
IMPACT OF ADVERTISEMENT ON CHILDREN BUYING BEHAVIOR (WITH SPECIAL REFERENCE OF CONFECTIONERY PRODUCTS, MADANAPALLI, CHITTOOR DISTRICT)

**Dr. K. SRINIVASA KRISHNA, Assistant Professor, Madanapalle Institute of
Technology and Science, Madanapalle**

**Dr. ANJALI.G, Assistant Professor, Madanapalle Institute of Technology and
Science, Madanapalle**

**Dr.B.ANNE SUMALATHA, Assistant Professor, Avanthi Degree &P.G College,
Hyderabad.**

Abstract: Television is perhaps the most grounded medium in a general public. Because of its scope it has the ability to impact culture of a specific nation. To the extent worldwide business is concerned publicizing is one of the essential parts in promoting the executives. It is, in fact, the most prevalent and alluring method for presenting goods and businesses to the general populace in today's civilization. Promotions form opinions and convictions on any goods or services. Magazines, newspapers, TV, and radio without commercials are now impossible to forecast. An enormous sum is going through in notices each year by the Indian ice cream parlor players for their items and because of this non-marked and nearby item has seen decrease in their deals. These promotions have direct effect on kids and kids are very sharp today. They are made mindful of such items such that they likewise realize different brands accessible in advertise for chocolates, chips, rolls and others. All the children irrespective of gender are affected by TV notice the extent that purchasing conduct is concerned. However, there is fairly contrast in the method for persuading guardians to purchase any item. But there is a slight difference of impact on gender that shows more on Boy child than Girl child. Because of these differences the researchers made a modest effort to focus on this area to prove that Impact of advertisement on Children Buying Behavior

Keywords: Television, Advertisement, Children, Behavior .

Introduction:

There is incredibly comfortable association among business and acquiring behavior of children's and we have endeavored to check the impact of notification on kids through this article.

Publicizing as one of the fundamental components of advertising the board is considered as a significant factor in the worldwide business. To the extent its effect on the general public is concerned, Advertising is second just to films. Promoting is the most persuasive and amazing medium in the present business society. It causes us to get perspective. It shapes our frame of mind and convictions. Commercials envelop each part of our life and the vast majority of us are not really mindful of it. In 2011, the Indian Media and Entertainment (M&E) Industry enlisted a development of 12 percent more than 2010, The development line is sponsored by solid utilization in Tier 2 and 3 urban areas, proceeded with development of provincial media, and quick expanding new media business.

The present youngsters are remarkable from various perspectives from past ages, yet practically the most impacting media on our small kids today is TV and commercials appeared on it. The level of effect of promoting on grown-ups might be risky yet the result for kids is overpowering. Prior sponsors used to speak to the guardians for youngsters' connected items however now they bid legitimately to kids - who don't have the passionate or subjective apparatuses to assess what's being offered to them. TV is not anymore only a wellspring of amusement for kids. They exhibit the unquestionable requirements for a child making them a buyer even before they have arrived at the period of understanding their needs.

TV is developing as the most significant supporter of human social conduct; it is undeniably a significant wellspring of social impact. Broad investigate completed by numerous analysts and it has been demonstrated that the TV can and influences our sentiments, frame of mind and conduct. As of late there is an enormous development in media industry. In both the long haul and present moment, our experience of media picture contributes in noteworthy manners to the manner in which we think, act, and believe, and to our more extensive conviction about the world and social reality. There are number of hypothetical model and approaches help to clarify the mind blogging joins between media introduction and its belongings.

A significant audit of the field, for the Food Standards Agency, has centered scholarly, arrangement and open consideration on the job that nourishment advancement, especially TV promoting, plays in affecting kids' nourishment decisions, characterized as far as nourishment information, inclinations and conduct.

Hardly any years back offspring of 5 years age, would not have the option to recognize publicizing from programs; notwithstanding, by around 7 or 8 years old, kids have figured out how to recognize the influential expectation of promoting, recognizing it from data. From 12 years old, youngsters can doubtlessly explain a basic comprehension of promoting, in any event, getting incredulous or suspicious of it. Further developed media education doesn't really establish a kind of "intellectual barrier" towards promoting viability, Research on Children's Perceptions found that they could apply this information and fundamentally assess commercials.

Accordingly, they were more wary than more youthful youngsters about cases made in promoting.

NEED FOR THE STUDY:

These days' kids are investing energy by sitting in front of the TV and they are continually being shelled with an enormous assortment of notices. A considerable lot of these promotions are gone for youngsters as they assume a significant job in their folks buy choice. The promotion of candy store items expands the utilization of these items and prompts numerous medical issues in kids. Along these lines the requirement for the investigation is to discover the affecting impact of ads on kids' inclinations for items like chocolate, confections, biting gum and cake/cakes, and its related issues. The research importance in INDIAN context is very necessary because the studies were conducted in other countries like Punjab, Pakistan. But the behaviour may vary to the place to the place. So, this research may be helpful for companies in INDIA because situations and circumstances of every country are different and in the case of INDIA this statement is hardly true and this research is needed.

OBJECTIVES:

- To think about the effect of TV notices on kids' purchasing conduct/inclinations in their determination of sweet shop items, for example, chocolate, confections, biting gum and cakes/pastries,
- To decide the different characteristics of TV ads, for example, animation/movement, music/jingles, superstars'/film stars and deals advancement exercises used to entice kids,
- To recognize whether there is effect of notices in any capacity of kids and
- To consider the connection between utilization level and wellbeing related issues, for example, tooth rot, weight, diabetes, absence of vitality and poor focus.
- To examine the reactions of various age bunch towards the TV ad on kids purchasing conduct.
- To observe the reactions of TV seeing hours towards the TV notice on kids purchasing conduct.
- To determine the mean of all factors this educates us concerning kids purchasing conduct.

LITERATURE REVIEW:

Dr. Raju M. Rathod (2012) focused to find out the differences in responses of children towards TV advertisements and buying behavior. It has been noted that children like to watch cartoon movies or cartoon serials on television. Children likes to watch movies on television. Sandra L. Calvert (2008) has collected the responses of TV viewing hours towards the TV advertisement on children buying behavior. There is no significant different in case of impact of advertisement on buying of students. Students are moderately get influenced by television advertisement as far

as buying behavior is concerned. But there is somewhat difference in the way of convincing parents to buy any product. Divvying Tiwari (2015) found the differences in preference for different TV programs and medium of study. It has been observed that after watching advertisement of any product especially confectionery products children demand to buy products irrespective of their medium of study Ann Sanson (2000) has studies the impact of television advertisements on children's buying behavior / preferences in their selection of confectionery products such as chocolate, candies, chewing gum and cakes/pastries, after watching advertisement of confectionary products children sometimes insist their parents to purchase that product for them. Gbadeyan, R. A. (2009) more emphasized on relationship between consumption level and health related issues such as tooth decay, obesity, diabetes, lack of energy and poor concentration. The demographic factors like income group of parents, profession differs children from medium of study. Mr. Abdul Hameed (2014) has studied on impact of television advertisements on children's buying behavior / preferences in their selection of confectionery products such as chocolate, candies, chewing gum and cakes/pastries. The ultimate result is TV watching habit of children and Gender are independent of each other. It means that TV watching habit does not dependent on gender. TV watching habit and medium of study are also independent of each other. The main objective of Dr. Arundhati Ninawe (2019) is to find out the responses of TV viewing hours towards the TV advertisement on children buying behavior. The final result is When children insist their parents to purchase confectionary product after watching its advertisement, parents generally do agree with them. Bhavana J Parmar (2012) had determine the various attributes of television advertisements such as cartoon/ animation, music/ jingles, celebrities'/ film stars and sales promotion activities used to tempt children. Finally, she found that as far as watching any particular program on television is concerned, children like to watch cartoon movies or cartoon serials on television. Children also like to watch movies on television. Muhammad Haroon and Tahir Masood Qureshi (2011) had identified the health issues such as tooth decay, obesity, diabetes, lack of energy and poor concentration, associated with these products, and to restrict the use of these products. Television food advertisements are playing a greater role in children's purchasing behavior. Zain-Ul-Abideen Salman and Saleem (2011) find out the differences in preference for different TV programs and medium of study. Television food advertisements are playing a greater role in children's purchasing behavior. Mukherjee (2007) showed that advertisement have three types effect on children's tender minds, cognitive effect, attitudinal effect and behavioural effect children readily get attracted to the advertised products due to their observed features, but their consumer knowledge of the some does not exceed beyond that. Pine and Nash (2007) analyzed the influence of advertising on children and where "pester power" is frequently expressed by the media, parents and government. The impact of advertisement on children is a rich area of research, blamed in a part as it is, for the current obesity cribs. This includes that for developmental reasons, children cannot always articulate their knowledge. Sheoliha (2007) opined that marketers of India are becoming more complex day by day which message can draw the attention of children which is gaining prominence is

“advertising to children” Today, kids have more self-sufficiency and influence power in the family in purchase decision. Even corporate has realized the power of schools in promoting their products, and naturally companies like McDonald’s, Pizza Hut, Lilliput and many more successful players have attained a good market share.

TELEVISION ADVERTISEMENTS

Comstock and Strzyzewskis (1990) contended that kids learn practices of envy, vengeance and contention. Klein et al. (1993) has demonstrated that those kids who stare at the TV as often as possible, they show practices that are rough in nature. For Example, they start drinking, tricking, smoking, taking, class bunking and driving for instance, they start drinking, swindling, smoking, taking, class bunking and driving without permit. Vocalist et al (1995) contemplated manifestations of mental injury and brutality in youngsters conduct who observe more TV. He presumed that those youngsters who stare at the TV from 0 – 2 hours every day, they show more savagery in their practices and they have more odds of injury. He practices and they have more odds of injury. He likewise said that youngsters who watch activity and battling appear, they are progressively savage in their frame of mind. Nielsen Media Research (1998) shows that a youngster sits in front of the TV over 21 hours in seven days. Doston and hyatt finished up in 2005 that the three factors that effect on a kids' purchasing conduct. These elements are guardians, partners and media. Kids are additionally impacted by their group colleagues and companions (Gunter and furnham 1998).

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It isn't reality that kids bought publicized item on the grounds that can't comprehend the promoting of the merchandise. (Iaulor and prothers 2003). TV notice is a major source the pull in the youngsters towards the nourishment. In U.S.A the organizations who produce the nourishment give the spending limit 75% to the Tv notice and the representative who run the café keep 95% spending plan to television notice (investigate administration Washington Dc, USDA, 199,173-180) . The youngsters living in USA and have a place with a poor family more watch the TV. (robert df, foehr ug, rideont V and Gentile da , walsh da 2002).

It is additionally announced that the kids see the ad sees 20000 to 80000(Dev behav pediater 2001). Nourishment is most significant item for the promotion for impact the youngsters and half or above kids target. As per a gauge the youngsters see the nourishment ad after at regular intervals when they see the TV and furthermore observe over 180 minutes in seven days. (kotz k, story m1994). The TV shows the customized about the youngsters 20 hours in a quarter of a year in 1996 'in 13 nations. (mary story 2004) Children like notices and are all the more effectively pulled in toward those which comprises of kid models, big names, creatures and animation characters.(Ross et al. 1984; Blosser and Roberts, 1985; Rolandelli, 1989; Collins, 1990; Maher et al. 2006). Schloer et al. (1996) overviewed 571 young people of California

matured very nearly 13 years of age, they distinguished that there exists a solid connection between review publicizing of tobacco and afterward utilizing it. Durant et al. (1997b) watched that ads that have utilization of alcohols and tobacco, they impact more youngsters. Kids are pulled in towards these things effectively. Those kids who watch promotions of drinking and smoking they start utilizing them.

Sargent et al. (1997) made a review of 1265 adolescents of country New Hampshire and Vermont matured between 10 to 19 years of age, and they found that smoking is brought about by watching promoting which contain utilization of smoking. Kids are pulled in towards commercials that fulfill them cause them to please and feel better (Collin, 1990, Maher et al. 2006).

CHILDREN BEHAVIOR:

Numerous examinations shows that ad can change the youngsters inclinations and they can change their decision it is the consequence of (Halford JCG, Gillespie J, Brown V, Pontin EE and Davey TM 2004) A survey of writing on the impacts of publicizing on the utilization in kids by Hastings which says that nourishment advancement having impact on kids buys, buy conduct and utilization to specific great. Numerous organizations presented children's clubs for the correspondence and assemble the solid association with youngsters. children's clubs give more division that is way the kids accepting direct sends, birthday cards and occasion data (humble 1999).

TV VIEWING HOURS BY CHILDREN:

There is connection between staring at the TV and receiving the promoted products, on the off chance that kids observe more TV, at that point they buy increasingly publicized things.

Unmistakably more TV seeing causes more nourishment buy and more nourishment buy implies that more heftiness among youngsters. It is additionally evident that in TV ad there is no promoting of products of the soil. This thing become the reason diminishing the utilization of sound nourishment and dead nourishment among kids.

There is interface between sitting in front of the TV and heftiness. In U.K the most loved thing for kids to stare at the TV programs. Every kid watch 27 projects in seven days (Office of Communications 2004). The kids observe more TV they desire and buy increasingly publicized products. In an investigation where USA, Australia and eight European nations are incorporated is says that there is a solid connection between kids buy conduct and TV seeing. In this overview it is likewise uncovers that 20 advertisements for each hour is identified with nourishment.

THEORITICAL FRAMEWORK:

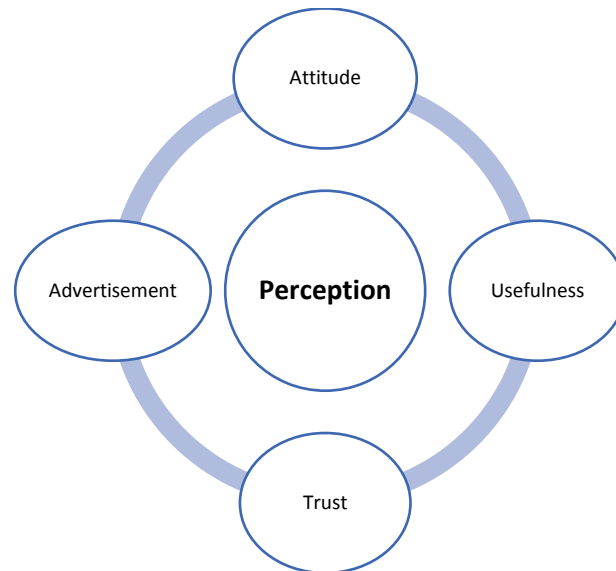
Variables (Independent):

Attitude
Advertisement
Usefulness
Trust

Variables (Dependent):

Perception

SCHEMATIC DIAGRAM:



METHODOLOGY:

Sample size:

111 Questionnaires filled by children of age group from 7 to 16.

Response Rate:

Used 111 Questionnaires and respondents filled all which means 100% response rate.

Research design:

Quantitative research method approach was used, in which structured questionnaire based on study which made by me.

Data collection method:

The data collection tools which we used include the interviews and questionnaires designed based on different questions from children which tells us about the impact of TV advertisements on children buying behavior of confectionery products.

Sampling Technique:

Stratified random sampling and convenience sampling is used.

Children: Of age group 7-16 years.

Area covered:

MADANAPALLI city schools.

Statistical Tools:

ANOVA and Regression for 111 responses in this study.

Primary data Collection:

Structured Questionnaire for children, questions were designed as in children’s point of view for their better understanding.

Secondary Data Collection:

Through Internet, Journals, Newspapers, Magazines related to specific industry, books in the specific field of advertising and various internet sites.

Analysis and Discussion

Descriptive Statistics

	Mean	Std. Deviation	N
POC	9.4685	3.23003	111
ATT	8.8739	3.00035	111
ADV	9.3874	2.87361	111
TRU	6.2613	2.07457	111
USE	5.7387	1.97582	111

The descriptive part of analysis is shown in the above Table

Here, the variables POC indicates Perception of children.

ATT- Attitude of children

ADV- Advertisement they used to watch in TV.

TRU – Trust on the advertisement they watch.

USE- If any Use is there with that advertisement to children for buying that confectionery product.

Interpretation:

From the total of 111 responses There is of 9.46 % mean on perception of children on Food advertisement they watch, 8.87% of attitude towards the advertisement they watch .

Correlations

		POC	ATT	ADV	TRU	USE
Pearson Correlation	POC	1.000	.606	.760	.794	.589
	ATT	.606	1.000	.698	.543	.646
	ADV	.760	.698	1.000	.834	.761
	TRU	.794	.543	.834	1.000	.667
	USE	.589	.646	.761	.667	1.000

Sig. (1-tailed)	POC	.	.000	.000	.000	.000
	ATT	.000	.	.000	.000	.000
	ADV	.000	.000	.	.000	.000
	TRU	.000	.000	.000	.	.000
	USE	.000	.000	.000	.000	.
N	POC	111	111	111	111	111
	ATT	111	111	111	111	111
	ADV	111	111	111	111	111
	TRU	111	111	111	111	111
	USE	111	111	111	111	111

From the above table we can see the correlation of Perception, Attitude, Trust, Usefulness of children on advertisements.

Interpretation:

From the 111 responses we came to know that there is impact of Attitude of children, Trustiness of them on advertisements, Usefulness of advertisement before buying the product on Perception of children.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.826 ^a	.682	.670	1.85490	.682	56.888	4	106	.000	1.593

a. Predictors: (Constant), USE, ATT, TRU, ADV

b. Dependent Variable: POC

In the above table of summary, we can see there is significance, as it concludes that there is impact of all the factors like Attitude, Advertisement, Trustiness, Usefulness on children's perception of TV advertisements as it satisfies the condition of significance.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	782.931	4	195.733	56.888	.000 ^b
	Residual	364.709	106	3.441		
	Total	1147.640	110			

a. Dependent Variable: POC

b. Predictors: (Constant), USE, ATT, TRU, ADV

From the above table we get to know about ANOVA, as by analyzing the variance of dependent (Perception of children) and independent variables (Usefulness, Attitude, Trust, Advertisements).

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations		
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part
1 (Constant)	.566	.640		.885	.378	-.702	1.834			
ATT	.222	.086	.206	2.585	.011	.052	.391	.606	.244	.142
ADV	.229	.140	.204	1.637	.105	-.048	.506	.760	.157	.090
TRU	.874	.156	.561	5.592	.000	.564	1.184	.794	.477	.306
USE	-.119	.143	-.073	-.833	.407	-.404	.165	.589	-.081	-.046

a. Dependent Variable: POC

From the above table of regression, Attitude & Trust has the positive significance [< 0.05]
 There is an impact of both Attitude & Trust on children perception.

Coefficient Correlations

Model		USE	ATT	TRU	ADV	
1	Correlations	USE	1.000	-.258	-.119	-.341
		ATT	-.258	1.000	.127	-.394
		TRU	-.119	.127	1.000	-.666
		ADV	-.341	-.394	-.666	1.000
	Covariances	USE	.021	-.003	-.003	-.007
		ATT	-.003	.007	.002	-.005
		TRU	-.003	.002	.024	-.015
		ADV	-.007	-.005	-.015	.020

a. Dependent Variable: POC

Interpretation:

From the above table of Coefficient correlations, we can know about the coefficient of correlations for independent variables like Usefulness , Attitude , Trust , Advertisements and dependent variable Perception of children towards the advertisements.

Residuals Statistics

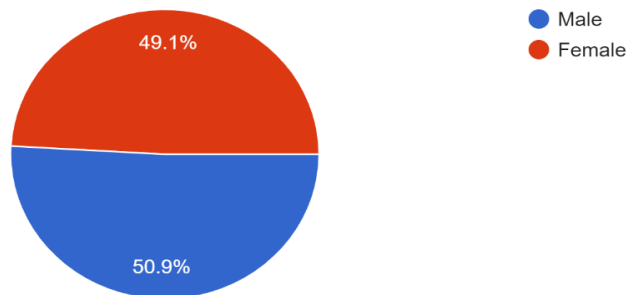
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.4268	14.8696	9.4685	2.66787	111
Residual	-5.06985	5.83107	.00000	1.82086	111
Std. Predicted Value	-2.265	2.024	.000	1.000	111
Std. Residual	-2.733	3.144	.000	.982	111

a. Dependent Variable: POC

GENDER:

Gender

112 responses



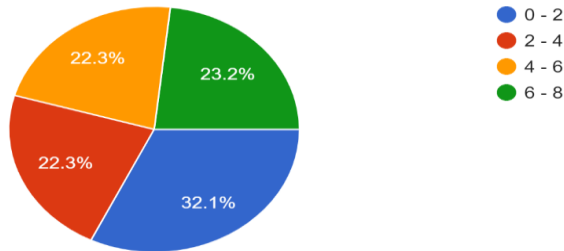
Interpretation:

There is majority of 0.8% of boy child than girl child who gave responses , boy child constitutes 50.9% and 49.1% of female.

Television viewing hours:

Television viewing hours

112 responses

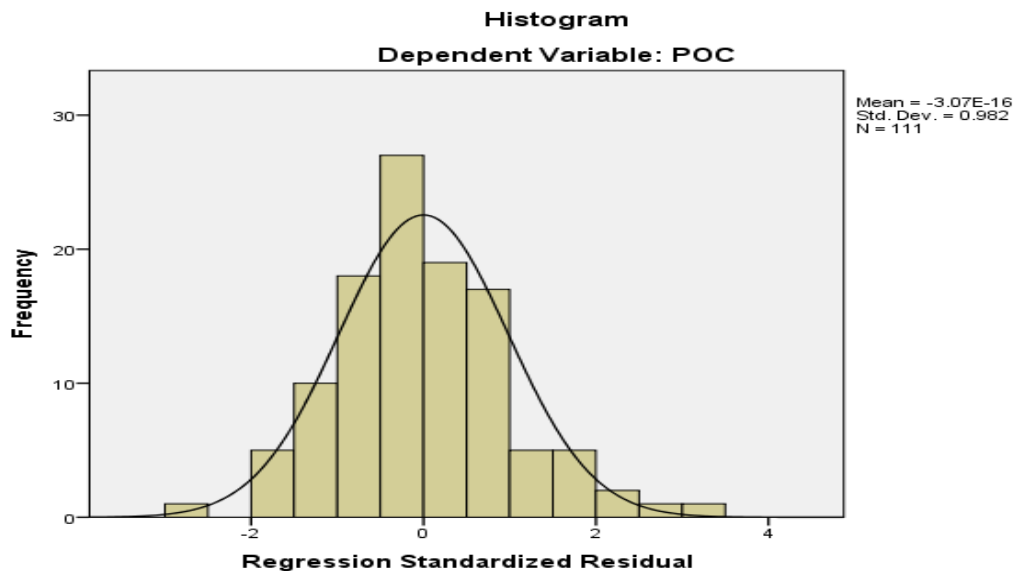


Interpretation:

From the above chart there is majority of children i.e., (32.1%) who used to watch Television for 0 – 2 hours.

This survey consists of most of the people’s analysis who watch Television for 0 – 2 hours.

Out of 111 respondents majority of respondents falls in the 0 – 2 watching time of Television followed by 2- 4 , 4 – 6 , 6 – 8 time of watching TV contributing 67.8 % .



From the above Graph we came to know that

Mean=3.07

Error=16

Standard deviation=0.982

Total number of samples (N) =111

IMPORTANCE:

This kind of research is important for each sort of organization who need to build their business volume. In this way, this is useful for organizations.

This examination is significant in such a case that we know the consequences of the exploration then we can take the choices as per the outcomes.

In the event that outcome shows that TV notices have no effect on kids purchasing conduct at that point organizations ought not make this stride.

The exploration significance in Indian setting is fundamental since we not see inquire about on this subject in India.

So, this examination might be useful for organizations in India since circumstances and conditions of each nation are extraordinary and on account of India this announcement is not really obvious and this exploration is required.

FINDINGS:

- It is discovered that a more noteworthy number of kids from 7-16 age sit in front of the TV for 0-2 hours.
- Additionally, offspring of 24% from 7 – 16 age bunch are affected by redundant ads of nourishment items particularly candy store like confections, chocolates, Biscuits, ...
- 33.9% from 111 respondents of youngsters authorizes their folks to buy nourishment in the wake of watching Cartoon promotions.
- A large portion of the guardians (42%) concur with their youngsters to buy nourishment items they watch in notice.
- 32% of youngsters spend their pocket cash on buying publicized nourishment.
- 28.6% of youngsters are impacted by TV notices from the outset locate.

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