

Perceptions of mothers about impact of TV and social media advertisements on children

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Abstract

This paper was focused to study the perceptions of mothers about the impact of TV and social media ads on children in three different socio-cultural regions of Punjab i.e. Malwa, Majha and Doaba with a sample of 300 mothers of children in the age group of 8-14 years. The study revealed that the decisions for purchase of personal consumables were fully taken by the children while the decisions for purchase of electronics and automobiles were fully taken by the parents. The most important factor was found to be authority of the children developed after watching TV advertisements which was exercised while making family purchases. This dimension was followed by the pattern of communication prevalent between children and parents while making family purchases and high impact of TV advertisements on children, which influence the family purchase decisions in a significant manner.

Keywords: mothers, TV ads, social media ads, children, purchase decisions, regions

Introduction

“Advertising is a paid, uni-directional communication through a medium in which the support is identified and the message is controlled. It is used for publicity, public image, product placement, sponsorship, underwriting, and sales promotion. Every major medium delivers these messages, include: tv, radio, magazines, newspapers, the Internet, and billboards”. Advertising can be attributed as persuasive commercial messages for selling and informing consumers about new products (Kunkel and Gantz, 1992)^[9].

Research into children's advertising literacy relies heavily on frameworks established by developmental psychologists. The developmental changes children undergo in socio-cognitive and information-processing capabilities are thought to explain many of the developments observed in their advertising knowledge and understanding (John 1999)^[9]. Most studies have been inspired by Piaget's (1929) theory of cognitive development, although other theoretical approaches have also been used, including theories of information processing, social perspective taking, Piaget's (1952) perspective on affective development and more recently, the 'theory of mind' paradigm (Moses & Baldwin 2005)^[10]. Based on these approaches three developmental phases can be distinguished: early childhood (younger than 5 years old), middle childhood (6 to 9 years) and late childhood (10 to 12 years). Within each phase, children accumulate socio-cognitive and information-processing skills that positively affect the development of specific components of advertising literacy.

Marketers are spending millions of rupees on media to generate demand. The purpose of television and social media commercial for a particular product is of course for various groups and individuals to buy that product. To achieve this primary objective they often try to make us feel and think in a certain way.

The most predominant way of advertising to children is via television, while the children watch advertisements on social media through fake accounts as this age group is not allowed to create Facebook account or any other social media account. Because television reaches children in their own homes and there is limited control over the advertisements that are shown on TV. For most children, T.V. is a magical window to the world that they accept at face value, and one with strong influence. There is no doubt that children are a major focus of advertisers.

The mission of advertiser is to reach prospective customers and influence their awareness, attitudes and buying behaviour. They spend a lot of money to keep individuals (markets) interested in their products. The largest share of advertising budgets – 46 percent of youth marketing in 2007 – is dedicated to television because it has potential to reach a broad audience.

There is an increasing realization among marketers that children play a dominant role in decision making for products. Marketers choose children because they easily lure them in. The brand managers, perhaps, target children in the hope of building brand loyalty right from the beginning. Children have become the focal point of intense advertising pressure.

So, it does not come as a surprising that in India children influence their parents to buy a product and 50% succeed nearly at times. More than half of television viewers in India are children of below 15 years. The children in the age 8-12 years old age see the most food advertisements on TV – an average of 21 a day, or 7600 a year while in 2-7 year old children see 12 a day or 4400 a year. (<http://www.kff.org/entmedia/030905pkg.cfm>). There is a presence of wide range of home entertainment equipments which is undoubtedly changing the ways in which young viewers spend their time. Most of television channels have

become marketing outlets of brands altogether to India, with emergence of MNC's there are certain recent trends on India TV seen which needs to be taken note. So, more and more channels are governing for children programme.

Therefore, the present paper is planned with the objective of studying perceptions of mothers about the impact of TV and social media advertisements on children.

Review of literature

Ward and Wackman (1972) ^[15] examined the impact of television advertising on children attempts to influence mother's purchases of various products and mother's yielding to those purchase attempts. Self-administered questionnaire were sent to 132 mothers of 5 to 12 years old of children in the Boston metropolitan area. Twenty two product categories were selected which were heavily advertised, but varied to price, frequency of purchase and relevance to the child. The result revealed that with regard to product category, children frequently attempted to influence purchase for food products and durables which the child uses directly. The purchase influence attempts with regard to product categories varies with age as mothers of younger children (5 to 7 years old) indicated frequent influence attempts for game and toy purchases while mothers of older children (11 to 12 years old) indicated frequent purchase influence attempts for clothing and recorded albums. Children purchase influence attempts may decrease with age but result showed that mothers yielding to request increases with age. Mother who spent more time have positive attitude towards television advertisements yielding more towards purchase influence attempts of their children.

Burr and Richard (1977) ^[12] conducted a study to view the parental response to the idea of child marketing and specifically television advertising to children. They interviewed the children between the age of 2 and 10 in metropolitan area of Southwest United States. The results showed that parents are quite frustrated with the current state of television advertising to children. Almost three fourth believe premiums are overemphasized to children, 65 percent are calling for greater legislative control; and more than half believe television advertising to children is misleading as to product quality. 4 out of 10 parents interviewed believe advertising to children is as truthful as it can possibly be in all positive response showed the lowest percentage and was ranked at last.

Belch *et al.* (1980) ^[3] included children in their study of family conflict, and the types of strategies used, during a family decision making process for a product/decision area. The research was based on a sample of 270 nuclear families, where both parents and one child over the age of 13 answered the questionnaire. Their results indicated very little disagreement among family members although there was some variation across product class. Disagreement seemed highest for vacations and automobiles, probably due to the higher level of involvement related to these products. Problem solving tactics of information search, family discussion, delegation to the most knowledgeable member, were most often used for all products (that is, vacation, appliance, furniture) except breakfast cereal, where persuasion tactics of exertion of authority were used. Their results showed that bargaining

tactics of promising future considerations and delaying of decision were rarely used across all product categories. The use of the persuasion tactic of coalition between two or more family members was also relatively low.

Foxman *et al.* (1989) ^[4] indirectly investigated the relationship between different family member's reports of adolescents' relative decision influence for specific products and of their general influence in family decision processes. 12 products in a broad price range, six for family use and six for the adolescent's own use were focused for product specific decision. Mean, standard deviation, p-value statistical measures showed that mothers, fathers and children all rated children as having some influence in purchase decision for a variety of products. Children tended to have more say in the purchase of products that are less expensive and for their personal use. In order to explore the nature of family perception of adolescents' influence in purchase decision; a multilayer / multi-influence analysis was performed. The analysis indicated that mother's and father's perceptions, although not in perfect agreement, were much closer to each other and parents well perceive themselves to be jointly responsible for adolescent consumer socialization. Several factors were found to significantly affect agreement among family members regarding adolescent purchase decision influence: families witnessing greater influence had older fathers, a concept-oriented communication style, fewer children, and a mother who worked fewer hours outside the house. They further concluded that adolescent have more influence in concept oriented communication environment.

Austin *et al.* (1999) ^[2] investigated positive and negative mediation styles and parental perception of television usefulness as a learning tool. 225 parents and with at least one child between the ages 2-17 were selected as respondents. The study investigated positive and negative mediation styles, and parental perception of televisions usefulness as a learning tool. Parents may embrace both positive and negative mediation strategies, one or neither. Positive mediation may occur more due to happenstance, while negative mediation associated more often with critical viewing and protective motivations. The results showed the existence of at least four distinct styles of parental mediation, each with unique motivations and associated behaviours.

Rose *et al.* (2002) ^[5] examined family communication patterns and general attitudes towards TV advertising among mothers in the US and Japan. They found that laissez-faire mothers had the most positive attitudes towards advertising, pluralistic and consensual mothers held negative attitudes towards advertising, and protective mothers were in between. Also, attitudes towards advertising were negatively related to mediation of children's exposure to TV advertising. American mothers were found to hold negative attitudes toward both advertising in general and children's advertising in particular, and kept close control of the children's viewing habits. To the contrary, Japanese mothers held a more optimistic view of advertising and laced fewer controls over their children's viewing habits.

Mukherji (2005) ^[11] conducted with regard to "Maternal communication patterns, advertising attitudes and mediation behaviour in Urban India." The sample was obtained from a medium-sized city in Southern India from 275 mothers. The

interview schedules were conducted with mother who had children between the ages of three and eight years. With due help of descriptive statistics, four groups of mothers were identified on the basis of communication pattern. Lastly, multi and univariate statistics were used for testing the hypothesis. MONOVA was used in which family communication was the independent variable and attitude towards television advertising, attitudes towards children, advertising, discussion about television advertising and control of television viewing were the dependent variables. The results revealed that Indian mothers stressed that Indian mothers stressed more on concept oriented communication (56%) over socio-oriented communication (51%). They have more positive attitude towards television advertising and children advertising. Mother were found to place fewer restrictions on television viewing and reported few discussion about television advertisement with their children.

Kadambini Katke (2007) [8] conducted a survey to establish a link between television advertising and its influence on family budgets. The sample was limited to 200 parents of child aged between 3 to 12 years and results showed that most of the time children determine the family budget. In certain families, purchases decisions regarding buying of cars, electronic equipments are largely influenced by children. The results concluded that the demographic factors like dual-income, reduction in number of children and shrinking size of the family all are making Indian child as influencing consumer & powerful buyer for tomorrow.

Arzu Sener (2011) [1] conducted a study with Turkish families to discover the perception of adolescents and their parents regarding the influence of adolescents on purchasing, and compared the results with those of other countries to provide some generalization and identify differences. The study area comprised Ha Cettekpe University Central and Bey Tape campuses. 250 mother – father pairs with children aged from 13-19 years were given questionnaires. Boys perceived their influence to be stronger than that of girls with regard to purchase decisions about groceries ($p > .05$), living room furniture ($p > .05$), tooth paste for the family and the children ($p > 0.05$), clothes for parents ($p < 0.05$) and bicycles for the children ($p > 0.05$). For general issues related to purchases, adolescents stated that the areas where they influenced most were in suggesting brands, shopping with parents, drawing attention to new products and suggesting stores. The area where they influenced the least was in suggesting price.

Research Methodology

The sample of the study was based on multi-stage stratified convenience sampling technique. Punjab is divided into 3 geographical regions i.e. Malwa, Majha and Doaba. One district city from each region was taken on the basis of urban population. The districts were arranged in the descending order of the urban population in each region and the district city having highest urban population was selected for the study from each region. In this way, the study was done in Ludhiana from Malwa region, Jalandhar from Doaba region and Amritsar from Majha region. Regions, cities, and mothers provided 1st, 2nd and 3rd stage of sampling unit respectively. The sample in the study was restricted to 300 mothers. The data were collected on specially structured pre-tested

questionnaires from mothers through personal interview method. The collected data were analyzed by using statistical tools like Analysis of Variance and Factor analysis. Descriptive analysis was also performed to arrive at the tabular form of the results like means, standard deviations, frequencies, percentages, etc.

Results and Discussion

The results arrived at by analyzing the collected data have been elaborated in this section.

Decision makers in the family

The information given in Table 1 showed that, among respondents of Malwa region, the highest proportion i.e. in 62.00 percent families both respondent and the spouse together takes the decision, followed by 21.00 percent families where decision was taken by all the family members. The lowest proportion i.e. in 17.00 percent families, decision was taken by spouse only. No respondent in this group takes decision individually.

Among respondents of Majha region, the highest proportion i.e. in 48.00 percent families' where decision was taken by respondent and the spouse together, followed by 39.00 percent families where decision was taken by spouse only. The lowest proportion i.e. in 13.00 percent families, decision was taken by all the family members of the family. No respondent in this group also takes decision individually.

Table 1: Distribution of mothers according to the decision maker in the family.

Decision Maker	Malwa		Majha		Doaba	
	No.	%age	No.	%age	No.	%age
Self Only	0	0.00	0	0.00	31	31.00
Spouse Only	17	17.00	39	39.00	36	36.00
Both	62	62.00	48	48.00	7	7.00
All the family members	21	21.00	13	13.00	26	26.00
chi-square value			76.83**			

Among respondents of Doaba region the highest proportion i.e. in 36.00 percent families' decision was taken by the spouse only, followed by 31.00 percent families where decision was taken by the respondent. The lowest proportion i.e. in 7.00 percent families, decision was taken together by the respondent and the spouse, followed by 26.00 percent where all the family members take decision together.

The analysis showed that significantly higher proportion of respondents in the Malwa and Majha regions as compared to Doaba region takes decision with the consent of all the family members, whereas in Doaba region decision was taken by the spouse only in significantly higher proportion of families. The finding was also supported by the chi-square value of 76.83.

Perceived influence of children on family purchase decisions from mother's viewpoint

Table 2 showed the perceived influence of children on family purchase decisions in the opinion of mothers. Among respondents of Malwa region, the score of perceived influence of children was highest of the order of 4.90 (fully by parents) for family automobiles, followed by 4.65 (fully by parents) for family electronics and 3.63 (much by parents) for family

toiletries. The score of perceived influence was lowest of the order of 1.22 (fully decided by children) for personal consumables, followed by 2.17 (much decided by children) for personal durables and 3.32 (joint decision of parents and children) for other products.

Among respondents of Majha region, the score of perceived influence of children was highest of the order of 4.82 (fully by

parents) for family automobiles, followed by 4.46 (much by parents) for family electronics and 3.89 (much by parents) for family toiletries. The score of perceived influence of children was lowest of the order of 1.27 (fully decided by children) for personal consumables, followed by 2.38 (much decided by children) for personal durables and 3.75 (much by parents) for other products.

Table 2: Extent of perceived influence of children during family purchase decisions as viewed by mothers.

Product	Malwa		Majha		Doaba		F-ratio
	Mean	Overall	Mean	Overall	Mean	Overall	
Personal Consumables	1.22	Fully by child	1.27	Fully by child	1.91	Much by child	4.17**
Personal Durables	2.17	Much by child	2.38	Much by child	2.07	Much by child	1.07
Family Toiletries	3.63	Much by parents	3.89	Much by parents	2.90	Joint	5.88**
Family Electronics	4.65	Fully by parents	4.46	Much by parents	3.86	Much by parents	4.57**
Family Automobiles	4.90	Fully by parents	4.82	Fully by parents	4.76	Fully by parents	0.99
Other Products	3.32	Joint	3.75	Much by parents	4.04	Much by parents	6.11**

Among respondents of Doaba region, the score of perceived influence of children was highest of the order of 4.76 (fully by parents) for family automobiles, followed by 4.04 (much by parents) for other products and 3.86 (much by parents) for family electronics. The score of perceived influence of children was lowest of the order of 1.91 (much decided by children) for personal consumables, followed by 2.07 (much decided by children) for personal durables and 2.90 (joint decision of parents and children) for family toiletries.

The analysis showed there was a significant variation in perceived influence of children on family purchase decisions among mothers in Malwa, Majha and Doaba regions on personal consumables, family toiletries, family electronics and other products/activities. Personal consumables were fully decided by the children in Malwa and Majha region, while these were much decided by the children in Doaba region, as shown by the F-ratio of 4.17. Family toiletries were much decided by the parents in Malwa and Majha region, but it was a joint decision in the Doaba region. The result was confirmed by the F-ratio of 5.88. Family electronics were fully decided by parents in Malwa region, whereas it was much decided by the parents in Majha and Doaba region as indicated by the F-ratio of 4.57. Other products were decided jointly by all the family member in Malwa region, but much decided by the parents in Majha and Doaba region. This was also confirmed by the F-ratio of 6.11.

Extent of agreement about impact of TV advertisements on children

Information given in Table 3 showed the extent of agreement among mothers on different statements related to impact of ads on TV and social media on children. The respondents were asked to register their extent of agreement on different statements. They responded in terms of 'strongly agree', 'agree', 'neutral', 'disagree' and 'strongly disagree'. These attributes were assigned weights in the respective order of 5, 4, 3, 2 and 1. The weighted mean scores for each dimension were calculated and compared with the help of F-ratio among Malwa, Majha and Doaba respondents. The results so obtained have been presented in Table 3.

The information given in Table 3 showed the extent of agreement among mothers about the impact of advertisement

on children purchase decision. The extent of agreement was highest of the order of 4.63 (strongly agree) on children are highly effected by the physical attributes of a product, followed by 4.57 (strongly agree) on change in financial condition changes the buying behavior, 4.51 (strongly agree) on cultural effect on purchase decision, 4.44 (agree) on high impact of advertisements on purchase decision of children, 4.41 (agree) on increasing use of Television and cinema effect the decision making role of children, 4.28 (agree) on friendlier behaviour with children, 4.20 (agree) every family member their own ideas and thoughts, 4.15 (agree) on children's liberty of expression, 4.04 (agree) on both the statements role models effect the purchase decisions of children and role of education level in purchase decision, 3.89 (agree) on pluralistic pattern of taking purchase decisions, 3.75 (agree) on Lassie-Fair pattern of making purchase decisions, 3.71 (agree) on children's awareness about the product, 3.66 (agree) on ambitions of children and 3.63 (agree) on purchase decision is taken as one entity.

The extent of agreement was lowest of the order of 1.92 (disagree) on house hold income plays an important role in decision making process, followed by 2.22 (disagree) on major portion of income spent on children, 2.25 (disagree) on sometimes children should be given some authority, 2.43 (disagree) on other family members need not to interfere in personal consumption, 2.70 (neutral) on children do not care about their parents need, 2.74 (neutral) on children help in providing final effect to the children purchase decision, 2.95 (neutral) on children oblige the financial condition of the family, 3.05 (neutral) on children try to acquire appropriate knowledge about the product, 3.15 (neutral) on participative behavior of children does not help in taking right purchase decision, 3.22 (neutral) on parents can easily impose their decision on children, 3.23 (neutral) on children easily influence the decision of parents, 3.28 (neutral) on children are highly brand conscious, 3.32 (neutral) on children play role of mediator in case of conflict in purchase decisions and 3.58 (agree) on children take quicker decisions.

Among the respondents of Majha region, the extent of agreement was highest of the order of 4.71 (strongly agree) on perception that change in financial condition change the buying behaviour, followed by 4.66 (strongly agree) on

children are highly effected by the look of the product, 4.58 (strongly agree) on increasing use of television and internet effect the decision making role of children, 4.53 (strongly agree) on advertisements highly effect the purchase decision of the children, 4.49 (agree) on role of education in the purchase decision, 4.45 (agree) on cultural effect on purchase decisions, 4.27 (agree) on friendlier behavior with children, 4.18 (agree) on children’s liberty of expression, 4.13 (agree)

on every family member has his/her own ideas and thoughts, 3.96 (agree) on pluralistic pattern of making purchase decisions, 3.86 (agree) on role models effect the purchase decision of children, 3.81 (agree) on children’s ambitions are materialistic in nature, 3.77 (agree) on children take quicker decisions, 3.68 (agree) on children are more aware about the product and 3.61 (agree) on purchase decision are not taken as one entity.

Table 3: Extent of agreement among mothers on different statements related to the impact of TV and social media ads on children.

Statement	Malwa		Majha		Doaba		F-ratio
	Mean	Overall	Mean	Overall	Mean	Overall	
Purchase decision is taken as one entity	3.63	A	3.61	A	3.70	A	0.54
Children are not much aware about the product	3.71	A	3.68	A	3.52	N	1.23
Advertisements highly effect the purchase decision of children	4.44	A	4.53	SA	3.77	A	6.41**
Children are highly brand conscious	3.28	N	3.57	A	2.93	N	4.21**
Increasing use of T.V/internet effect the decision making role of children	4.41	A	4.58	SA	3.66	A	4.72**
Children are highly affected by the looks of product.	4.63	SA	4.66	SA	3.87	A	3.88**
Role models effect the purchase decision of children	4.04	A	3.86	A	3.63	A	2.13
Children’s ambitions are materialistic.	3.66	A	3.81	A	3.05	N	5.17**
Children do not care for their parents and desires.	2.70	N	2.66	N	3.31	N	4.35**
Sometime children should be given some authority.	2.25	DA	2.03	DA	3.31	N	6.24**
Children want liberty of expression.	4.15	A	4.18	A	3.90	A	1.56
Children try to acquire knowledge about product.	3.05	N	2.70	N	3.02	N	2.37
Children easily influence the decision of parents.	3.23	N	3.22	N	3.54	A	2.08
Pluralistic pattern of taking purchase decisions.	3.89	A	3.96	A	3.68	A	2.12
Every family member has his/her own ideas and thoughts.	4.20	A	4.13	A	3.74	A	2.21
Other family members need not interfere in personal consumption.	2.43	DA	2.27	DA	3.34	N	5.29**
Friendlier behavior with children.	4.28	A	4.27	A	3.70	A	3.72*
Role of education in purchase decisions.	4.04	A	4.49	A	3.62	A	2.31
Parents can easily impose their decision on children.	3.22	N	3.29	N	3.53	A	2.14
Lassie fair pattern of decision making	3.75	A	3.56	A	3.63	A	1.02
Cultural effect on purchase decisions	4.51	SA	4.45	A	3.33	N	7.43**
Financial condition changes the buying behaviour.	4.57	SA	4.71	SA	3.76	A	5.54**
Major portion of family income spent on children.	2.22	DA	2.00	DA	2.68	N	4.07**
Children oblige the financial condition of family.	2.95	N	2.93	N	3.48	N	2.16
Household income does not play an important role in decision making process.	1.92	DA	1.67	DA	3.00	N	8.74**
Children play the role of mediator in case of conflict in decision of parents.	3.32	N	3.17	N	3.39	N	1.14
Participative behavior of children does not help in taking right purchase decision.	3.15	N	3.15	N	3.38	N	1.22
Children take quicker decision.	3.58	A	3.77	A	3.31	N	3.19*
Children help in providing final effect to purchase decisions.	2.74	N	2.51	N	3.33	N	4.37**
Overall	3.51	A	3.50	A	3.45	N	1.24

The extent of agreement was lowest of the order of 1.67 (disagree) on household income does not play an important role in the decision making process, followed by 2.00 (disagree) on major income of family has been spent on children, 2.03 (disagree) on sometime children should be given some more authority, 2.27 (disagree) on other family members need not interfere in personal consumption, 2.51 (neutral) on children help in providing the final effect to purchase decisions, 2.66 (neutral) on children do not care about parents and desires, 2.70 (neutral) on children try to acquire appropriate knowledge about the product, 2.93 (neutral) on children oblige the financial condition of the family, 3.15 (neutral) on participative behavior of children does not help in taking the right purchase decision, 3.17 (neutral) on children play role of mediator in case of conflicts. 3.22 (neutral) on decision of parents can be easily influenced by children, 3.29 (neutral) on parents can easily impose their decision on children, 3.56 (agree) on lassie fair pattern of

decision making and 3.57 (agree) on children are highly brand conscious.

Among respondents of Doaba region, the extent of agreement was highest of the order of 3.90 (agree) on children want liberty of expression, followed by 3.87 (agree) on children are affected by the look of the product, 3.77 (agree) on advertisements highly effect the purchase decision of children, 3.76 (agree) on change in income change the buying behavior, 3.74 (agree) on every family members has his own ideas and thoughts, 3.70 (agree) on both the statement that purchase decision in an family was taken as one entity and friendlier behavior with children, 3.68 (agree) on pluralistic pattern of taking purchase decisions, 3.66 (agree) on increasing use of television and internet effect the purchase decision of children, 3.63 (agree) on both role models effect the purchase decision of children and lassie fair pattern of decision making, 3.62 (agree) on role of education in purchase decisions, 3.54 (agree) on decision of parents can be influenced by children

easily, 3.53 (agree) on parents can easily impose their decision on children and 3.52 (agree) on children are more aware about the product.

The extent of agreement was lowest of the order of 2.68 (neutral) on major portion of income was spent on children, followed by 2.93 (neutral) on children are highly brand conscious, 3.00 (neutral) on household income plays an important role in decision making process, 3.02 (neutral) on children try to acquire appropriate knowledge about the product, 3.05 (neutral) on children’s ambitions are materialistic in nature, 3.31 (neutral) on the statements children do not care about parents and their desires, some time children should be given some more authority and children take quicker decisions, 3.33 (neutral) on both children give final effect to purchase decisions and cultural change also affect the purchase decision, 3.34 (neutral) on other family members need not interfere in the personal consumption, 3.38 (neutral) on participative behavior of children does not help in taking right purchase decision, 3.39 (neutral) on children play role of mediator in case of any conflict and 3.48 (neutral) on children oblige the financial condition of family.

The analysis revealed that the extent of agreement was significantly higher in Malwa region as compared to Majha and Doaba region on “advertisement highly effect the purchase decision of children”, “Friendlier behavior with children” and “cultural effect on purchase decision” as shown by the F-ratio of 6.14, 3.72 and 7.43 respectively. On the other hand extent of agreement was significantly higher in Majha region as compared to Malwa and Doaba region on the statements “Children are highly brand conscious”, “increasing use of TV/Internet effect the decision making role of children”, “children are highly effected by the look of the product”, “children’s ambitions are materialistic”, “financial condition change the buying behavior” and “children take quicker decisions”. This was also revealed by the F-ratio of 4.21, 4.72, 3.88, 5.17, 5.54 and 3.19 respectively.

In Doaba region the extent of agreement was significantly higher on “children do not care for their parents and desires”, “sometimes children should be given some authority”, “other family members need not interfere in personal consumption”,

Major portion of family income is spend on children”, “Household income does not play an important role in decision making process” and “children help in providing final effect to the purchase decisions” the result was confirmed by the respective F-ratios.

There was no significant difference among respondents of Malwa, Majha and Doaba regions on all other dimensions.

Dimensions of perceptions of mothers

The dimensions of perceptions of mothers towards impact of TV advertisements on children were identified through factor analysis with the help of Principal Component Technique. The magnitude of KMO-MSA came to be 0.750, which was found to be highly significant (Table 4). This proved that the data set is fit for factor analysis.

Table 4: KMO-MSA and Bartlett’s Test of Sphericity.

Particular	Value
KMO-Measure of Sampling Adequacy	0.750
Bartlett's Test of Sphericity (approx. chi-square)	4069.11
Degree of freedom	406
Significance level (p-value)	0.000

There were five factors identified by the factor analysis. The factor coefficients, communalities, Eigen values and percent variance explained have been shown in Table 5.

The communalities ranged from 0.50 to 0.81, which were the indicators of high correlations between various statements related to the mothers’ perceptions. It reaffirmed that the data set was fit for factor analysis. The Eigen values were 5.22, 2.24, 1.73, 1.50 and 1.33 for Factor-1 to Factor-5 respectively. The total variance explained by the all the 5 factors came to be as high as 72.48 percent.

Factor-1 included 8 statements with 28.03 percent of variance, while Factor-2 included 7 statements with a variance of 18.73 percent. There were 6 statements in Factor-3 with a variance of 10.98 percent while 4 statements were included in Factor-4 with a variance of 8.16 percent. The remaining 4 statements were included in Factor-5 with a variance of 6.58 percent.

Table 5: Factor analysis of statements related to mothers perceptions about TV and social media advertisements.

Statements	Factor-1	Factor-2	Factor-3	Factor-4	Factor-5	Communalities
S1	-0.029	0.591	0.095	0.043	0.119	0.80
S2	-0.017	0.064	0.524	-0.002	-0.012	0.81
S3	0.137	0.164	0.691	-0.010	0.049	0.50
S4	0.209	0.615	0.134	0.180	-0.012	0.59
S5	0.105	0.153	0.559	0.077	0.138	0.69
S6	0.143	0.274	0.586	-0.016	0.011	0.62
S7	0.080	-0.046	0.650	0.015	-0.058	0.61
S8	0.164	0.195	0.781	0.405	-0.134	0.60
S9	0.510	0.093	-0.423	0.058	0.171	0.56
S10	0.672	-0.115	-0.093	-0.258	0.165	0.58
S11	0.539	0.047	0.002	0.167	0.125	0.57
S12	0.622	-0.182	0.397	0.252	-0.180	0.66
S13	0.684	-0.097	0.025	0.068	-0.041	0.61
S14	0.259	0.684	0.079	-0.112	0.007	0.66
S15	0.190	0.660	-0.127	-0.167	-0.116	0.61
S16	0.590	0.079	0.156	-0.265	-0.023	0.53
S17	0.348	-0.057	0.056	0.136	0.598	0.64

S18	0.150	0.068	0.162	0.119	0.649	0.62
S19	-0.065	0.531	0.111	0.026	0.110	0.73
S20	0.063	0.606	-0.183	-0.034	0.179	0.67
S21	0.173	0.236	0.031	0.379	0.549	0.59
S22	0.247	0.096	-0.046	0.531	0.106	0.54
S23	-0.237	0.077	0.159	0.578	0.156	0.54
S24	-0.229	-0.117	0.106	0.613	0.000	0.62
S25	0.133	-0.133	0.151	0.678	0.025	0.64
S26	-0.047	-0.013	0.035	-0.037	0.610	0.62
S27	-0.046	0.562	0.174	-0.080	-0.056	0.56
S28	0.518	0.146	0.187	0.302	0.207	0.64
S29	0.595	0.218	0.376	-0.153	-0.050	0.55
Eigen Value	5.22	2.24	1.73	1.50	1.33	
% Variance	28.03	18.73	10.98	8.16	6.58	
% Cumulative Variance	28.03	46.76	57.74	65.9	72.48	

Naming of the factors

As much as 5 factors were identified through factor analysis with a total variance of 72.48 percent. The naming of these factors is given in Table 6.

Table 6: Naming of the Factors.

Factor No.	Factor Name	% Variance
1	Children authority	28.03
2	Pattern of Communication	18.73
3	High impact of TV ads on children	10.98
4	Financial Impact	8.16
5	Multiple factors effect	6.58
	Total	72.48

The most important dimension was found to be authority of the children developed after watching TV advertisements which was exercised while making family purchases. This dimension was followed by the pattern of communication

prevalent between children and parents while making family purchases and high impact of TV advertisements on children, which influence the family purchase decisions in a significant manner. The least important dimension was multiple factor effect, which indicated that there were multiple factors in TV advertisements affecting children to influence the family purchase decisions. This was followed by financial impact. This indicated that children used to exert impact on financial condition of the family after watching TV advertisements. Therefore, the development of children authority and pattern of communication between children and parents were the most commonly felt dimensions by the parents.

Comparison of Factors between the three regions

The 5 factors of influence of television and social media on children's purchase behavior were compared between Malwa, Maja and Doaba regions with the help of Analysis of Variance. The results so obtained have been shown in Table 7.

Table 7: Comparison of Factors between the three regions.

Factor	Malwa		Majha		Doaba		F-ratio
	Mean	Overall	Mean	Overall	Mean	Overall	
Children authority	3.02	N	2.92	N	3.38	N	1.47
Pattern of Communication	3.59	A	3.61	A	3.51	A	0.98
High impact of TV ads on children	4.15	A	4.19	A	3.58	A	3.67*
Financial Impact	2.92	N	2.83	N	3.23	N	2.21
Multiple factors effect	4.04	A	4.10	A	3.51	A	4.28**

It is clear from Table 7 that the extent of agreement on high impact of TV advertisements on children and multiple factor effect was significantly higher in Majha region (4.19, 4.10) as compared to that in Malwa (4.15, 4.04) and Doaba (3.58, 3.51). The extent of agreement on Children authority, pattern of communication and financial impact was at par with each other.

Overall, the analysis highlighted that the extent of agreement was significantly higher in Malwa region as compared to Majha and Doaba region on "advertisement highly effect the purchase decision of children", Friendlier behavior with children" and "cultural effect on purchase decision" as shown by the F-ratio of 6.14, 3.72 and 7.43 respectively. On the other hand extent of agreement was significantly higher in Majha region as compared to Malwa and Doaba region on the

statements "Children are highly brand conscious", "increasing use of TV/Internet effect the decision making role of children", "children are highly effected by the look of the product", "children's ambitions are materialistic", "financial condition change the buying behavior" and "children take quicker decisions". This was also revealed by the F-ratio of 4.21, 4.72, 3.88, 5.17, 5.54 and 3.19 respectively.

In Doaba region the extent of agreement was significantly higher on "children do not care for their parents and desires", "sometimes children should be given some authority", "other family members need not interfere in personal consumption", "Major portion of family income is spend on children", "Household income does not play an important role in decision making process" and "children help in providing final effect to the purchase decisions" the result was

confirmed by the respective F-ratios.

Summary

Overall, it can be said that involving children while making family purchases was slightly important for the parents. However, parents sometimes used to involve the children in family purchases. As per the parents' opinion, TV/cable connection was the major source of information for children to make purchase decisions. Media was highly impressive for children while making purchase decisions.

The decisions for purchase of personal consumables were fully taken by the children while the decisions for purchase of electronics and automobiles were fully taken by the parents. The most important dimension was found to be authority of the children developed after watching TV advertisements which was exercised while making family purchases. This dimension was followed by the pattern of communication prevalent between children and parents while making family purchases and high impact of TV advertisements on children, which influence the family purchase decisions in a significant manner.

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