



Parents Interest In Television Advertisements And Clarifying Intentions Of Their Children

Dr. Sanjay Payasi^{1*}, Dr. Deepak Tiwari², Dr. Mukesh Chansoriya³

¹Professor, Anand Institute of Management Bhopal (M.P.) India E-mail: sanjaypayasi@gmail.com

<https://orcid.org/0000-0002-9338-1978>

²Director, Duke College of Management, Bhopal (MP) India Email: tiwari786deepak@gmail.com

³Director, Lakshmi Narain College of Technology, Bhopal (MP) India Email: cchansoriya@rediffmail.com

Citation: Dr. Sanjay Payasi et al. (2024), Parents Interest In Television Advertisements And Clarifying Intentions Of Their Children *Educational Administration: Theory And Practice*, 30(4), 3005-3014, Doi: 10.53555/kuey.v30i4.1650

ARTICLE INFO

ABSTRACT

Parents' control over the amount and type of TV Programs viewed is a direct form of mediation. The nearness of a Parent as a review accomplice gives a further chance to intercession of program and publicizing content. Guardians and youngsters may trade remarks and guidelines may occur. The investigation might want to quantify the degree to which guardians' advantage, their co-seeing outcomes in their training youngsters about what is genuine and what is falsely made in TV promotions and helping them to learn solid shopper esteems. An endeavor would likewise be made to distinguish the connection between parent's confining youngsters' TV-seeing with parent's degree of co-seeing, instructive and money related status and the age and the sex of the kids in the urban and rustic territory of Madhya Pradesh.

Keywords- Children, Parents, Interest, Co-viewing, Restrict, T.V Advertisements, Urban, Rural

Introduction

TV and parents, discretely and together, contain two of kids' most critical wellsprings of data. One of youngsters' most significant formative assignments is to create "practical correspondence capability," or the capacity to utilize correspondence assets, for example, the media, deliberately to achieve individual and social objectives. The parent-kid connection is one of the most dominant powers on kids' capacity to grow such aptitudes. The style of correspondence the parent utilizes influences the things a kid focuses on, just as the intellectual plans the youngster uses to comprehend the social world. As a result, parental styles of correspondence pertinent to TV should influence the kinds of messages a kid focuses on, just as how the youngster will decipher and utilize the substance saw in the messages.

TV seeing which as often as possible constrains kids' the ideal opportunity for fundamental exercises, for example, playing, perusing, figuring out how to talk, investing energy with companions and family, narrating, taking part in ordinary exercise, and creating other vital physical, mental and social aptitudes, has become the significant wellspring of data and diversion and for the most part controls their reasoning and living examples. To the extent kids are worried, in merely seconds, the greater part of them can mirror a film or TV character, sing a publicizing jingle, or give different instances of what they have gained from media. More often than not the effect isn't so prompt or self-evident. It happens gradually as youngsters see and hear ads or activities in films again and again. The insurance of kids from hurt is connected legitimately to the issue of what influences saw from survey TV. The reactions with respect to sitting in front of the TV of kids are connected to what they watch and for to what extent.

Publicizing is influencing the entire world and India the nation that has acquired a rich customary culture and qualities, is no exemption to it. A portion of the notices, which are showing up on TV screen and are they troubling the kids in India. TV promoting on nourishment causes parental concern; guardians attempt to control the TV review of their kids. Parental control of TV seeing is relied upon to bring down the quantity of hours of a youngster, which leaves impacts on their wellbeing.

The present kids are our future and special from various perspectives from past age. Be that as it may, maybe the most affecting component on kids' wellbeing is TV promotions. There are general worries of guardians that TV promoting has negative impact expected or unintended on kids' wellbeing. As the world has worldwide town so now through our electronic media, access to every single global channel is likewise simple.

I. REVIEW OF LITERATURE

An immense number of kids have been found to stare at the TV in India and favor it to perusing (George, 2003). Singh (1998) in India, similar to Jensen (1995) in the U.S., additionally found that buy demands by youngsters are firmly invigorated by ads or by a companion who has as of late obtained an item. Maintenance of notices was high among kids (for age bunch 5-15 years), however the level of conclusive buys incited by introduction to commercials was low at 30 percent. This was on the grounds that the most solid hotspot for exchange, before purchasing items, was the family and the youngster likewise utilized his very own insight and experience to take care of the buy issue. Kapoor and Verma (2005) examined youngsters' comprehension of TV promoting in an extensive report in Delhi. Their discoveries uncovered that youngsters as youthful as six years could comprehend the motivation behind TV promotions and recognize a business and a TV program. With an expansion in the age of the kid, intellectual comprehension of the promotion expanded and youngsters over the age of eight years had the option to react to TV commercials in a develop and educated way. Substantial review was decidedly connected with positive frames of mind towards TV commercials and, on the other hand, enthusiasm for notices declined with age. Youngsters' introduction to TV ads was resolved to an enormous degree by guardians' control of their review. Parent-kid association assumed a significant job in the kids' learning of positive shopper esteems and their folks seeing the impact as positive on their kids' purchasing reaction. The two guardians and youngsters noticed the effect of TV commercials on kids' buy demands. There is incredible worry about youngsters as watchers of notices principally in light of the fact that small kids are presented to a huge number of ads every year in India (George, 2003) just as in the West (Kunkel et al., 2004). Roughly, 80% of all promoting focused to youngsters falls inside four item classes: toys, grains, confections, and drive-through joints (Kunkel and Gantz, 1992). Little youngsters can separate between a TV program and a business yet can't comprehend the plan of a promotion until they are 8-10 years old (Goldberg et al, 1978). As indicated by Seiter (1993), publicizing to youngsters maintains a strategic distance from any intrigue to the objective, stressing rather that notices are for diversion and "charming for the good of their own" instead of giving any genuine purchaser data (p. 105). With expanding age, youngsters' disposition towards commercials changes from being certain to negative and further as kids step into immaturity, they become doubtful of promoting. Moschis and Churchill (1979) and Moschis (1987) additionally found that more established teenagers kept an eye on—1) create protection from convincing promoting, 2) see better the showcasing systems identified with the evaluating of items, and 3) by and large become progressively complex as shoppers.

Big names and animation characters are ordinarily utilized by advertisers, as kids' perspectives on publicizing offers are to a great extent impacted by them. The training is to a great extent saw in eateries giving little toys as a token of recognition to youngsters, for example, McDonalds (Williams and Veeck, 1998), or partner an animation character with a grain. Through broad communications, kids may find out about new brands and items (Goldberg, Gorn and Gibson, 1978), how to utilize items and who utilizes them, substances and convictions about them (Gorn and Florsheim, 1985), and inclinations for them (Gorn and Goldberg, 1977).

Family correspondence designs rely on parental control of utilization and media use (Carlson and Grossbart, 1988; Chan and McNeal, 2003), parental style (Carlson and Grossbart, 1988; Carlson et al., 1992), and publicizing rehearses (Carlson et al., 1990). Chan and McNeal (2003), in an investigation of Chinese guardians, announced an elevated level of socio-arranged correspondence and found that almost 40% of guardians fit in with the consensual family type. Guardians with shifted family structures varied in correspondence designs as for intercession of youngsters' TV seeing. Chinese guardians intervened TV review of kids by co-seeing with them. Parental control of TV seeing was high, however they only sometimes talked about the advertisements they saw on TV with their kids. It was additionally discovered that the guardians who discussed the advertisements they saw on TV with their youngsters applied less impact over kids' TV seeing.

II. STATEMENT OF THE PROBLEM

Considering the developing populace and the expanding cost patterns, Bhopal shoppers are progressively searching for purchaser tough merchandise at less expensive costs. It is vital and fundamental to survey the Impact of TV ad in picking customer tough merchandise since TV commercial is one of the crucial factor causing item distinguishing proof by general society.

III. OBJECTIVES OF THE STUDY

This study was conducted with a view to calculate the extent to which parents' interest, their co-viewing results in their teaching children about what is real and what is artificially created in TV advertisements in the urban and rural Sections of Madhya Pradesh state. To accomplish these objectives the following hypotheses were framed:-

H₀₁: There is no significant difference in the TV viewing pattern of Children belonging to different segments of the society including the urban and rural of Madhya Pradesh.

H₀₂: There is no significant difference in the opinion of Parents' belonging to different segments of the society including the urban and rural of Madhya Pradesh regarding their interest in TV advertisements.

H₀₃: There is no significant difference in the parent's belonging to different segments of the society including the urban and rural of Madhya Pradesh regarding their control/restrictions of TV program seen by Children.

H₀₄: There is no significant difference in the parent's belonging to different segments of the society including the urban and rural of Madhya Pradesh regarding their co-viewing and making the intents of TV advertisements clear to children.

H₀₅: There is no significant difference in the parent's belonging to different segments of the society including the urban and rural of Madhya Pradesh regarding teaching their children about TV advertisements.

IV. RESEARCH METHODOLOGY

This is an experimental research dependent on the study which utilizes primary data. The study was confined to Madhyanchal region, Bundelkhand region, Mahakaushal region, Vindhyanchal or Rewanchal or Baghelkhand region and Malavanchal region which are heterogeneous comprising people of various socio-economic classes. While choosing the sample, every care was taken to ensure that it should reflect the general characteristics of Madhya Pradesh.

These regions were stratified into two segments- the urban and rural segments. For the selection of urban area, Madhya Pradesh state has divided in to 5 regions as per table 3.1, namely Madhyanchal region, Bundelkhand region, Mahakaushal region, Vindhyanchal or Rewanchal or Baghelkhand region and Malavanchal region, one district from each region has selected i.e. Bhopal from Madhyanchal region Gwalior from Bundelkhand region, Jabalpur from Mahakoushal region, Rewa from Vindhya/Rewanchal or Baghelkhand region and Indore from Malavanchal region. For the selection of rural area, one sub district or tehsil place from each selected district were opted on the basis of the size of the population, location and economic considerations

These regions were stratified into two segments- the urban and rural segments, four schools were selected from each segment of all 5 regions, two school runs by the government and another two school runs by eminent private group in the urban and rural segment.

In these five cities again data has been drawn from different income group. For studying the impact on the children of rural area 5 tehsil places- Berasiya from Bhopal district of Madhyanchal region and Dabra from Gwalior district of Bundelkhand region, Panagar from Jabalpur district of Mahakoushal region, Mangawan from Rewa district of Vindhyanchal or Rewanchal or Baghelkhand region and Mhow from Indore district of Malavanchal region were selected on the basis of the size of the population, location and economic considerations.

TABLE I. DISTRIBUTION OF SAMPLE

Place Selected From Different Region of Madhya Pradesh									
Madhyanchal Region Bhopal		Bundelkhand Region		Mahakaushal Region		Vindhyanchal or Rewanchal or Baghelkhand Region		Malavanchal Region Bhopal	
Urban Area	Rural Area	Urban Area	Rural Area	Urban Area	Rural Area	Urban Area	Rural Area	Urban Area	Rural Area
Bhopal City	Ratibad	Gwalior City	Dabra	Jabalpur City	Panagar Tehsil	Rewa City	Mangawan	Indore City	Mahow
Sample Size : 20 (10 Children & 10 Parents)	Sample Size : 20 (10 Children & 10 Parents)	Sample Size : 20 (10 Children & 10 Parents)	Sample Size : 20 (10 Children & 10 Parents)	Sample Size : 20 (10 Children & 10 Parents)	Sample Size : 20 (10 Children & 10 Parents)	Sample Size : 20 (10 Children & 10 Parents)	Sample Size : 20 (10 Children & 10 Parents)	Sample Size : 20 (10 Children & 10 Parents)	Sample Size : 20 (10 Children & 10 Parents)

For selection of parents, the parents of the children studied were covered. The presence of a television set at home was one of the preconditions for the selection of the respondents. The accuracy of the sample is more important than its size. An appropriately drawn sample gives more reliable estimates on a universe.

V. SAMPLING METHOD AND SIZE

The sample consisted of 200 children and their parents, as follows:-

A. Child Respondents: Selected on the basis of demographic segmentation like age, sex & family income.

- Above 5 up to 8 years (early to late childhood),
- Above 8 up to 11 years (late childhood to early adolescence) and
- Above 11 up to 14 years (early adolescence)

Children below 5 years were too young and no significant information could be collected from them and hence they were not included. The study focused on the perception of the children above 5 up to 14 years. Thus the children over 14 years of age are considered mature and independent enough to share the responsibilities of the family and earn their livelihood.

(i). Distribution of Child-Respondents by Age : Out of 100 children from each segment-urban and rural area, 21 respondents from urban area and 24 respondents from rural area belonged to the age group 5 up to 8 year, 49 respondents from urban area and 37 respondents from rural area belonged to the age group above 8 up to 11 year, 30 respondents from urban area and 39 respondents from rural area belonged to the age group above 11 up to 14 year age group.

(ii). Distribution of Child-Respondents by Sex: 50% in both the segments were female students.

(iii). Family Income: Household income, for the purpose of the study, includes the income of all the members of the family and from all the sources. The use of the term, Low, Middle, High Middle and High income group was made to differentiate broadly between the different families to which the children belonged. The income-groups were defined on the basis of the total annual household income based on the personal income tax slabs for general tax payers for the year 2019-20. They were as follows:-Slabs for

Income: up to Rs.2.5 lakhs	Low Income Group
Income : Above Rs.2.5 lakhs up to Rs.5 lakhs	Middle Income Group
Income : Above Rs. 5 lakhs	High Income Group

Out 200 children (100 from each segment- urban & rural area), 42 children respondents from urban and 70 respondents from rural area belonged to lower income group, 34 children respondents from urban and 48 respondents from rural area belonged to middle income group, 16 children respondents from urban and 2 respondents from rural area belonged to high-middle income group, 8 children respondents from urban and none of the respondent from rural area belonged to high income group.

B. Parents Respondents: *The parents of the children studied were covered.*

(i). Distribution of Parents Respondents by Child's Relations: Out of 200 respondents (100 from urban & 100 from rural), 47 respondents from urban and 51 respondents from rural were mothers, 31 respondents from urban and 32 respondents from rural were fathers, 22 respondents from urban and 17 respondents from rural were other relatives like siblings, grandfather or grandmother, close uncles & aunties. Out of total 200 respondents (100 from urban & 100 from rural), 9-respondents from urban and 11-respondents from rural were low educated, 11- respondents from urban and 55- respondents from rural were higher secondary passed, 19- respondents from urban and 21- respondents from rural were graduates and 61-respondents from urban and 13-respondents from rural were post graduates.

A total of 400 questionnaires (200 for children and 200 for parents) were circulated among the respondents. Of these, 200 (100 -children and 100 - parents) from rural and 200 (100 -children and 100 - parents) from urban respondents.

VI. QUESTIONNAIRE DESIGN

A well-designed questionnaire should find the most complete and accurate information possible to meet the research objectives. The researcher is looking to test and quantify hypotheses and the data is to be analyzed statistically, formal standardized questionnaires were designed. The questionnaire designer (researcher) had ensured that respondents fully understand the questions and are not likely to refuse to answer, lie to the interviewer or try to conceal their attitudes.

Questionnaires designed were clearly laid out and easy to read and understand. While drafting the questions, simple language was used to facilitate the respondents understanding. Multiple-choice statements and dichotomous questions were made. Respondents were explained in local (regional) language as to how and where to place a mark to indicate their opinion.

VII. DATA COLLECTION

The primary data were gathered from the respondents through survey and foundation material have been gathered from different sites, articles, diaries and Books.

VIII. DATA ANALYSIS

The nature of the study is such that besides the quantitative statistical and mathematical tools where scaling technique was used. The data so collected have been tabulated, analyzed and then the findings & inferences were drawn.

For the analysis of data the SPSS (Statistical Package for Social Science) was used. Percentage analysis was done to analyze the demographic variables and the present satisfaction level of viewers on each factors of ad effectiveness.

The Chi-Square analysis (X²) was conducted between various sets of variable, in order to find out the relationship and significance of association of those variables. The relationship of demographic variables (age,

sex and family income) was worked out with the children's interest in TV advertisement and his/her TV-viewing.

Pearson's coefficient of correlation (r) was used to identify the degree of association between various sets of response in order to ascertain whether they were positively or negatively related to each other.

IX. RESULTS AND DISCUSSION

Children's viewing pattern in urban and rural areas, vary considerably from one child to another, as well as from day to day for a same child. However an attempt was made to gather information on the time that urban and rural area children's spent on T.V viewing and the programs favoured by them is used to estimate their exposure to the variety of advertisements appearing on television.

TABLE II. CHILDREN'S TV VIEWING.

Children's TV Viewing	Never/ Seldom	Up to 2 hrs	More than 2 but up to 4 hours	More than 4 hours	Total
Number of Children Watching TV (Urban)	4	56	32	8	100
Number of Children Watching TV (Rural)	16	71	11	2	100

Source : Primary Data

As shown in the above Table No. 2, majority 96% and 84% of the children of Urban and Rural Area respectively watched T.V daily. And only a negligible number 4% in urban and 16% in rural area did not watch T.V at all. Of those, who watched T.V daily, more than half (56% in urban & 71% in rural area) saw T.V for up to 2 hours and still less no. of children (32% in urban & 11% in rural) watched it for more than 2 but up to 4 hours a day. Very few of them 8% & 2% watched T.V more than 4 hours a day in urban & rural area respectively.

TABLE III. CHI SQUARE (X^2) AMONG CHILDREN'S AGE, SEX & FAMILY INCOME AND THEIR TV VIEWING

Children's TV Viewing	Part-A		Part-B		Part-C	
	Children's Age		Children Sex		Children Family Income	
	Urban	Rural	Urban	Rural	Urban	Rural
	0.391 NS	5.008 NS	4.28 NS	3.76 NS	8.91 NS	5.16 NS

NS: Not Significant

Source : Primary Data

Children's T.V viewing varies considerably with their age. An attempt was made to ascertain the children's T.V viewing from various age groups of both the areas i.e. urban and rural. Chi Square analysis was performed for this purpose. The Table No. 3 Part-A, have summarized the relationship between the age of children (of both areas) and their T.V viewing.

As shown in above table, in urban and rural area, Chi Square was not found significant, hence, there were no significant differences on account of the age of the child, as they were all found to be regular T.V viewer in both urban and rural area. However the fact remains that most of the children in both areas of each group spend quite a lot of time sitting in front of the T.V screen watching various programs.

As shown in above Table No. 3 Part-B, the relationship between the sex of the child of urban & rural areas and their TV viewing was not found significant as the Chi Square value was not coming significant in both the area. Both the male and female children appeared to be regular viewers of TV. However, during survey it was discovered that as compared to boys, girls spent lesser time in viewing TV and one of the reasons observed during data collection that girls are more sincere in their studies and other household activities to keep themselves busy.

The statistical tool- chi-square analysis was performed in an attempt to ascertain whether family income played any significant role in children's TV viewing.

From the above Table No. 3 Part-C, it was revealed that the family income did not affect the children's TV-viewing significantly in urban and rural area. Thus, children from all the income groups were found to be regular TV viewers. During data collection it was observed that children from high income group have different source of entertainment like sports clubs, computer etc. which could keep them busy. Similarly, during survey in rural area, none of the child was found from high income group (above Rs. 8 Lakhs) and only 2 children were found from high middle group (Rs. 5 to 8 Lakhs).

In both the areas, children in the lower income families generally had the TV set as their single source of entertainment.

TABLE IV. EXTENT OF PARENTS' INTEREST IN TV ADVERTISEMENTS

Parent's interest in TV Advertisements	Leave the TV room	Lower the volume during ads	Switch off TV channel	Watch TV ads with great interest	Total
Number of parents (Urban)	10	27	37	26	100
Number of parents (Rural)	12	23	42	23	100

Source : Primary Data

An attempt was made to ascertain the extent of interest parents had in TV Advertisements. As shown in Table No. 4, around one fourth (26% in urban & 23% in rural) parents watched TV Advertisements with great interest, while a significant number (72% in urban & 77% in rural) of them preferred switching TV channels, lowering the volume of TV Advertisements and leaving the TV room. It was also observed that, the TV Advertisements which were quite popular with children were not that popular with their parents

TABLE V. CHILD'S RELATION AND THEIR INTEREST IN TV ADVERTISEMENTS

Child's relation		Parent's interest in TV Advertisements				
		Leave the TV room	Lower the volume during ads	Switch off TV channel	Watch TV ads with great interest	Total
Mother	Urban	6(12.7%)	14(29.8%)	14(29.8%)	13(27.6%)	47(100%)
	Rural	7(13.7%)	12(23.5%)	14(27.4%)	18(35.2%)	51(100%)
Father	Urban	2 (6.4%)	8(25.8%)	15(48.4%)	6 (19.4%)	31(100%)
	Rural	3 (9.3%)	7(21.8%)	20(62.5%)	2 (6.2%)	32(100%)
Other relative	Urban	2 (9.1%)	5(22.7%)	8(36.4%)	7 (31.8%)	22(100%)
	Rural	2(11.7%)	4(23.5%)	8(47%)	3(17.6%)	17(100%)
Total	Urban	10(10%)	27 (27%)	37 (37%)	26 (26%)	100(100%)
	Rural	12(12%)	23 (23%)	42(42%)	23(23%)	100(100%)

Source : Primary Data

An effort was made to identify the significance between the child's relation and their interest in TV Advertisements. The objective was to ascertain that mother, father and other relative had similar interest in TV Advertisements or it differs. The Table No. 5 shows the result.

Around (27.6% in urban & 35.2% in rural) mothers found greatly interested in TV Advertisements with great interest in comparison to father (19.4% in urban & 6.2%) and other relatives (31.8% in urban & 17.6% in rural). Fathers (48.4% in urban & 62.5% in rural) were found to switching the TV channel or leaving the room during advertisements (6.4% in urban & 9.3% in rural). Fathers (25.8% in urban & 21.8% in rural) generally preferred lowering the TV volume.

TABLE VI. CHI SQUARE VALUE BETWEEN FAMILY INCOME AND EXTENT OF PARENT'S INTEREST IN TV ADDS

Parent's interest in TV Advertisements	Family's Income	
	Urban	Rural
	9.90 NS	8.86 NS

NS: Not Significant

Source : Primary Data

An effort was made to ascertain whether the family income played any important role in determining the extent of parents' interest in TV Advertisements. Chi Square analysis was performed and the results were obtained. The Table No.6, suggested that, the relationship between the family income and the extent of parents' interest in TV Advertisements was not found significant at 0.05 level in both urban and rural area. This indicated that no relationship exist between parents' interest in TV Advertisements to their income groups. Thus it was interpreted that no significant relationship existed between the two. The parents of every income group watched TV Advertisements with more or little interest.

During data collection it was observed that parents' from lower income group and high income in urban and high middle income group in rural watched TV Advertisements with less interest and its because they hardly had time to sit and watch TV Advertisements. Moreover, in lower income group most of them knew that they could not afford to buy the majority of the products advertised. However most of them also admitted that TV Advertisements sometimes become the source of useful information/knowledge regarding offers, attributes and benefits associated with the products.

TABLE VII. PARENT'S CONTROL/RESTRICTIONS OF TV PROGRAM(S) SEEN BY CHILDREN

Control/Restrictions on TV Programs	Often	Occasionally	Never	Total
Number of Parents (Urban)	21	68	11	100
Number of Parents (Rural)	37	55	8	100

Source : Primary Data

Here the focus was mainly to identify the level of parents' control over the amount and the type of TV program viewed by their children. In Table No. 7, it was identified that (68% in urban & 55% in rural) parents occasionally restricted their children from viewing TV programs, (21% in urban & 37% in rural) parents were restricting their children quite often and (11% in urban & 8% in rural) parents never restricted their children from watching TV programs.

TABLE VIII. CHILD'S RELATIONS AND THEIR RESTRAINING CHILDREN'S TV VIEWING

Child's relations		Restraining children's TV viewing			
		Often	Occasionally	Never	Total
Mother	Urban	11(23.4%)	31(65.9%)	5(10.7%)	47(100%)
	Rural	19 (37.2%)	28 (54.9%)	4 (7.8%)	51(100%)
Father	Urban	7 (22.5%)	20 (64.5%)	4 (12.9%)	31(100%)
	Rural	14 (43.7%)	15 (46.8%)	3 (9.3%)	32 (100%)
Other relatives	Urban	3 (13.6%)	17 (77.2%)	2 (9.1%)	22 (100%)
	Rural	4 (23.5%)	12 (70.5%)	1 (5.9%)	17 (100%)
Total	Urban	21 (21%)	68 (68%)	11 (11%)	100 (100%)
	Rural	37 (37%)	55 (55%)	8 (8%)	100 (100%)

Source : Primary Data

As shown in Table No. 8 other relatives (including elder siblings) found to restrict children more as a majority (90.8 % in urban & 94 % in rural) restricted their TV viewing often and occasionally. Next in the order came the Mother where a large number (89.3% in urban & 92.1 % in rural) of them were found restricting their children TV viewing often and occasionally. Fathers (87% in urban & 90.5% in rural) did restrained their children from TV viewing often and occasionally.

It was observed during the survey, fathers were most of the time out of the home and it was the main task of mothers and other relatives to keep an eye on children's activities.

TABLE IX. CHI SQUARE (X²) VALUE BETWEEN PARENT'S INTEREST IN TV ADVERTISEMENTS AND RESTRICTING CHILDREN'S TV- VIEWING

Parent's Interest in TV Advertisements	Parents Restricting children's TV- Viewing	
	Urban	Rural
	7.12 NS	5.73 NS

NS: Not Significant

Source : Primary Data

Chi Square analysis was performed which not found to significant i.e. the amount of restrictions the parents' imposed on their children TV viewing have no significant relationship with their level of interest in TV Advertisements. Results are shown in Table No.9.

TABLE X. PARENTS' EDUCATION AND RESTRICTION CHILDREN'S TV- VIEWING

Parent's Education		Parents Restricting children's TV- Viewing			
		Often	Occasionally	Never	Total
Low Edu.	Urban	3(33.4%)	5(55.5%)	1(11.1%)	9(100%)
	Rural	6(54.5%)	3(27.3%)	2(18.2%)	11(100%)
H. Sec.	Urban	4(36.4%)	6(54.5%)	1(9.1%)	11(100%)
	Rural	16(29.1%)	36(65.5%)	3(5.4%)	55(100%)
Graduate	Urban	6(31.5%)	9(47.4%)	4(21.1%)	19(100%)
	Rural	9(42.8%)	10(47.6%)	2(9.6%)	21(100%)
Post-grad.	Urban	8(13.1%)	48(78.6%)	5(8.3%)	61(100%)
	Rural	6(46.1%)	6(46.1%)	1(7.8%)	13(100%)
Total	Urban	21(21%)	6 (68%)	11(11%)	100(100%)
	Rural	3 (37%)	55(55%)	8(8%)	100(100%)

Source : Primary Data

An attempt was made to ascertain as to how far education level of the parents' affected their children's TV viewing. Results are shown in Table No. 10.

It was observed that, (11.1% in urban & 18.2% in rural) Low Educated parents never restricted their children, (55.5% in urban & 27.3% in rural) occasionally restricted and (33.4% in urban & 54.5% in rural) parents often restricted their children's. Whereas, more than half (54.5% in urban & 65.5% in rural) Higher Secondary passed parents' restricted their children's occasionally, (47.4% in urban & 47.6% in rural) Graduate parents' and (78.6% in urban & 46.1% in rural) Post Graduate parents' occasionally restricted their children. Thus, educated parents imposed more restrictions on their children's TV viewing as compared to less educated ones.

TABLE XI. PARENT-CHILD CO-VIEWING OF TV ADVERTISEMENTS

Parent-child co-viewing	Often	Occasionally	Never	Total
Number of Parents (Urban)	29	47	24	100
Number of Parents (Rural)	37	54	9	100

Source : Primary Data

As shown in Table No. 11, it was observed that (47% in urban & 54% in rural) parents' reported co-viewing of TV Advertisements occasionally while the lesser number (29% in urban & 37% in rural) parents' resorted to it more often and (24% in urban & 9% in rural) parents' never view TV Advertisements with their children.

TABLE XII. CHI SQUARE (X^2) VALUE AMONG PARENTS CO-VIEWING AND MAKING THE INTENTS OF TV ADS CLEAR TO CHILD, PARENTS INTEREST IN TV ADS AND FAMILY INCOME

Parents Co-viewing and making the intents of TV Advertisements clear to child	Part-A		Part-B	
	Parents Interest in TV Advertisements		Family Income and Parents Co-Viewing of TV Advertisements	
	Urban	Rural	Urban	Rural
	21.6 **	2.18 NS	6.03 NS	6.25 NS

** Significant at 0.01 level

Source : Primary Data

NS: Not Significant

As shown in Table No. 12, Part-A, in urban area, parents' interest in TV Advertisements bear a significant relationship with their co-viewing and making their intents clear to the child, as the Chi Square value is 21.6 significant at 0.01 level. It was noticed that, in urban area, if the parents were themselves interested in the TV Advertisements they looked at them with great interest even with their children and explained both pros and cons of such advertisements to them.

Whereas, in the rural area, parents' interest in TV Advertisements bear a insignificant relationship with their co-viewing and making their intents clear to the child, as the Chi Square value is 2.18 which is not significant.

In rural area, even if the parents were not interested in the TV Advertisements, they did not encourage their children to see the advertisements but they do explain the attributes of advertising leading to children's learning unhealthy messages and lack of consumer knowledge.

An effort was made to ascertain the relationship between family income group with levels of co-viewing and explaining the intents of advertisements to their child, with the help of Chi Square analysis as shown in Table No. 11 Part-B. The results implied that the family income group did not have any relationship with the level of co-viewing and explaining the intents of advertisements to their child, as the Chi Square value was not found significant (6.03 in urban & 6.25 in rural). Thus, all the family income group in more or less the same level of co-viewing and explaining the intents of TV Advertisements to their child.

TABLE XIII. CORRELATION COEFFICIENT (R) BETWEEN PARENTS' CO-VIEWING & MAKING THE INTENTS OF TV ADVERTISEMENTS CLEAR TO CHILD AND PARENTS EDUCATION

Parents Co-viewing and making the intents of TV Advertisements clear to child	Parents Education Level	
	Urban	Rural
	0.134 **	0.051 **

** Significant at 0.01 level

Source : Primary Data

An attempt was made to study the relationship between Parents' educational level and their co-viewing of TV Advertisements to make the intents of TV Advertisements clear. A relationship was worked out between the two with the help of Correlation Coefficient. Results are shown in Table No. 12. It was observed that parents' educational level, their co-viewing of TV Advertisements and making the intents of advertisements clear to their child were found significantly related (0.134 in urban and 0.051 in rural). It indicated that with the increase in the education of the parents, their level of co-viewing and explaining children about TV Advertisements also increased.

TABLE XIV. TABLE NO. 13: PARENTS TEACHING CHILDREN ABOUT TV ADVERTISEMENTS

Parents Teaching Children	Often	Occasionally	Never	Total
Number of Parents (Urban)	52	36	12	100
Number of Parents (Rural)	46	32	22	100

Source: Primary Data

In an attempt to ascertain the effort made by parents' to teach children's about TV Advertisements and to know how far the children's consumers learning is taking place in various households. The results are shown in Table No. 13.

It is implied that, (52% in urban & 46% in rural) of the parents often taught their children about reality in TV Advertisements. (36% in urban & 32% in rural) of the parents explained the reality occasionally and (12% in urban & 22% in rural) never taught their children about the reality and artificiality created in TV Advertisements.

TABLE XV. TABLE NO. 14: CHI SQUARE (X²) VALUE AMONG PARENTS INTEREST, THEIR INCOME AND TEACHING CHILDREN ABOUT TV ADVERTISEMENTS

Parents teaching children about TV ads	Part-A		Part-B	
	Parents interest in TV ads		Family income and parents co-viewing of TV ads	
	Urban	Rural	Urban	Rural
	15.25*	25.11**	24.15**	4.80 NS

** Significant at 0.01 level

Source : Primary

Data

*Significant at 0.05 level

To study the relationship between the parents' interest in TV Advertisements and teaching children about TV Advertisements, Chi Square analysis was performed. Results are summarized in Table No. 14 Part-A. It was observed that parents' interest in TV Advertisements was significantly related to their teaching children about them, as the Chi Square value was 15.25 in urban, significant at 0.05 level and 25.11 in rural, significant at 0.01 level.

To study the relationship between the family income and parents' teaching children about TV ads, Chi Square analysis was performed as shown in Table No. 14 Part-B.

In urban area, the value of Chi Square was found significant at 0.01 level. This implies that there exist a significant relationship between the family income and parents teaching children about the reality and artificiality about TV ads.

Whereas, in rural area, the value of Chi Square was 4.80 and not significant. Thus, it implies that the relationship between the family income and parents teaching their children about TV Advertisements was not found significant. Hence, parents belonging to different income group taught their children about reality and artificiality in TV Advertisements.

TABLE XVI. TABLE NO.15: CORRELATION COEFFICIENT (R) BETWEEN PARENTS EDUCATION LEVEL AND THEIR TEACHING CHILDREN ABOUT TV ADVERTISEMENTS

Parents Teaching Children about TV Advertisements	Parents' Education Level	
	Urban	Rural
	-0.34 **	-0.306 **

** Significant at 0.01 level

Source : Primary Data

In order to ascertain, the relationship between the parents' education and their teaching children about TV ads, the correlation coefficient was calculated. Result is presented in the Table No. 15. As per the calculation, the correlation coefficient was coming significant (-0.34 in urban & -0.306 in rural) at 0.01 level.

X. CONCLUSION

On the basis of above facts and figures, the study revealed that in the urban and the rural area, children of all age groups, of both the sexes and from all income groups were found regular TV-viewers. Young age children find difficulty in understanding the difference between TV programs and advertisements, but as they grew up they realized the persuasive motive and intent of advertisements. With the increase in age, children TV viewing for longer period decreases.

The study further revealed that, amount of interest the parents corroborate in TV advertisements was also found to contribute significantly towards the interest children took in such advertisements. It was observed that in urban and rural area, mothers were found more interested than fathers in watching TV advertisements. Also, parents of all income group watches TV advertisements as no significant difference was found between the family income and the parents interest in viewing TV advertisements in both the area. Parents were even found watching TV advertisements with children and making the intents clear to them. However, in urban area, there exist a significant relationship between the parents' interest in TV advertisements and co-viewing & making the intents of advertisements clear to child whereas in rural area, the relationship was not found significant.

So far as, parents' education and their co-viewing are concerned, a significant relation between the two variables exists in both urban and rural area. Thus, the parents' education level resorted to the level of co-viewing and explaining their children about TV advertisements. It was discovered that, parents who are interested in TV advertisements helped in building their children's interest in a positive manner by teaching about those advertisements. In urban and rural area, there exists a significant relationship between the parents' education and their teaching to children about TV advertisements. Teaching about these advertisements increases with the level of parents' education. Highly educated parents always take care of their children and taught them about the reality and artificiality shown in TV advertisements. The study also revealed that, in urban area, there was a significant difference in the family income and parents teaching about TV advertisements. Thus, parents' of higher income group often teaching about TV advertisements to their

children while parents of lower income group reported that they never taught their children about TV advertisements as they were busy in earning their bread and butter.

Whereas in rural area, no significant difference was found in the family income and parents' teaching about TV advertisements. The parents' of all income groups were found to teach about TV advertisements to their children.

It was also noticed that, there exists a significant relationship between the parents' interest in TV advertisements and their perception of its influence on children in both urban and rural area. Thus, all those parents' having interest in TV advertisements perceived that the influence of advertisements on children was also more. Moreover, positive perception of mothers to the influence of TV advertisements on their children was found more as compared to fathers. The parents who all were taking interest in TV advertisements were also teaching about reality and artificiality in them and helped in building their children's interest in a positive manner. Thus, parents were found to contribute significantly towards the interest children took in such advertisements.

REFERENCES

- [1] Jisana.T.K., Dr. Basheer Ahameed, P.V., "Brand Preference and Consumption Pattern of Home Appliances by Consumers in Kerala" *International Journal Of Marketing*, Vol.3 (11), November (2014), pp.46-54.
- [2] Sreeranganadhan, Dr.K. & Lekshmi Bhai P.S, "The effect of advertisement on consumer behaviour and brand preference with special reference to selected consumer durables in Kerala" - (2012).
- [3] Balakrishnan Lalitha and Kumar, C.Shalini, "Effect of Celebrity Based Advertisements on the Purchase Attitude of Consumers towards Durable Products (A study with reference to the city of Chennai)"- (2011)
- [4] Mehta, Nitin, Xinlen Chen, and Narasimham, Om, "Attitude and Perception towards Online Advertising among Students and Young Professionals: A Study", *International Journal of Management (IJM)*, Volume 5, Issue 5, 2008, pp. 33 - 39, ISSN Print: 0976-6502, ISSN Online: 0976-6510.
- [5] S John Mano Raj and Dr. Selvaraj, P, "Social Changes and the Growth of Indian Rural Market : An Invitation To FMCG Sector", *International Marketing Conference on Marketing & Society*, 8-10 April, 2007, IIMK.