ads that are shown on TV are appropriate for children. This implies in retrospect that about 58% of mothers do not think that ads shown even on children's channels are appropriate for children. 56.5% of the total responses indicated that ads are generally perceived as being untrue. This finding validates the findings of previous researches done on parental attitude towards advertised content, in Asian countries, namely India and China,, where it was found that when it comes to advertisements targeted at children, parents views them negatively (Chan, 2006; Pariwar, 2006)

Table 9 shows the cross-tabulation of the factors of Negative Response to Ads with Exposure to Ads by the children. It is clearly indicated that for each statement, there is a decreasing trend in the number of hours a child watches TV. In other words, for parents who have negative attitudes towards advertisements, majority of their children watch only upto 2 hours of TV every day, and that lesser number of children from this set of parental attitudes watches television for longer time periods. Hence, negative parental attitude leads to low level of exposure to advertising. Therefore, the hypothesis H1a is validated through this study. However, the converse, that positive parental attitude leads to increasing exposure was not found to be significant. Results for Positive Attitude are cross-tabulated with Exposure in

Table 10. Therefore the hypothesis H2a, that Positive Parental Attitude has a positive effect on Children's Purchase Requests, is rejected. Thus in the light of these results and discussions, the second hypothesis is partially found to be true.

6. Conclusion and Significance

The results from this study have substantiated that in the cultural context of Pakistan, parents; especially mothers exert influence over the television viewing of their children. It was also found out that viewing ad on television influences children to make purchase requests for products seen on TV.

It was also noted here that the employment status of the mother was not significant to the parenting style of mothers. Mothers who work were found to be as likely, or unlikely, to be strict mothers (or otherwise) than mothers who stay at home with children. It is common perception in Pakistan that stay at home mothers are better monitors of children's behaviours than working mothers as the latter group has lesser time to spend with their children, so monitoring is lax. However, results from this study indicate that parenting style is less of a working/not-working mothers' issue, and more of an issue of inherent behavioural attitudes.

Regarding the type of products that were requested by the children, it was noted that it was mainly fast moving consumer goods (FMCG) that were requested more by the children of all age groups. Whereas the incidence of toys was more in case of 5-8 years and the incidence of clothing and personal care was more in case of 9-12 year old.

This study finds its significance in the fact that marketers for children's product currently formulate their advertising message while keeping in mind the mind sets of children predominantly. However, this study suggests that since mother's attitudes play an important role in children's exposure to media and advertising messages, the advertising campaigns should be designed keeping in mind not just the child, but also the negative attitudes of mothers towards these ads.

Limitations of the Study

The primary limitation of this study is that it is bound to only a couple of cities of Pakistan. Therefore the generalizability of the results can be improved by increasing the geographical locations. Also, this study has only targeted the upper to upper middle income households. Hence, it may be noteworthy to examine the same relationship in other income groups as well to gauge if results still remain the same. Finally, in addition to a structured questionnaire, future researchers may employ interviewing techniques in addition to questionnaires, in order to obtain a more comprehensive picture on the attitude and behaviour dimensions.

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Appendix

Table 1. No. of hours children watch TV on a weekday

No. of hours/weekend	No. of Children	Percentage
0	17	8.2
1	26	12.5
2	65	31.3
3	44	21.2
4	34	16.3
5	22	10.6

Table 2. No. of hours children watch TV on weekends

No. of hours/weekend	No. of Children	Percentage
0	1	.5
1	7	3.4
2	42	20.2
3	43	20.7
4	53	25.5
5	38	18.3
6	16	7.7
7	7	3.4

Table 3. Percentage frequency of channels watched by children

Name of Channel	5-8 yrs	9-12 yrs
Kids Channels	94.2	89.9
English Entertainment	12.2	44.2
Urdu Entertainment	9.7	30.3
Educational/Informational	18.5	51.4
News Channels	1.4	21.2

Table 4. Frequency of Products Requested by Children

Products Requested	Responses	%age of all Responses
Child asks for fast food	80	39.0%
Child asks for snacks	170	82.9%
Child asks for soft drink/juices	122	59.5%
Child asks for toys	94	45.9%
Child asks for personal care products	68	33.2%
Child asks for clothing/shoes	36	17.6%
	570	278.0%

Table 5. Household Income in case of Working Mothers

Household Income	Frequency	Percent
More than Rs. 20,000 & Less than Rs. 40,000	3	2.9
More than Rs. 40,000 & less than Rs. 75,000	29	28.2
More than Rs. 75,000 & Less than Rs. 100,000	28	27.2
Above Rs. 100,000	43	41.7
Total	103	100.0

Table 6. Household Income in case of Housewives

Household Income	Frequency	Percent
More than Rs. 20,000 & Less than Rs. 40,000	5	4.8
More than Rs. 40,000 & less than Rs. 75,000	5	4.8
More than Rs. 75,000 & Less than Rs. 100,000	46	43.8
Above Rs. 100,000	49	46.7
Total	105	100.0

Table 7. Parents negative attitude towards ads

Negative Attitude Statements	No. of Responses	%age of Cases
Switch channels when inappropriate ads come on	84	40.6%
Ads cause delay in programmes	76	36.7%
Some ads are for adults only	117	56.5%
Sometimes ads are not true	121	58.5%
Sometimes ads are difficult to understand	84	40.6%
Ads cause children to pester	75	36.2%
Ads cause unnecessary purchase	99	47.8%
	656	316.9%

Table 8. Parents' positive attitude towards ads

Positive Attitude Statements	No. of Responses	%age of Cases
Ads are informative.	140	68.0%
Ads are entertaining.	108	52.4%
Ads shown on Kids' channels are appropriate.	87	42.2%
Ads inform about new products in the market	162	78.6%
Ads inform about product use and features	144	69.9%
Ads are funny and entertaining	119	57.8%
	760	368.9%

Table 9. Negative Parental Attitude and Exposure to Media

Negative Attitude Statements	Total hours TV watched in a weekday				Total
	2	3	4	5	
Switch channels when inappropriate ads come on	Count 34	Count 13	Count 9	Count 9	Count 65
	% within \$neg_att 52.3%	% within \$neg_att 20.0%	% within \$neg_att 13.8%	% within \$neg_att 13.8%	% within \$neg_att 39.6%
	% of Total 20.7%	% of Total 7.9%	% of Total 5.5%	% of Total 5.5%	% of Total 39.6%
Ads cause delay in programmes	Count 28	Count 22	Count 5	Count 4	Count 59
	% within \$neg_att 47.5%	% within \$neg_att 37.3%	% within \$neg_att 8.5%	% within \$neg_att 6.8%	% within \$neg_att 36.0%
	% of Total 17.1%	% of Total 13.4%	% of Total 3.0%	% of Total 2.4%	% of Total 36.0%
Some ads are for adults only	Count 42	Count 25	Count 13	Count 15	Count 95
	% within \$neg_att 44.2%	% within \$neg_att 26.3%	% within \$neg_att 13.7%	% within \$neg_att 15.8%	% within \$neg_att 57.9%
	% of Total 25.6%	% of Total 15.2%	% of Total 7.9%	% of Total 9.1%	% of Total 57.9%
Sometimes ads are not true	Count 37	Count 23	Count 19	Count 15	Count 94
	% within \$neg_att 39.4%	% within \$neg_att 24.5%	% within \$neg_att 20.2%	% within \$neg_att 16.0%	% within \$neg_att 57.3%
	% of Total 22.6%	% of Total 14.0%	% of Total 11.6%	% of Total 9.1%	% of Total 57.3%
Sometimes ads are difficult to understand	Count 20	Count 17	Count 16	Count 15	Count 68
	% within \$neg_att 29.4%	% within \$neg_att 25.0%	% within \$neg_att 23.5%	% within \$neg_att 22.1%	% within \$neg_att 41.5%
	% of Total 12.2%	% of Total 10.4%	% of Total 9.8%	% of Total 9.1%	% of Total 41.5%
Ads cause children to pester	Count 19	Count 9	Count 16	Count 14	Count 58
	% within \$neg_att 32.8%	% within \$neg_att 15.5%	% within \$neg_att 27.6%	% within \$neg_att 24.1%	% within \$neg_att 35.4%
	% of Total 11.6%	% of Total 5.5%	% of Total 9.8%	% of Total 8.5%	% of Total 35.4%
ads cause unnecessary purchase	Count 31	Count 21	Count 16	Count 13	Count 81
	% within \$neg_att 38.3%	% within \$neg_att 25.9%	% within \$neg_att 19.8%	% within \$neg_att 16.0%	% within \$neg_att 49.4%
	% of Total 18.9%	% of Total 12.8%	% of Total 9.8%	% of Total 7.9%	% of Total 49.4%
	Count 65	Count 44	Count 33	Count 22	Count 164
	% of Total 39.6%	% of Total 26.8%	% of Total 20.1%	% of Total 13.4%	% of Total 100.0%

Percentages and totals are based on respondents.

Table 10. Positive Parental Attitude and Exposure to Media

Positive attitude*exposure crossstabulation	Total hours TV watched in a weekday					Total
	1	2	3	4	5	
Ads are informative.	Count 14	Count 34	Count 29	Count 32	Count 16	Count 125
	% within \$Positive_attitude 11.2%	% within \$Positive_attitude 27.2%	% within \$Positive_attitude 23.2%	% within \$Positive_attitude 25.6%	% within \$Positive_attitude 12.8%	% within \$Positive_attitude 66.1%
	% of Total 7.4%	% of Total 18.0%	% of Total 15.3%	% of Total 16.9%	% of Total 8.5%	% of Total 66.1%
Ads are entertaining.	Count 10	Count 32	Count 32	Count 14	Count 16	Count 104
	% within \$Positive_attitude 9.6%	% within \$Positive_attitude 30.8%	% within \$Positive_attitude 30.8%	% within \$Positive_attitude 13.5%	% within \$Positive_attitude 15.4%	% within \$Positive_attitude 55.0%
	% of Total 5.3%	% of Total 16.9%	% of Total 16.9%	% of Total 7.4%	% of Total 8.5%	% of Total 55.0%
Ads shown on Kids' channels are appropriate.	Count 6	Count 29	Count 12	Count 16	Count 12	Count 75
	% within \$Positive_attitude 8.0%	% within \$Positive_attitude 38.7%	% within \$Positive_attitude 16.0%	% within \$Positive_attitude 21.3%	% within \$Positive_attitude 16.0%	% within \$Positive_attitude 39.7%
	% of Total 3.2%	% of Total 15.3%	% of Total 6.3%	% of Total 8.5%	% of Total 6.3%	% of Total 39.7%
Ads inform about new products in the market	Count 15	Count 53	Count 37	Count 25	Count 18	Count 148
	% within \$Positive_attitude 10.1%	% within \$Positive_attitude 35.8%	% within \$Positive_attitude 25.0%	% within \$Positive_attitude 16.9%	% within \$Positive_attitude 12.2%	% within \$Positive_attitude 78.3%
	% of Total 7.9%	% of Total 28.0%	% of Total 19.6%	% of Total 13.2%	% of Total 9.5%	% of Total 78.3%
Ads inform about product use and features	Count 20	Count 52	Count 30	Count 20	Count 12	Count 134
	% within \$Positive_attitude 14.9%	% within \$Positive_attitude 38.8%	% within \$Positive_attitude 22.4%	% within \$Positive_attitude 14.9%	% within \$Positive_attitude 9.0%	% within \$Positive_attitude 70.9%
	% of Total 10.6%	% of Total 27.5%	% of Total 15.9%	% of Total 10.6%	% of Total 6.3%	% of Total 70.9%
Ads are funny and entertaining	Count 10	Count 41	Count 23	Count 29	Count 12	Count 115
	% within \$Positive_attitude 8.7%	% within \$Positive_attitude 35.7%	% within \$Positive_attitude 20.0%	% within \$Positive_attitude 25.2%	% within \$Positive_attitude 10.4%	% within \$Positive_attitude 60.8%
	% of Total 5.3%	% of Total 21.7%	% of Total 12.2%	% of Total 15.3%	% of Total 6.3%	% of Total 60.8%
	Count 26	Count 65	Count 42	Count 34	Count 22	Count 189
	% of Total 13.8%	% of Total 34.4%	% of Total 22.2%	% of Total 18.0%	% of Total 11.6%	% of Total 100.0%

Percentages and totals are based on respondents.

Table 11. Exposure to Media and Children's Purchase Requests

No. of Hours TV Watched per day		Child asks to purchase products he has seen on TV					Total
		Always	Frequently	Sometimes	Rarely	Never	
2	Count	6	15	38	5	1	65
	% within T_hours_wkd	9.2%	23.1%	58.5%	7.7%	1.5%	
	% of Total	3.6%	9.1%	23.0%	3.0%	0.6%	39.4%
3	Count	8	15	19	2	0	44
	% within T_hours_wkd	18.2%	34.1%	43.2%	4.5%	0.0%	
	% of Total	4.8%	9.1%	11.5%	1.2%	0.0%	26.7%
4	Count	8	20	6	0	0	34
	% within T_hours_wkd	23.5%	58.8%	17.6%	0.0%	0.0%	
	% of Total	4.8%	12.1%	3.6%	0.0%	0.0%	20.6%
5	Count	4	17	1	0	0	22
	% within T_hours_wkd	18.2%	77.3%	4.5%	0.0%	0.0%	
	% of Total	2.4%	10.3%	0.6%	0.0%	0.0%	13.3%
	Count	26	67	64	7	1	165
	% of Total	15.8%	40.6%	38.8%	4.2%	0.6%	100.0%

Percentages and totals are based on respondents.