IMPACT OF TELEVISION ADVERTISING ON NEPALESE CHILDREN



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CERTIFICATE

This is to certify that the thesis entitled "Impact of Television Advertising on Nepalese Children" submitted for the award of degree of "Doctor of Philosophy" in Management is a genuine record of the bonafide research work carried out by "Gopal Thapa" under my guidance and supervision. No part of the thesis has been submitted for any other degree or diploma elsewhere. He has worked on this subject for a minimum period of 24 months from the date of registration as required under ordinance of Dr. K.N.Modi University, Newai, Rajasthan.

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DECLARATION

I hereby declare that this thesis is compiled by me in its original form and that it has not been submitted anywhere for any award of the degree or diploma of other similar degree, with any other institute of higher education.

Gopal Thapa (Research Scholar)

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LIST OF ABBRIVATIONS

Ads	Advertisements
AAN	Advertising Association of Nepal
ANOVA	Analysis of variance
BS	Bikram Sambat
CBS	Central Bureau of Statistics
CEO	Chief Executive Officer
DTA	Digital Theatre Advertising
FTC	Federal Trade Commission
FMCG	Fast moving consumer goods
i.e.	That is
INGOs	International Non Governmental Organizations
NGOs	Non Governmental Organizations
NRs	Nepalese Rupees
No.	Number
Rs.	Rupees
SLC	School Leaving Certificate
SUVs	sport utility vehicles
TV	Television
TVC	Television Commercials
VDCs	Village Development Committee

PREFACE

Most people think that marketing is only about the advertising and selling of products and services. In today's context, marketing must be understood not in the old sense of making a sale- "telling and selling"- but in the new sense of meeting customer needs profitably. Marketing communication is an important P of marketing. All marketing communication is done with a purpose. A company's total marketing communication mix – also called its promotion mix – consists of specific blend of advertising, sales promotion, public relations and direct marketing tools that the company uses to pursue its advertising and marketing objectives.

Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. It is a common assumption that advertisements influence target audience. The growth of Nepalese market as well as the television station and advertising industry has increased day by day. In this context, impact of advertising has become a subject matter of considerable debate whether it is positive or negative impact in society. The present study is conducted to examine the television viewing behavior of Nepalese audiences and to investigate the perception of audiences towards television advertising targeted at children and its impact on purchase behavior. It also tried to investigate the perception of audiences towards television advertising targeted at children and its impact on children and to study the relationship between demographics and their opinion regarding impact of television advertising on children. In addition, it also tried to find out the Nepalese perception about restricting television advertising

targeted to children so that television advertising can be made more effective and beneficial to advertiser, target audience and the society at large. The study is conducted in the urban areas of Kathmandu Valley which is considered as most developed city of Nepal. The study is based on the opinion survey of educated people of the urban Kathmandu Valley. Primary data was collected by the help of self administered closed ended questionnaire. The questionnaires were distributed to 500 respondents based on convenient and judgmental sampling. Among the 500 distributed questionnaires only 470 questionnaire were returned. Perception towards the impact of advertising on Nepalese children was collected on the basis of independent variables Age, Gender, Occupation, Marital Status, Types of Families, No. of Children in Family, Qualification etc. Collected data was analyzed by the help of SPSS software. Mainly chi-square test was used to analyze the data. The study found that impact of television advertising on Nepalese children is both positive as well as negative. Advertisers, audiences, government, professional associations, policy makers and society as well will be benefited from the research findings. The study suggests all the stakeholders to formulate appropriate program and policies based on the major findings for the betterment of the society.

CHAPTER - ONE INTRODUCTION

1.1 Marketing

Most people believe that marketing is only about the advertising and selling of products and services. It deals with customers. Building customer relationship based on customer value and satisfaction is the very heart of modern marketing (Kotler & Armstrong, 2005). Advertising and selling, however, are just two of the many marketing activities. In other words, selling and advertising is only the tip of the marketing iceberg. Although they are important, they are only two of many marketing functions and are often not the most important ones.

In today's context, marketing must be understood not in the old sense of making a sale- "telling and selling"- but in the new sense of meeting customer needs profitably. If a marketer does good job of understanding customer needs; develops products that provide superior value; and prices, distributes and promotes them effectively, these products will sell very easily. Selling and advertising are only part of a larger marketing mix – a set of marketing tools that work together to affect the market place (Kotler & Armstrong, 2005).

In general, marketing activities are all those associated with identifying the particular wants and needs of a target market of customers, and then going about satisfying those customers better than the competitors. This involves doing marketing research on customers, analyzing their needs and then making strategic decisions about product design, pricing, promotion, and distribution. Thus, marketing deals with identifying and meeting human and social needs.

Stanton, Etzel, Walker & Pundit (2010) opined that marketing is a total system of business activities designed to plan, price, promote and distribute want-satisfying products to target markets in order to achieve organizational objectives.

Similarly, Kotler & Keller (2006) argued that marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others.

Again, American Marketing Association has expressed its view that marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives.

Thus, in marketing, customers' wants must be recognized and satisfied. Entire system of business activities should be customer oriented. Marketing should start with an idea about a want-satisfying product and should not end until the customers' wants are completely satisfied, which may be some time after the exchange is made.

Thus, marketing is managing long term customer relationship by meeting their needs profitably to achieve organizational objectives.

1.2 Communication

Communication is transmitting, receiving, and processing information (Clow & Baack, 2009). Communication occurs when the message that was sent reaches its destination in a form

that is understood by the intended audience. When a person, group or organization attempts to transfer an idea or message, the receiver i.e. another person or group must be able to process that information effectively. Before communication can take place, a purpose, expressed as a message to be conveyed, is encoded (converted to symbolic form) and is passed by way of some medium channel to the receiver, who translates (decodes) the message initiated by the sender (Robbins & Decenzo, 2002). In advertising business, advertisers are senders who send advertising messages through various channels like radio, television, newspaper, magazine etc for target audience where advertising agencies design the messages to achieve communication objectives. Communication process is part of any advertising or marketing program (Clow & Baack, 2009). It is related with promotion part of the marketing mix elements which is popularly known as marketing communication.

1.3 Marketing Communication

Marketing communication or promotion is the coordination of all seller-initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea (Belch, Belch, & Purani, 2010). Promotion is communicating information between seller and potential buyer or others in the channel to influence attitudes and behavior (Perreault & McCarthy, 2005). It is one of the important P of marketing mix. It involves all the activities concerned with effectively communicating product information to selected target audience. A target audience is the group of consumers to whom marketing communication messages are directed. A company cannot succeed when it targets everybody in its marketing program. There will be some people who might have a greater need of an interest in the product, ability to buy at the quoted price, access to the company's distribution channel and the potential to receive and respond to messages. These people should be chosen as part of the company's target audience.

All marketing communication is done with specific marketing objectives. The prime objective of communication is seeking a cognitive, affective or behavioral response, whatever that desired response may be. In other words, the communicator might want to imprint something into the consumer's mind (cognitive response), change an attitude (affective response) or get the consumer to act (behavioral response). A marketer can use marketing communication to generate inquiries about the product, announce an offer, educate the market, lead the consumer to retail store, trigger instant sales, build a brand image, rectify a misconception about the product or brand, advance a positive image of the company, or do all of the above. Together, these help a company sell a product and stay in business.

1.4 The Marketing Communication Mix

Marketing communication mix is the set of all tools to promote a product. The basic tools used to accomplish an organization's communication objectives are often referred to as the promotional mix (Belch, Belch, & Purani, 2010). A marketing communication manager or marketing manager can choose from various tools such as advertising, personal selling, sales promotion, direct marketing, public relations special events etc. While these are the more commonly used tools, in reality, innumerable communication activities can inform and persuade target audience. The activities or marketing communication mix can be divided into two broad categories, i.e. high- and low-control messages.

High-control messages are those elements of the communication mix over which an organization has control since they can be explicitly planned, executed and delivered to consumers. Advertising, direct marketing, sales promotion, special events etc. are high control activities. On the other hand, low control messages are spontaneous and not designed formally. An organization's crisis management, employee behavior and gossip, shareholder's interaction, consumer word-of- mouth etc. may not be directly controlled by the marketing communication managers. However they do deliver tacit messages to consumers, which in fact make a stronger impression by the virtue of being more honest. Since all types of messages deliver a unified image of the organization, communication manager must involve in the entire organization in the communication process and strive to gain more control over low-control message, otherwise the impact of the promotions program can be seriously hampered (D'Souza, 2009).

1.5 Elements of Marketing Communication Mix

A company's total marketing communication mix – also called its promotion mix – consists of specific blend of advertising, sales promotion, public relations and direct marketing tools that the company uses to pursue its advertising and marketing objectives.

1.5.1 Advertising

Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor (Kotler & Armstrong, 2005). It is mass communication process of persuading the prospects by convincing them to buy products or services with increased satisfaction to the consumers and profit to the sponsors. It is that instrument of marketing which acts as effective multiple sales-people, reaching good

many people at one time, quickly, effectively at relatively lower cost (Sontakki, 1996). Advertising is the best-known and widely discussed form of promotion, probably because of its pervasiveness (Belch, Belch, & Purani, 2010).

1.5.2 Personal Selling

Personal selling involves direct spoken communication between sellers and potential customers (Perreault & McCarthy, 2005). Sales person get immediate feedback which helps them to adapt. Personal selling is personal presentation by firm's sales force for the purpose of making sales and building customer relationships (Kotler & Armstrong, 2005). It is the direct presentation of a product to a prospective customer by representative of the organization selling it. Personal selling takes place face-to-face or over the phone, and it may be directed to a business person or a final customer. More money is spent on personal selling than on any other form of promotion (Etzel, Walker, Stanton, & Pandit, 2010). It is very expensive marketing communication tool.

1.5.3 Sales Promotion

Sales promotion is short-term incentives to encourage the purchase or sale of a product or service (Kotler & Armstrong, 2005). It is sponsor-funded, demand stimulating activity designed to supplement advertising and facilitating personal selling. It frequently consists of a temporary incentive to encourage a sale or purchase. Many sales promotions are directed at consumers. The majority, however, are designed to encourage the company's sales force or other members of a distribution channel to sell products more

aggressively (Etzel, Walker, Stanton, & Pandit, 2010). Included in sales promotion are a wide spectrum of activities, such as frequency programs, contests, trade shows, rebates, samples, premiums, discounts and coupons.

1.5.4 Public Relations

Public relations is building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories and events (Kotler & Armstrong, 2005). It covers a wide variety of communication efforts to contribute to generally favorable attitudes and opinions toward an organization and its products. Unlike most advertising and personal selling, it does not include a specific sales message. The targets may be customers, stockholders, a government agency or a special-interest group. Public relations can take many forms, including newsletters, annual reports, lobbying, and support charitable or civic events (Etzel, Walker, Stanton, & Pandit, 2010).

Publicity is any unpaid form of non-personal presentation of ideas, goods or services (Perreault & McCarthy, 2005). Publicity is a special form of public relations that involves news stories about an organization or its products. Like advertising, it consists of an impersonal message that reaches a mass audience through the media. But several features distinguish publicity from advertising: placement is not paid for, the organization that is the subject of the publicity has little of no control over it, and it appears as news and therefore has greater credibility than advertising. Organizations actively seek good publicity and frequently provide the material for it in the form of news releases, press conferences, and photographs. When a picture of a company's CEO appears on the cover of a business publication and is accompanied by a flattering article in the magazine, it is often attributable to the efforts of the firm's public relations department. There is, of course, bad publicity, which organizations try to avoid or deflect (Etzel, Walker, Stanton, & Pandit, 2010).

1.5.5 Direct Marketing

Direct marketing is the direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships – the use of telephone, mail, fax, e-mail, the Internet, and other tools to communicate directly with specific consumers (Kotler & Armstrong, 2005). Direct marketing has become a very important marketing activity during the past couple of decades and it will continue to grow and become increasing significant in the future. Direct marketing concept is essentially about opening up a direct communicate through indirect media such as press and television advertising and also the firm to communicate directly with its customers without utilizing services of retail or wholesale intermediaries (Bose, 2009).

1.6 Marketing Communication Process

Communication is the verbal or non-verbal transmission of information between someone wanting to express an idea and someone else expected or expecting to get that idea (Etzel, Walker, Stanton, & Pandit, 2010). Marketing communication is a systematic process of transferring and understanding of meaning between advertiser and target audience which includes the sender, encoding, message, channel, receiver, decoding, noise, and feedback.

1.6.1 The Sender

The sender of a communication process is any person or organization that has information to share with another person or group of people. It is also called source of marketing communication. The source may be an individual like salesperson or hired spokesperson, such as a celebrity who appears in a company's advertisement or a nonpersonal entity such as the corporation or organization itself.

1.6.2 Encoding

The communication process begins when the source selects words, symbols, pictures and the likes, to represent the message that will be delivered to the receivers. This process is popularly known as encoding which involves putting thoughts, ideas, or information into a symbolic form. The conversion of a message into some symbolic form is encoding (Robbins & Decenzo, 2002). The sender initiates a message by encoding a thought. Its goal is to encode the message in such a way that it will be understood by the receiver. This means using words, signs, or symbols that are familiar to the target

audience. Many symbols have universal meaning, such as the familiar circle with a line through it to denote no parking, no smoking, and so forth. Many companies also have highly recognizable symbols – such as Nike's swoosh, or Coca cola or Pepsi trademark-that are known to consumers around the globe.

1.6.3 Message

The message is the actual physical product for the source. When we speak, the speech is the message. When we write, the writing is the message. When we paint, the picture is the message. When we gesture, the movements of our arms, the expressions on our face are the message (Borlo, 1960). The encoding process leads to the development of a message that contains the information or meaning the sender hopes to convey. The message may be oral or written, verbal or nonverbal, or symbolic. Message must be put into a transmittable form that is appropriate for the channel of communication being used. In advertising, this may range from simply writing some words or copy that will be read as a radio message to producing an expensive television commercial. For many products, it is not the actual words of the message that determine its communication effectiveness but rather the impression or image the advertisement creates.

To better understand the symbolic meaning that might be conveyed in a communication, advertising and marketing researchers have begun focusing attention on semiotics, which studies the nature of meaning and asks how our reality - words, signs, symbols, numbers, gestures, myths, products/services, theories – acquires meaning. Semiotics is important in marketing communications since brands and products acquire meaning through the way they are communicated and consumers use products and brands

to express their social identities. From a semiotic perspective, every marketing message has three basic components: an object, a sign, or symbol and an interpretant. The object is the product that is the focus of the message (i.e. Marlboro cigarettes). The sign is the sensory imagery that represents the intended meanings of the object (e.g. the Marlboro cowboy). The interpretation is the meaning derived (e.g. rugged, individualistic, American) (Soloman, 2004).

Marketers may use individuals trained in semiotics and related fields such as cultural anthropology to better understand the conscious and subconscious meanings the nonverbal signs and symbols in their advertisements transmit to target consumers. Some advertising and marketing people are skeptical about the value of semiotics. They question whether social scientists read too much into advertising messages or other form of marketing communication lies not in the message but with the people who see and interpret it. Thus, marketers must consider the meanings consumers attach to the various signs and symbols. Semiotics may be helpful in analyzing how various aspects of the marketing program – such as advertising messages, packaging, brand names, and even the nonverbal communications of salespeople (gestures, mode of dress) – are interpreted by receivers.(G.Mick, 1986).

1.6.4 Channel

Channel is the medium by which the communication travels from the source or sender to the receiver. At the broadest level, channels of communication are of two types: personal and non-personal. Personal channels of communication are direct interpersonal (face-to-face) contact with target individuals or groups. Salespeople serve as personal channels of communication when they deliver their sales message to a buyer or potential customer. Social channels of communication such as friends, neighbors, associates, co-workers, or family members are also personal channels. They often represent word-of-mouth communication, a powerful source of information for consumers (Bayus, 1993).

Many companies are working to generate positive word-of-mouth discussion for their companies or brands. Knowing that the average consumer often listens to what others say about brand, marketers will target specific groups of influential consumers such as trendsetters or loyal customers. A study conducted by David Godes and Diane Mayzlin on the effects of a word-of-mouth campaign for a chain store examined the characteristics of the most successful agents so that firms could better understand at whom they should target their buzz marketing efforts (Yu, 2005). They found that agents who were not loyal customers of the store were more effective at generating sales through word of mouth than were loyal customers. The explanation offered for these somewhat counterintuitive findings is that loyal customers have already told their friends and acquaintances about a product and are already generating positive word of mouth. On the other hand, non-loyal customers may be more responsive to buzz marketing campaigns designed to encourage them to spread the word about a product. However, marketers still have to identify the best generators of buzz among both loyal and disloyal customers such as those who are considered opinion leaders by their peers and social butterflies who have high propensity to meet new people and connect with friends.

Non-personal channels of communication are those that carry a message without interpersonal contact between sender and receiver. Non-personal channels are generally referred to as the mass media or mass communications, since the message is sent to many individuals at one time. Non-personal channels of communication consist of two major types, print and broad cast. Print media include newspapers, magazines, direct mail and billboards; broadcast media include radio and television.

1.6.5 Receiver

The receiver is the person(s) with whom the sender shares thoughts or information. Generally, receivers are the consumers in the target market or audience who read, hear, and/or see marketer's message and decode it. They are the actual target audiences to whom the message is transmitted for information and persuasion.

1.6.6 Decoding

Decoding is the process of transmitting the sender's message back into thought. This process is heavily influenced by the receiver's frame of reference or field of experience, which refers to the experiences, perceptions, attitudes, and values, he or she brings to the communication situation.

For effective communication to occur, the message decoding process of the receiver must match the encoding of the sender. Simply put, this means the receiver understands and correctly interprets what the source is trying to communicate. Effective communication is more likely when there is some common ground between the two parties. The more knowledge the sender has about the receivers, the better the sender can understand their needs, emphasize with them, and communicate effectively. While this notion of common ground between sender and receiver may sound basic, if often causes great difficulty in the marketing communication process.

Marketing and advertising people often have very different field of experience from the consumers who constitute the mass markets with whom they must communicate. Most advertising and marketing people are college educated and work and/ or reside in large urban areas such as New Delhi, Kathmandu or New York. Yet they are attempting to develop commercials that will effectively communicate with millions of consumers who have never attended college, work in the blue color occupations, and live in rural areas or small towns. The executive creative director of a large advertising agency described how advertising executives become isolated from the cultural mainstream: "We pull them in and work them to death. And then they begin moving in sushi circles and lose touch with Velveeta and the people who eat it.

Another factor that can lead to problems in establishing common ground between senders and receivers is age. Advertisers spend millions of dollars every year to understand the frame of reference of the target markets who receive their messages. They also spend much time and money pretesting messages to make sure consumers understand and decode them in the manner the advertiser intended.

1.6.7 Noise

Throughout the communication process, the message is subject to extraneous factors that can distort or interfere with its reception. This unplanned distortion or interference is known as noise. Errors or problems that occur in the encoding of the message, distortion in a radio or television signal, or distractions at the point of reception are examples of noise. When you are watching your favorite commercial on television

and a problem occurs in the signal transmission, it will obviously interfere with your reception, lessening the impact of the commercial.

Noise may also occur because the fields of experience of the sender and receiver do not overlap. Lack of common ground may result in improper encoding of the message – using a sign, symbol, or words that are unfamiliar or have different meaning to the receiver. The more common ground there is between the sender and the receiver, the less likely it is this type of noise will occur.

1.6.8 Response & Feedback

The receiver's set of reactions after seeing, hearing, or reading the message is known as a response. Receivers' responses can range from non-observable actions such as storing information in memory to immediate action such as dialing a toll-free number to order a product advertised on television. Marketers are very interested in feedback, that part of the receiver's response that is communicated back to the sender. Feedback which may take a variety of forms closes the loop in the communications flow and lets the sender monitor how the intended message is being decoded and received.

For example, in a personal selling situation, customers may pose questions, comments, or objections or indicate their reactions through nonverbal responses such as gestures and frowns (Boboma & Felder, 1977).

The salesperson has the advantage of receiving instant feedback through the customer's reactions. But this is generally not the case when mass media are used. Because advertisers are not in direct contact with the customers they must use other means to determine how their messages have been received. While the ultimate form of

feedback occurs through sales, it is often hard to show a direct relationship between advertising and purchase behavior. So marketers use other methods to obtain feedback, among them customer inquiries, store visits, coupon redemptions and reply cards. Research-based feedback analyzes readership and recall of ads, message comprehension, attitude change, and other forms of response. Within this information, the advertiser can determine reasons for success or failure in the communication process and make adjustments.

Successful communication is accomplished when the marketer selects an appropriate source, develops an effective message or appeals that is encoded properly, and then selects the channels or media that will best reach the target audience so that the message can be effectively decoded and delivered.

1.7 Advertising

One of the important elements of marketing communication mix is advertising. Today, the word 'advertising' is very common word to all of us. It figures in each of our lives every day. We see it on television, in the sky, on the match box, in the newspaper, on the trash containers, in the magazines, on our mail, on the vehicles, in the vehicles, on bill-boards, we hear it on radio, in he stores we visit and so on (Sontakki C. N., 1996). Advertising consists of all the activities involved in presenting through the media a nonpersonal, sponsor-identified, paid-for message about a product or organization (Etzel, Walker, Stanton, & Pandit, 2010). Advertising is paid form of non-personal presentation and promotion of ideas, goods or services by identified sponsor (Kotler & Armstrong, 2005). Advertising is multi dimensional and has manifold aims to achieve (Ahluwalia, 2011). It is a form of mass communication, a powerful marketing tool, a component of economic system, a means of financing the mass media, a social institution, an art form, an instrument of business management, a field of employment and a profession (Chunawalla & Sethia, 1999). It is part of our daily life and everyone is facing it.

The term advertising is derived from Latin word 'advertere' which means to turn the attention of somebody towards something (Amatya & Thapa, 2008). Every piece of advertising tries to turn the attention of target customers towards a product or a service or an idea. Advertising is salesmanship in print and audio-visual media. There is bombardment of advertising to target customers through various media. Advertising is the power-packed process pertaining to the dissemination of information concerning an idea, service or a product to impel an action in line with advertiser. It is the magnet that motivates the world of business. It is that magic force which turns an instinct into acquisition, a desire into demand and a dream into reality by influencing the consumption, directing the production, diverting the distribution and affecting the very course of exchange (Roopin, 2011). The average person encounters more than 600 advertisements per day (Clow & Baack, 2009). Although advertising is used mostly by business firms, a wide range of not-for-profit organizations, professionals, and social agencies also use advertising to promote their causes to various target publics. In fact, 34th largest spender in the world is a not-for-profit organization- The U. S. government (Kotler, Armstrong, Agnihotri, & Haque, 2011). Advertising is to lure customers to move towards products. It is a device which contains several formulas such as attention value, conviction value, retention value, recall value, motivational value, empathy value, and enticing value (Murthy & Bhojanna, 2007).

Thus, advertising is the structured and composed non-personal communication of information, usually paid for and usually persuasive in nature, about goods, services and ideas by identified sponsors through various media. In today's competitive world, no one can escape from death and advertising. As per Stewart H. Britt, "Doing business without advertisement is like winking at a girl in the dark; you know what you doing, but nobody else does (Chunawalla & Sethia, 1999).

Advertisers have chosen television as the predominant medium for reaching customers to market to sell their products for long run. Dorr (1986) noted that television is not only the most important medium of advertising but is also the most important source of information and recreation for the masses (Dorr, 1986). TV's superiority over other mediums of advertising is due to its tri-sensory appeal; auditory; visual and a kind of aesthetic that influences mentality of customers more strongly than any other media and its effects are enduring and everlasting. Oates (2003) noted that advertising targeted to children may not be exclusively transmitted via television, but still television is the most visible medium of advertising. Again, Mc Neal and(1969) stated that children gave highest rank to television as a new product information source out of enlisted various sources such as parents, store visits, peers etc. with parents scoring second place (McNeal, 1969).

Television has become a more effective socializing agent in comparison to peers and teachers due to children's extensive television viewing (Huston-Stein & Wright, 1989). Television not only forms a part of family system but a part may can no longer imagine living without. It constitutes an important experiential component of a children's development. (Ahluwalia, 2011). Television competes with family, peers, school, religious institutions and society to provide role models and information that affect children's beliefs, values, behavior, attitude and lifestyle (Verma & Larson, 2002). In today's context, television has become a permanent fixture in the lives of urban children. The television set is as familiar as the faces of their family members – sometimes even more so. It entertains, informs, and most importantly, keeps children company (Ahluwalia, 2011).

1.8 Functions of Advertising

Advertising aims at fulfilling a variety of different purposes. It depends upon the needs of the particular organization provided a painstaking analysis is made regarding the various factors such as demand potentialities, cost, media etc. The main purpose of every advertising effort is to stimulate, maintain, the secure the distribution and consumption of a product resulting in an increase in sales and profits of the organization (Singh, 2006). Advertising serves every sector of the business society - consumer, producer, sales force and the middlemen. The various functions of advertising is grouped in two classes: i. Primary functions, and ii. Secondary functions.

1.8.1 Primary Functions

Following are some important primary functions of advertising:

i. **To increase sales:** The main function of advertising is to increase the sales of the product of the company by securing greater consumption, by attracting new buyers and by introducing new uses for a commodity. The main aim of all advertising is to get this end.

ii. **Persuasion of dealers**: Advertising persuades dealers to stock more and more advertised goods. It makes far wider distribution of goods to the farthest corner of the country. Where the product is not in much demand, the advertisers or producers directly contact dealers to stock the goods and to persuade the consumers to buy their goods.

iii. **Help to middlemen**: Advertising not only assists the producer or advertiser, but also helps wholesalers and retailers to sell the advertised goods. Thus wholesalers and retailers are able to clear their shelves speedily resulting in higher profits. This is all possible due to effective advertising.

iv. **Increase in per-capita use:** Advertising may tend to increase the per capita use of products by repeating the desirable features and uses of an article constantly. Advertising is effectively used to increase the per capita consumption by describing new uses of product that may never have been thought of by general user; new ways of using products already familiar or new scientific discoveries that tell of the new use of certain product.

v. **Receptiveness of new product or model**: Advertising earns a name for the producer. If a producer has earned a name as a producer of good quality products, the new product in the same line or new model or form of an existing familiar product will get quick receptiveness from the public for that item. Generally, the producer advertises it as belonging to a group of products whose quality is well known.

vi. **Insurance for manufacturer's business**: The next function of advertising is to create insurance for the manufacturer's business. Through the advertising or trademarks or brand names or the general appearance of the products and their packages, public recognition and acceptance are secured and accordingly goodwill of the manufacturer is

established over the time and a kind of insurance is affected. This makes the manufacturer more confident and independent of wholesalers and retailers. It also protects the manufacturers from the competition, who will find it difficult to develop the substitute for the advertised products. Advertising cultivates brand and company image. It creates goodwill that is more valuable asset than the physical assets like plants etc. and insures the manufacturer against all business risk.

vii. **Confidence in quality**: By advertising, the producer creates confidence in the minds of consumer for his products. 'Buyers beware' is the rule of the market where buyer is to choose the product of his choice and he is to tell the quality. It was not always possible for an ordinary consumer to tell whether he was buying gold or tinsel before there were widely advertised products. In case of widely advertised goods, the buyer has ever reason to believe because of his past experience that the quality of the goods is the same as advertised by the producer. Thus advertising creates confidence in the quality of the product.

viii. **To eliminate seasonal fluctuations**: One of the functions of the advertisement is to eliminate or lesson the seasonal fluctuations mainly for the seasonal products by describing their various uses during off seasons. Coca cola use advertisement not only in summer season but also in winter season.

ix. **More business for all:** Competitive advertising of two or more manufacturers in the same field expands market and creates more business for all. It creates demand for the kind of the product and not for a particular brand

x. **Rising of standard of living**: Advertising also deserves credit in raising the standard of living of the consumers by investigating them to use never and better things

at competitive rates. It is only because of advertising that the so called luxuries of yesterday have become the necessity of today and it would have been possible that things enjoyed by rich people today may become common to be enjoyed by a common man. For example, TV which had been only a dream for a common man has now become very popular among them, only due to advertising.

1.8.2 Secondary Functions

In addition to primary functions of advertising, there are many other functions which have gained importance during the course of time and some of them may assume prime role. Such functions may be classified as "secondary functions" which are as follows:

i. **To encourage salesperson**: Advertising helps salesperson a lot. Although salesman has the prestige of the goods and of the firm behind him, he feels, at times, he need of greater confidence, in himself, his sales message and his product. This is particularly so when he meets a typical buyer, he gets support from the advertising because it supplies the necessary information to supplement his message. Advertisement boosts his/her morale. It makes easier for him to sell advertised goods, for part of the selling has already been done for him. It, in turn, will increase his remuneration because increased sales volume will give him higher return.

ii. **To furnish information:** Advertisements supply the necessary information about the product, producer, stockiest, and salespersons. Salespersons and dealers are benefited by the use of information given in the advertisement. Many times, information serves as a

check upon erroneous and extravagant claims. The printed words are manufacturer's guarantee.

iii. **To impress executives:** Advertisements create a feeling among the executives and the administrative staff than they are working in the spotlight and are responsible to the public in a peculiar way. In many ways they become more enthusiastic when they see or red one of the advertisements. They are likely to strive to improve the product, to adopt better packages and styling and to give public more for their money.

iv. **Feelings of Security**: The workers or a concern of well advertised goods feel that their job is permanent and they will have better chances for promotion as the business grows. As the advertising earns goodwill for the concern and secures steady work and prosperity.

v. **To secure better employees:** Advertising tends to make possible for manufacturers to secure and appoint better employees i.e. executives, salesman and factory workers. As because the complain gains much popularity and is identified with a widely known company, and good applicant will feel pride to approach the company for the job. Thus, advertising helps the advertiser to choose better employees.

To sum up, advertising aims at committing the producer for more turnover, educating the consumer, supplementing the salespersons, converting the dealer to eliminate the competitor, and above all it is a link between the producer and the consumer.
1.9 Classification of Advertising

There are various types of advertising available in the marketing world. Advertising is seen from different angles by different people engaged in this vast vista of advertising. The most common way of classification bases are: Geographic, audience, demand, action, target, medium etc.

1.9.1 On the basis of geographical spread

On the basis of geographical spread, advertising can be classified as i. National advertising ii. Regional advertising iii. Local advertising iv. Global advertising

i. **National Advertising**: National advertising signifies that type of advertising done by the manufacturers on a nation-wide scale to stimulate the demand for his products among the final consumers. The main purpose of national advertising is to create image of the product value through the brand or trade mark country wide base. Target market of the national advertising is entire country. The advertisements, that we come across, election, Nepal Oil Corporation, food products, Surya, Khukuri or Bijuli cigarettes, Shikhar shoes, Puja soap, Gorkhapatra newspaper and Nepali films are examples of this kind.

ii. **Regional Advertising**: Regional advertising is confined to a particular region of the country, i.e., the consumers of a specific part as their needs differ from others both geographically and seasonally. It is widely undertaken by the manufacturers, wholesalers and retailers.

iii. **Local Advertising:** Local advertising is confined to a particular trading area, a city or a village. Any advertisement familiar to Nepalese of a particular city or area done

by a retail unit - may be a retail corner store or a departmental store – in local newspapers, radio, and television media is the form of local advertising. It is also known as retail advertising as it is undertaken by the retailers. The stress given here is on the fact that the reader or the prospect is to buy the products of the advertising retailer rather than his competitors.

iv. **Global Advertising**: Some global companies use a universal copy in all their markets. If same advertising is transmitted for more than one country, that advertising is called global advertising. Universal appeal is used in global advertising. Most of the advertisements of Coke, Pepsi, Samsung transmitted from international media are global advertising.

1.9.2 On the basis of target audience

On the basis of target audience, advertising can be classified as i. consumer advertising ii. Industrial advertising iii. Trade advertising iv. Professional advertising

- i. **Consumer Advertising**: Consumer advertising is usually restricted to that type of advertising which is directed at the ultimate consumers. It is directed at the ultimate individual who buys the product for himself for the use of his house-holds. Thus, the advertisements appearing on the special family magazines of shampoo, toothpaste, soap, biscuits, television, mobile set etc. are of this kind.
- ii. **Industrial Advertising**: Industrial advertising is that advertising done by the manufacturers or the distributors of the industrial products to stimulate the demand among the industrial users. These industrial products may be raw materials, equipments, installations, fabricating parts, supplies etc. Thus, an advertisement of raw wool for

woolen carpets, library software for college library, hospital equipments, vehicles for transport company, news print paper for media house etc. are of this kind.

- iii. Trade Advertising: Trade advertising is one which is undertaken by the manufacturers and producers to stimulate the wholesalers and retailers to stock and sell the goods of those manufactures and producers only. It is designed to obtain the aggressive promotion and sale of the manufacturers' line of products. Thus, advertisements about distributor wanted, dealer wanted are of this kind.
- iv. Professional Advertising: Professional advertising is one that is done by the producers and the distributors who are depending on the professional people to recommend, specify, and prescribe their products to the users. The manufacturers and the distributors of pharmaceuticals, building materials, cosmetics, books and the like rely heavily on the doctors, architects, beauticians, and professors to prescribe, specify and recommend their products to their patients, clients, customers and students. These professionals recommend the products so that their clients buy them than the professionals themselves. It is the professional recommendation that amply promotes the sale of those products.

1.9.3 On the basis of demand

On the basis of demand, advertising can be classified as i. Primary demand advertising, ii. Secondary demand advertising

i. **Primary Demand Advertising**: Primary demand or general demand advertising is designed to increase the sales or a demand for a type or class of products – may be insurance, banks, education as a whole. Usually, the trade associations or the group of companies producing similar products undertake such advertising on co-operative or

contributory basis. The aim is to get the initial or the starting demand for the products of the group as a whole so as to get establish in the market(s). This is referred to as primary demand advertising.

ii. **Secondary Demand Advertising**: Secondary demand advertising is used to stimulate the demand for a particular brand or brands of a specific producer or a manufacturer. Thus, advertising used by the education ministry to promote education is primary demand advertising where as advertising used by the particular school/college is secondary demand or specific demand advertising.

1.9.4 On the basis of desired action

On the basis of desired action, advertising can be classified as i. Direct action advertising ii. Indirect action advertising

- i. **Direct Action Advertising**: Direct action advertising is one which is designed to obtain some immediate response from the target audience. Particularly, all the mail or specialty advertising is of this type. It attempts to induce the reader to order the merchandise quite immediately. Any advertisement that is given with a free coupon for a free sample of the merchandise is an example of the direct action advertising.
- ii. Indirect Action Advertising: This is designed to influence the target audience to have favorable impression or image of a brand so that when the prospect decides to buy that brand, he or she will the determination to buy that advertised brand than those of rivals. The effect is not expected to be immediate.

1.9.5 On the basis of media used

On the basis of media used, advertising is classified as: i. Indoor advertising, ii. Outdoor advertising, iii. Direct advertising and iv. Display advertising

- i. Indoor Advertising: Advertising transmitted or published through indoor media is called indoor advertising. Indoor media includes newspaper, magazine, radio, television and cinema. Thus, advertising transmitted/published from these media is indoor media. In other words, if any target audience can easily listen, read or watch advertising in their own house, that advertising is called indoor advertising.
- ii. Outdoor Advertising: Advertising released through outdoor media is called outdoor advertising. Outdoor media includes posters, painted display, travelling display, electric signs, sky-writing, and sandwitchmen. Billboards and messages painted on the side of buildings are common forms of outdoor advertising, which is often used when quick, simple ideas are being promoted. Since repetition is the key to successful promotion, outdoor advertising is most effective when located along heavily travelled city streets and when the product being promoted can be purchased locally. Only about one percent of advertising is conducted in this manner.
- iii. Direct Advertising: Advertising released through direct media is called direct advertising. Direct media includes sales letter, envelop enclosures, broad sides, booklets, catalogues, gift-novelties, store publications and package inserts.
- **iv. Display Advertising**: Advertising released through display media is called display advertising. Display media includes media like window-display, counter display, showrooms. It is also called point of purchase advertising. Point-of-purchase advertising

uses displays or other promotional items near the product that is being sold. The primary motivation is to attract customers to the display so that they will purchase the product. Stores are more likely to use point-of-purchase displays if they have help from the manufacturer in setting them up or if the manufacturer provides easy instructions on how to use the displays. Thus, promotional items from manufacturers who provide the best instructions or help are more likely to be used by the retail stores.

1.9.6Others:

i. Advocacy Advertising: Advocacy advertising is normally thought of as any advertisement, message, or public communication regarding economic, political, or social issues. The advertising campaign is designed to persuade public opinion regarding a specific issue important in the public arena. The ultimate goal of advocacy advertising usually relates to the passage of pending state or federal legislation. Almost all nonprofit groups use some form of advocacy advertising to influence the public's attitude toward a particular issue. Some of the powerful nonprofit organizations are *Maiti Nepal, Nepal Red Cross Society, Civil Society etc*.

ii. Comparative Advertising: Comparative advertising compares one brand directly or indirectly with one or more competing brands. This advertising technique is very common and is used by nearly every major industry, including airlines and automobile manufacturers. One drawback of comparative advertising is that customers have become more skeptical about claims made by a company about its competitors because accurate information has not always been provided, thus making the effectiveness of comparison advertising questionable. In addition, companies that engage in comparative advertising must be careful not to misinform the public about a competitor's product. Incorrect or

misleading information may trigger a lawsuit by the aggrieved company or regulatory action by a governmental agency such as the Federal Trade Commission (FTC) in America.

iii. Cooperative Advertising: Cooperative advertising is a system that allows two parties to share advertising costs. Manufacturers and distributors, because of their shared interest in selling the product, usually use this cooperative advertising technique. An example might be when a soft drink manufacturer and a local grocery store split the cost of advertising the manufacturer's soft drinks; both the manufacturer and the store benefit from increased store traffic and its associated sales. Cooperative advertising is especially appealing to small storeowners who, on their own, could not afford to advertise the product adequately.

iv. Direct-Mail Advertising: Catalogues, flyers, letters, and postcards are just a few of the direct-mail advertising options. Direct-mail advertising has several advantages, including detail of information, personalization, selectivity, and speed. But while direct mail has advantages, it carries an expensive per-head price, is dependent on the appropriateness of the mailing list, and is resented by some customers, who consider it "junk mail."

v. Informational Advertising: In informational advertising, which is used when a new product is first being introduced, the emphasis is on promoting the product name, benefits, and possible uses. Most of the colleges in Kathmandu Valley use prospectus as informational advertising to provide detail information about their colleges and programs.

vi. Institutional Advertising: Institutional advertising takes a much broader approach, concentrating on the benefits, concept, idea, or philosophy of a particular industry. Companies often use it to promote image-building activities, such an environmentally friendly business practices or new community-based programs that it sponsors. Institutional advertising is closely related to public relations, since both are interested in promoting a positive image of the company to the public. As an example, a large lumber company may develop an advertising theme around its practice of planting trees in areas where they have just been harvested. A theme of this nature keeps the company's name in a positive light with the general public because the replanting of trees is viewed positively by most people.

vi. **Persuasive Advertising:** Persuasive advertising is used after a product has been introduced to customers. The primary goal is for a company to build selective demand for its product. For example, automobile manufacturers often produce special advertisements promoting the safety features of their vehicles. This type of advertisement could allow automobile manufactures to charge more for their products because of the perceived higher quality the safety features afford.

vii. **Product Advertising:** Product advertising pertains to no personal selling of a specific product. An example is a regular television commercial promoting a soft drink. The primary purpose of the advertisement is to promote the specific soft drink, not the entire soft-drink line of a company.

viii. Reminder Advertising: Reminder advertising is used for products that have entered the mature stage of the product life cycle. The advertisements are simply designed to remind customers about the product and to maintain awareness. For example, detergent producers spend a considerable amount of money each year promoting their products to remind customers that their products are still available and for sale.

ix. Specialty Advertising: Specialty advertising is a form of sales promotion designed to increase public recognition of a company's name. A company can have its name put on a variety of items, such as caps, glassware, gym bags, jackets, key chains, and pens. The value of specialty advertising varies depending on how long the items used in the effort last. Most companies are successful in achieving their goals for increasing public recognition and sales through these efforts.

1.10 Nepal: Country Profile

Nepal is an independent, democratic republican country situated at the southern slopes of the middle Himalayas between India and China. Its area is 147181 square kilometer which stretches over a length of 885 kilometers and a width of 145 to 241 kilometers. It is surrounded by India in south, west and east and Tibetan autonomous region of China in the north. The country lies between $80^{0}4$ and $88^{0}12$ east longitude and between $26^{0}22$ and $30^{0}27$ north latitude. Nepal is a landlocked country. Nearest seaport is Calcutta which is in India and 1120 Kilometers away from Kathmandu.

1.10.1 Ecological Division

Ecologically, the country is divided into three ecological regions. They are the Mountain, the Hill and the Terai.

In the Northern part of the country, there are high mountains ranging in altitude form 4877 meters to 8848 meters above the sea level. This region occupies 15% of the total land. This region has occupied 6.73% (17,81,792) of the total population (CBS, 2012). Most part of this region falls under the lap of high Himalayas with temperate to cool temperature. Out of the 31 Himalayan peaks over 7600 meters in the world, 22 lies in this region, are including eight of the world's highest mountains. Sagarmatha, the highest peak of the world which is 8848 meters high also lies in this region. Most of the big rivers running through Nepal originate from this Mountain region.

The hilly region is located between the Mountain region and Terai region. It lies between the altitudes of 610 meters to 4877 meters above the sea level. Kathmandu, the capital city of Nepal lies in this region. This region has occupied 68% of the total areas of the country. This Hilly region has accommodated 43% (11,394,007) of total population of the country (CBS, 2012).

The Terai region lies southern part of Nepal which ranges in altitude of less than 610 meters. It has humid tropical and sub-tropical climate. This region covers 17% of the total area of the country and has plain and fertile land which is popularly known as breadbasket of the country. This region has accommodated 50.27% (13,318,705) of total population of the country (CBS, 2012).

1.10.2 Administrative Division

For administrative purpose, Nepal has divided into five development region, fourteen zones, seventy five districts, 3915 VDCs and 58 municipalities. Among the 75 districts, 16 districts lies in Mountain region, 39 districts in Hilly region and 20 districts lies in Terai region. Likewise, development regions are made up of districts. There are 16 districts in Eastern development region, 15 districts in Western development region, 15 districts in Mid-Western development region, 19 districts in Central development region, 16 districts in Western development region, 15 districts in Mid-Western region and 9 districts in Far-Western development region. Districts are further divided into VDC and Municipalities. VDCs are further divided into even smaller units called wards. Each VDCs are divided into nine wards and municipalities are divided into different wards ranging from 9 to35 wards.(Sharma, Acharya, Paneru, & Bhatta, 2012).

1.10.3 Population

Total population of the country is 26,494, 504. Annual growth rate of population is 1.35%. Among the ecological region, Mountain region constitutes 1,781792 (6.73%), Hilly region constitutes11,394,007 (43%), and Terai region constitutes 13,318,705 (50.27%) of the total population of Nepal. Similarly, among the development regions, Central development region has the highest population i.e. 36.45% and Far-Western development region has the lowest population i.e.9.63% . Kathmandu Valley, locale of the study, lies in the Central Development region. Population density which indicates average number of population per square kilometer is 180. Urban population i.e. population residing in 58 municipalities, constitute 17% (4,523,820) of the total population (CBS, 2012).

1.10.4 Religion

According to the census 2012, there are ten categories of religion in the country. Among the major religion, Hindus are 81.3%, Buddhist are 9%, Islam 4.4%, Kirat 3.1%, Christian 1.4%, and Prakriti 0.5%,.

1.10.5 Literacy Rate

According to the census 2012, overall literacy rate for population aged five years and above is 65.9%. Among them, male literacy rate is 75.1% and female literacy rate is 57.4%. The highest literacy rate is 86.3% in Kathmandu and the lowest literacy rate is 47.8% in Humla (CBS, 2012).

1.11 Television Facilities in Nepal

Television set is one of the basic requirements of 21st century. As per the result of census 2012, there is television set in 36.45% households. Specifically, 60.67% households in urban area have television sets in their house and 30.66% households in rural area have television sets in their house. Similarly, in the whole country, 19.33% households have cable TV facility in their house. In urban areas, 53.8% households have cable TV facility but in rural only 11.1% have cable TV facility in their house.

1.11.1 Television Facilities in Kathmandu Valley

Kathmandu Valley is the locale to the study. In Kathmandu Valley, there are all together 161809 television set are available. Among them, in Kathmandu district total TV set is 72539, in Lalitpur district TV set is 56708 and in Bhaktapur total TV set available is 32562.Similarly, cable TV available in Kathmandu, Lalitpur and Bhaktapur districts are 60745, 37578, and 28489 respectively (CBS, 2012).

Districts	No. of TV Set	%	Cable TV	%
Kathmandu	72539	44.83	60745	47.9
Lalitpur	56708	35.04	37578	29.63
Bhaktapur	32562	20.12	28489	22.46
Kathmandu Valley	161809		126812	

Table 1.1: Television Facilities in Kathmandu Valley

Source: Central Bureau of Statistics 2012

The above table also analyzes the no. of TV sets and cable TV facilities available in Kathmandu Valley. TV sets available in Kathmandu, Lalitpur and Bhaktapur districts are 44.83%, 35.04% and 20.12% respectively. Similarly, cable TV facilities are available in Kathmandu, Lalitpur and Bhaktapur districts are 47.9%, 29.63% and 22.46% respectively.

1.12 Children in Nepal

According to census 2012, total population of children below 14 years of age in Nepal is 92,48,246 which constitutes 34.91% of total population. Among them children aged 0-4 years category are 25,67,963, children aged 5-9 years category are 32,04,859 and children aged 10-14 years category are 34,75,424.

Age	Number of Children	%
0-4	2567963	9.69
5 to 9	3204859	12.1
10 to 14	3475424	13.12
total	9248246	34.91

Table1.2: Children in Nepal

Source: Central Bureau of Statistics, 2012

The above table analyzes the total population of Nepalese children. In the above table, children between 0-4 years are 9.69%, children between 5-9 years are 12.1% and children between 10-14 years are 13.12%. In an aggregate, there are 34.91% children out of the total population of Nepal.

1.12.1 Children in Kathmandu Valley

According to census 2012, total population of children within Kathmandu who are below 14 years of age are 6, 01,777. Among them 68.86% live in Kathmandu district, 18.58% live in Lalitpur district and 12.55% children live in Bhaktapur district.

Among the total 4,14,441 children in Kathmandu district 6.4% are belong to 0-4 years age, 7.8% belong to 5-9 years of age, 9.5% children belong to 10-14 years of age. Similarly, in Lalitpur district, among the total 1,11,811 children, 6.3% belong to age group 0-4, children belong to 5-9 years of age are 7.95% and children belong to 10-14 years of age are 9.7%.

Age	Kathmandu	%	Lalitpur	%	Bhaktapur	%	Total
0-4	111600	6.4	29205	6.3	19822	6.51	160627
5 - 9	137162	7.8	37208	7.95	24312	7.98	198682
10-14	165679	9.5	45398	9.7	31391	10.3	242468
Total	414441	68.86%	111811	18.58%	75525	12.55%	601777

Table1.3: Children in Kathmandu Valley

Source: Central Bureau of Statistics 2012

Again in Bhaktapur district, among the total children 75,525, children who belong to 0-4 years of age are 6.51%, children belong to 5-9 years age are 7.98% and children belong to 10-14 years of age are 10.3%.

1.13 Media in Nepal

History of media in Nepal is not very long as compared to other developing and developed countries. Credit of establishment of printing press goes to first Rana Prime Minister of Nepal late Janga Bahadur Rana. He had brought a printing press in 1908V.S.(1851A.D.) which was popularly known as Giddhe Press. In fact, after the arrival of printing press in Nepal, era of print media started in our country. Giddhe press was the first printing machine entered in Nepal. After a few years, another printing press was introduced in Nepal which was popularly known as "Manoranjan Press." After three years of the establishments of manoranjan press, MulukiAin was published which took three years to publish 1038 pages book of MulukiAin (Amatya & Thapa, 2010). At Present, according to the Ministry of Information and Communication, Department of Information, there are 5873 newspaper has already registered till 2067 Chaitra. Among

them 420 newspapers are daily, 23 bi-weekly, 2174 weekly, 399 fortnightly, 1934 monthly, 234 bi-monthly, 510 tri-monthly, 26 quarterly, 70 half-yearly and 83 annually (Media Directory 2067).

In Nepal, history of radio board casting commenced in 2002 BS (1945AD). In the history of Nepal, first test radio transmission was tested from the Bijuli Adda located at the northeast side of Tudikhel in Kathmandu. In Rana's period, owning radio set by public was beyond their expectation except Ranas. This radio broadcast permission which was given by Prime Minister Padma Samser Rana could not last for two months because of the interference by other Ranas. In 2004 BS (1947 AD), Rana's government permitted publics to keep radio sets to listen All India Radio. In the Rana's period, freedom fighters for the first time aired the voice of public through a transmitter on 1950 December 6 (2007 Marga 20) from Bhojpur of Nepal. Later, the same transmitter was sent to Biratnager on 1951 January 30 (2007 Magh 17). Name given to the radio station was "Prajatantra Radio" and that radio station was established within the premises of Raghupati Jute Mill at Biratnagar.

Today's state owned Radio Nepal was established on 1951 April 2 AD (2007 Chaitra 20 BS) which is considered as eldest electronic media of Nepal (Amatya & Thapa, 2010). After the restoration of democracy, government introduced liberal economic policy. In 1994AD (2051 BS) Radio Nepal introduced FM Radio. After four years of its establishment of FM station, in 1998 AD (2055 BS) Kantipur FM started which broke the half century long monopoly of state owned Radio Nepal. At this moment, according to the Ministry of Information and Communication, Department of Information there are 617 FM stations all over Nepal. In Nepal, Nepal Television was started on 1985 January 20 (2041 Magh 17 BS) as a project. On 1985August 13, it started its test transmission, after six months of its establishment. Nepal Television project became Nepal Television Corporation since 1985 December 29 (2042 Poush 14 BS) (Amatya & Thapa, 2010). At present, Nepal government has already issued license for 82 television channels all over Nepal.

Media	1951/58	1990	2013	2015
Newspaper	37	456	5873	6570
Radio Station	1	1	515	617
Television Channel	0	1	58	82

Table1.4: Media in Nepal

Source: MOIC 2072

The above table shows the availability of newspaper, radio and television available in Nepal during different period. In 1990 there was only 456 newspaper, one radio station and one television channel in Nepal. In 2013, there was 5873 newspaper, 515 radio station and 58 television channels. Similarly, as on 2015 April 15, no. of radio station reached to 617 and no. of television channel reached to 82. Except Radio Nepal all radio stations are FM radio stations.

The above analysis indicates the media proliferation in Nepalese media industry. Nepal government has also issued licensed for the permission of 126 downlink channels . Number of cable service providers are 786. There are fifteen companies which received permission as signal distributors (Ministry of Information and Communication, 2015). List of downlink channels and signal distributors are shown on appendix III and IV respectively.

1.14 First Print Advertising in Nepal

In the history of Nepalese advertising, first print advertisement was published in the Mokshasiddi. It was a book written by Nepali author Mr. Krishna Giri which was published by Nepal Manoranjan Perss in 1862 AD (1919BS). The advertisement was printed on the cover page of his book. Cost of the advertisement was three annas. The historical print advertisement was as follows:

First Print Advertisement of Nepal

नेपाल मनोरञ्जन प्रेसमा छापियएका कितावको कृष्ण गिरि कृत मोक्ष सिद्धि एक के । कृष्ण गिरि कृत स्मार्त धर्म सग्रह एक के ३॥। स्तोत्र सग्रह एक के ॥। श्री तल लेखिएका किताव छापिन तयार छ, – श्री धर्रा टिका सहित श्रीमत भागवत् गीता ।

Source: AAN

1.14 Advertising Expenditure in Nepal

Nepal is an underdeveloped country. Advertising market in Nepal is comparatively very small in comparison to developing and developed country. But advertising industry in Nepal has shown substantial growth in past few years.

Rs.	In	Mil	lions

Medium	2004	2005	2006	2007	2008	2009/10	2010/11
Print	520	600	850	950	1150	1280	2015
TV	360	480	600	500	900	700	865
Radio	200	250	300	450	650	720	750
DTA							40
Others	920	870	750	800	800	850	650
Total	2000	2200	2500	3500	3500	3350	4320

Source: AAN 2012

The above table shows the advertising expenditure in Nepal. In the table, total media are divided into seven categories. They are print media which includes newspaper and magazine, television, Radio, DTA (Digital Theatre Advertising) and others includes, billboard, posters, banners, wall paints, events etc. In the above table, figure for 2009/10 and 2010/11were for the period of 16 July 2009 to 16 June 2010 and 16 July 2010 to 16 June 2011 respectively. In 2011, advertising expenditure for print media was NRs. 20,15 millions, for Television advertising NRs. 865 millions, for Radio NRs. 750 millions, for digital theatre advertising 40 millions, and others media NRs. 650 millions. The following figure also shows the advertising expenditure in Nepal.



Figure 1.1: Advertising Expenditure in Nepal

In the above figure, market share of advertising expenditure in newspaper is the highest and market share of advertising expenditure in Nepal is in second position in comparison to other media which is NRs. 865 millions.

1.15 Advertising Expenditure in Nepalese Televisions

Although history of Nepalese television advertising in not so long, advertising expenditure in Nepalese Television media are increasing day by day. In 2010/2011 BS, total advertising budget for television advertising was NRs. 865 millions.

Years	NRs.(In millions)	Change (In millions)	Change in Percentage
2004	360		
2005	480	120	25%
2006	600	120	20%
2007	500	-100	-20%
2008	900	400	64%
2009/10	700	-200	-28%
2010/11	865	165	19%

Table1.6: Advertising Expenditure in TV

Source: AAN 2012

The above table exhibits the total advertising expenditure in television media from 2004 to 2010/11. For television media, advertising expenditure for 2004 was NRs. 360 millions. In 2005, advertising expenditure for TV media increased by NRs. 120 millions (25%) and reached to NRs. 480 millions. Similarly, in 2006 advertising expenditure reached to NRs. 600 millions by the increment of NRs. 120 millions (20%). But in 2007, advertising expenditure for television slashed down to NRs. 500 millions because of the decrement by NRs100 millions i.e. (20%). In the above table, figure for 2009/10 and 2010/11were for the period of 16 July 2009 to 16 June 2010 and 16 July 2010 to 16 June 2011 respectively. Advertising expenditure for 2009/10 and 2010/2011 were NRs. 700 millions and NRs. 865 million respectively. Thus, the above analysis reveals the increasing trend of advertising expenditure in television media. The following figure also shows the trend of advertising expenditure for television media of Nepalese advertising industry. In the figure, advertising expenditure has increased each year except 2007 and 2009/10. Main reason for the slashes down of advertising expenditures for those years was acute load shedding for electricity existed in Kathmandu Valley. At that time load shedding was more than eighteen hours especially in dry seasons. Consequently, Load Shedding had severely affected television commercials and expenditure related with television media.



Figure 1.2: Advertising Expenditure in TV

1.16 Significance of the Study

Advertising is a tip of marketing iceberg. It is an art of telling and selling. Nowadays, advertising is not only expenditure of marketing communication budget for marketers, but also an investment of time, energy and creativity in addition to huge amount of money. If promotion campaign became unsuccessful to achieve expected impact in the target market, mistakes may me irreparable for any marketer. Consumers' active involvement is essential to get the expected impact form the advertising campaign. Customers watch television advertisements frequently if the message is target market friendly and if the advertisements are liked by the audiences there is high possibility to increase the positive impact upon the target audiences. Marketers and advertising agencies are spending huge amount of time, treasure and talent to increase advertisement effectiveness. Indoor and outdoor advertising are increasing rapidly. When Nepal Government adopted economic liberalization after the restoration of democracy, multinational companies started to enter Nepal and advertisement business started to take new pace in this field. There are 420 daily newspaper registered in Ministry of Information and communication. Among them 48 registered in Bagmati zone. Similarly, there are 82 television channels all over Nepal. When Nepal Government banned the tobacco and alcoholic products from electronic media in 2055 BS, the opportunities started to shift to outdoor media as well. Because of the increasing rate of media, different negative issues like deterioration of the beauty of the city, violation of traffic rule, road accidents and wastage of money in media, clutter in communication etc. are also increasing day by day. Thus, this study will helpful to the advertisers to take the advertising decisions regarding message, media and money in advertising. They will get the information about the exposure, opportunities, location selection, and budgeting and media strategy formulation. Obviously it can facilitate government to determine act, rules and policies regarding advertising and media related decisions. This study will provide inputs for the researchers for further studies regarding these issues.

Television is a most powerful and influential media which offers latest, widest and most frequently used source of information for our children. Even though, most of the urban children have regular access with other media, only television is regarded as means of information and entertainment with strong human appeal irrespective of age, gender, education or income. Television holds the attention of the audience for hours but all other media holds attention for only a few minutes. Television is getting transformed rapidly into primary source of information and entertainment for millions of children and is as influential as a parent or a teacher (Panwar & Agnihotri, 2006). Television is such a medium which attracts the attention of children from the age of three months, as it has edge of sight, sound, color, motion as compared to other media. Watching television is a prime leisure time activities for our urban children. The Communication process between the television and children is very much strong and affects their behavior and style (Khanna, 2012). Following television facts discovered by studies from time to time in the past are shown below to explain the significance of television in our children's daily life.

FV Facts	
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- American children, age 2-17, watch television on average almost 25 hours per week or 3.5 hours a day. Almost one in five watch more than 35 hours of TV each week.
 - Twenty percent of 2-7 years old, 46% of 8-12 years old and 56% of 13-17 years old have TVs in their bedrooms.
 - Children spend more time watching TV than any other activity except sleeping.
 - Television's impact on reading and other academic skills depends not only on the amount of television watched, but also on what is being watched as well as the

age of the child.

- Sixty eight percent of 8-18 years old have a TV in their bedroom; 54% have a DVD/VCR player, 35% have cable/satellite TV and 20% have premium Channels.
- In 63% households, the TV is usually on during meal.
- In 53% households, of 7-12 graders, there are no rules about TV watching.
- In 51% of households, the TV is on most of the time.
- Kids with the TV in their bedroom spend an average of almost 1.5 hours more per day watching TV than kids without a TV in the bedroom.

Source: http://www.mediafamily.org/facts_childrentv.shtml

Television is the leading influence on children and the advertising seen on televisions serves as the primary sources of information worldwide (Oates, Blades, Gunter, & Don, 2003). Children are considered inexperienced consumers and easy to persuade for marketers. Children demands any types of goods advertised in television irrespective of their needs or parents' purchasing power which sometimes leads to parent-child conflicts in the family.

Advertising to children is always been criticized by various NGOs and INGOs about the negative impact of advertising to children. No attempt has been made to study the impact of adverting on children in Nepal till date. This study is an attempt to examine the impact of television advertising on Nepalese children The study is mainly focused on television viewing habits of urban adults of Kathmandu Valley and their opinion towards the impact of advertising on children. The study concentrates on the urban citizens as advertising are criticized by educated people of the society. The study is conducted to collect the perception of matured and educated people about the immature target audiences. To achieve the above mentioned objectives 500 educated citizens of Kathmandu Valley who are at least sixteen years old and minimum SLC graduate are asked about the television viewing habits and their opinion regarding the impact of advertising on children by the help of closed ended questionnaires.

A lot of research has been conducted on impact of advertising in developed countries from different perspectives but there is scarce information about impact of adverting in Nepalese perspectives. The study will enable the researcher to make recommendations to Nepalese advertising business especially those who involved in advertising agency, media, marketing, social awareness. Advertisers, marketers, government, child right activists, NGO and INGO, schools and colleges will be benefited from the present research. Finding of the research will help the advertisers, ad agencies and media to improve performance regarding marketing communication targeted to children. The report will also be a source of reference for other researchers intending to study impact of advertising.

1.17. Statement of the Problem

Advertising volume, advertisers and media in Kathmandu Valley as well as in Nepal are increasing day by day. No marketer can ignore advertising and media because of its effectiveness and increasing popularity. It is essential to have a sufficient knowledge about the advertisement to be made as well as location, size and content of message, consumers' response, media effectiveness etc. Government as well as Kathmandu Metropolitan City, Lalitpur Sub-Metropolitan city taken as one of the main sources revenue collection in the form of tax. Undoubtedly, main source of income for almost media is advertising. Government and NGO/INGO are also allocating huge amount budget for public awareness campaign. Advertisers are allocating huge amount of money for indoor and outdoor advertising through newspaper, television and billboard advertising and adverting agencies also are earning large some of their money from this sector. So, municipalities, advertisers, ad agencies as well as government should have all good information about the advertising, its message and media.

There is no specific law regarding advertising in Nepal. Advertisers are using various media haphazardly. Parents, teachers, Traffic police and social activists are pointing their finger towards advertising for misleading message, road accidents and pollution of city. So, researchers have not yet conducted research on different advertising media like newspaper, radio and bill board advertising. Therefore this study is going to focus and analyze the perception of urban people of Kathmandu Valley about the impact of television advertising on Nepalese children. The study especially will surround and leads with the following aspects of advertising.

- What media is preferred my Nepalese children, television or newspaper?
- What is the television viewing habit of Nepalese audience?
- What about the cable television or dish home availability?
- What are the positive and negative impacts of advertisement on children about purchase, education, knowledge, parent-child conflict etc?
- What is the perception of people about advertisement and how they react to them?
- Should we ban television advertisement targeted to children?
- Is there is any relationship between television and eating habit of children?

1.18. Objectives of the Study

Television is an audio visual medium that carries the advertisers' message to mass audience. The study "Impact of Television Advertising on Nepalese Children" was carried out to understand the television viewing behavior of the educated urban audience and their perception towards the impact of television advertising on Nepalese children.

The specific objectives of the current study are as follows:

- i. To examine the television viewing behavior of Nepalese audiences
- ii. To investigate the perception of audiences towards television advertising targeted at children and its impact on purchase behavior.
- iii. To investigate the perception of audiences towards television advertising targeted at children and analyze its positive and negative impact on children.
- iv. To study the relationship between demographics and their opinion regarding impact of television advertising on children.

v. To find out the Nepalese perception about restricting television advertising targeted to children.

1.19 Hypotheses

With the purpose of analyzing and studying the television viewing behavior of the urban educated people and their perception about the television advertisements targeted to children, data is collected on different aspects and set of hypotheses were framed to test the validity of the study.

Following hypotheses were formulated to cover the pre-determined above mentioned objectives where hypotheses were analyzed and tested with the help of individual statements by using various statistical tools.

- i. There is association between demographic characteristics and television viewing behavior of audience
- ii. There is association between demographic characteristics of audience and their perception towards the impact of advertising on Nepalese urban children
- iii. There is association between advertising and parent child conflict.
- iv. There is association between advertising and children's education.
- v. There is association between advertising and children's knowledge.
- vi. There is association between advertising and clever children.
- vii. There is association between advertising and purchase decision.

1.20 Framework of the Study

The study entitled "Impact of Television Advertising on Nepalese Children" has focused on perception of urban educated television viewers about the impact of advertising on children. Thus, dependent variables of the study are television viewing habits and perception about the impact of advertising of children. The independent variables selected for the study are age, gender, occupation, marital status, types of family and academic qualification. Information about the television viewing habits and their perception towards the impact of advertising was collected by self administered closed ended questionnaires. Collected data was analyzed by using various mathematical and statistical tools such as percentage and chi-square.

1.21Organization to the Study

The study has organized in five chapters which include introduction, review of literature, material and methods, observations and discussions.

1.21.1Chapter One: Introduction

This chapter presents the objective of the study, significance of the study, statement of the problem, hypotheses, and frame work of the study, organization of the study and limitations of the study.

1.21.2 Chapter Two: Review of Literature

The second chapter reviews the available literature on the related subject. It includes research contributions directly or indirectly related with the topic which presents the review of

previous literature related with advertising and its impact. Various research articles, books, research studies, reports, newspaper carried out on the impact of advertising for the purpose of understanding various issues related with the study and research gap are presented in this chapter. The studies have been reviewed in chronological order.

1.21.3 Chapter Three: Material and Methods

This chapter explains the methodology used in the study. It includes research design, population and sample, sampling and sample design, data sources, questionnaire development and data collection, pilot study, use of scale for data collection, locale of the study, characteristics of respondents, tools for data analysis and summary of the research methodology.

1.21.4 Chapter Four: Observations

Chapter four is devoted to data analysis and interpretation. This chapter presents the analysis of the data collected for the study purpose. Results of the analyzed data are presented in the tables and inferences drawn are also mentioned in this chapter.

1.21.5 Chapter Five: Discussion

This chapter presents the analysis of the major findings, summary, conclusion and recommendations of the study are discussed.

1.22 Limitations of the Study

It is important to mention limitations of the study. These limitations help understand and interpret the study in proper way. 'Sample' is sample; it can never be the 'universe' (Roopin, 2011). Thus, it is the real cause of limitation in all the study based on sampling techniques. In this context, this study entitled "Impact of Television Advertising on Nepalese Children" is not the exception. The uncontrollable factors also contributed towards the number of limitations.

Some of the limitations are listed below:

- i. Among the different types of media only the television advertisements are considered for the purpose of the study.
- ii. No primary data collected from sample survey are free from inaccuracies and biasness. Although proper care was taken to minimize such demerits, the data used the study is also subject to such error as the respondents may lack the proper knowledge about the questions included in questionnaire.
- iii. The study is based on primary data and survey was conducted by assuming that respondents have given their genuine opinions without hiding anything. Although questionnaires were administered personally, accuracy and authenticity of the reports depend on the sincerity of the respondents.
- iv. The study is based only on the opinion of the educated urban citizens of Kathmandu Valley only. At least SLC passed audience are taken as respondents. Although the study is related with impact of advertising on children, respondents below the age of 16 have not included.
- v. This study is based on behavioral responses to the television advertisements, attitude towards impact of advertising on children. As audience's perception about the impact of advertising is behavioral in nature, accurate analysis is not possible.

CHAPTER - TWO REVIEW OF LITERATURE

In this chapter a brief review of previous studies relating to the impact of television advertising on children has been presented. The research studies which are directly or indirectly related to topic have been reviewed in a chronological order.

Review of literature is basically a stock-taking of available literature in the field of research. The textual facts would help the researcher to support the research in order to explore the area of relevant and true facts for the research purpose. While conducting the research, previous studies cannot be ignored such that the information would help to check the chance of duplications in the present study. It also helps to identify independent and dependent variables relevant for the study. This chapter review of literature deals with the review of related articles and different studies to the above mentioned topic in more and descriptive manner. The different concepts and ideas that we use in this study have been collected and derived from various books, journals and past studies.

Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor (Kotler & Keller, 2008). Advertising is the business of people, for the people, and by the people (Sontakki, 2000). It is the structured and composed non-personal communication of information, usually paid for and persuasive in nature, about products by identified sponsor through different media. Advertising is very common term which figures in each of our lives every day. We see it on television, in the sky, on the match box, in the newspaper, on the trash containers, in

the magazines, on our mail, on the vehicles, in the vehicles, on bill boards; we hear it on radio, in the stores we visit and so on. Advertising is part of our daily life and everyone is conscious of it (Sontakki, 2000). The term 'advertising' is derived from Latin word 'advertere' which means to turn the attention of somebody towards something (Amatya & Thapa, 2008). Advertising is the magnet that motivates the world of business. In another words, advertising is mass communication process of informing and persuading the target audience to purchase products or services with increased satisfaction to consumers and profits to the advertisers. Advertising is a tool of marketing which acts as effective multiple salespersons, reaching good many people at a time, effectively, quickly at comparatively lower cost. Advertising is multidimensional. It is a form of mass communication, a powerful marketing tool, a component of the economic system, a means of financing the mass media, a social institution, an art form, an instrument of business management, a field of employment and a profession (Sandage, Fryburger, & Rotzoll, 2004).

Scott (1943) conducted a study entitled, "Advertising when buying is restricted". In the study, it is argued that the effects on advertising outlays upon profit and liquidity are important factors in selling outer limits for advertising. He also explains that normally a time lag occurs between advertising outlay and sales results. In his opinion, the firm's resources set a real limit on advertising outlay.

In Mamoria and Joshi's (1968) opinion, an effective advertisement should be done strictly in the language of the customer and it should be inserted at the right time in the right place and also in right media. Moreover the advertisement should be communicated to the people on whom it is aimed. Greyser and Reece (1971) conducted research on the attitude of businessmen towards advertising to children. It was a comparative survey in which the attitude of businessmen and college students' towards advertising was studied. Statistically significant differences surfaced among responses of businessmen and students towards advertising. About 90 per cent of the businessmen acknowledged that "Advertising was necessary", whereas, the students responding to the same question held directly opposite opinion, 80 per cent of them responded that advertising persuaded people to buy things they did not need. Over 3/4th of the students believed that advertising insulted their intelligence and was irritating at times. Although two dimensional importance of advertising ie the industry and the society was accepted, yet, highly contradictory attitudes towards advertising to children were held.

Blatt et al. (1972) conducted a research on a cognitive development study on children's reactions to television advertising. In their study it was concluded that children's age is the factor that determines the effectiveness and persuasiveness of television commercials in children. Younger children are less likely to differentiate among television programs and advertisements so they can give more attention to television commercials as compared older children.

Ward (1972) conducted research to study the effect of age on children's awareness, understanding and discernment of TV advertising. In this study, 67 children, ranging from 5 to 12 years of age, selected from families of middle and upper-middle class, were interviewed. The questionnaire designed by Blatt (1971) was used for personal interviews with the children. The findings of the study suggested those children's responses to commercials were related to stages in their cognitive development. Younger children exhibited low awareness of the concept of a commercial, frequently explaining them as part of the show or identifying them simply by naming a category of products. On the contrary, the results indicated that older children exhibited greater awareness in explaining commercials in terms of the concept of sponsorship. They also understood the purpose of the commercials better and could discriminate between programs and commercials more readily than younger children. Age differences in complexity of recall were discovered to be significant.

Ward and Bever (1972) studied the relationship between the children's age and their ability to understand the TV commercials. They confirmed that children aged 8 or older no longer believed that "Commercials always tell truth". According to their study, as the child's age advanced, his ability to understand the basic intent of advertising and the ability to differentiate the programme from the commercials also improved. With maturity, the children developed the tendency to distrust the commercials after analyzing them.

Ward and Wackman (1972) carried out a comprehensive survey of mothers to find out how often their children asked for various products and how often they yielded to it. It was found that the most frequent requests were for food and toys and that the highest yielding levels (buying "often" or "sometimes") were those for cereals (87%), snack foods (63%), game toys (54%) and candies (42%).

Frideres (1973) reported that TV created desires for toys among small children and TV advertisements may not affect all children directly. Informal communication among children created need in an indirect manner. His findings also suggested that a
large number of parents buy toys on the basis of their children's desires. This was quite prevalent among middle class families and was also somewhat representative of parents belonging to lower class, whereas, it was not true for upper class families. Finally, the results indicated a clear relationship between the cost of item and the basis for decision to buy it.

Haller (1974) reported in his findings that more than three-fourth of the respondents surveyed believed that advertising presented invalid or misleading claims. More than 80 percent of the respondents felt that over one-half of all advertising insulted their intelligence. Nearly two-thirds of those students responding felt that more than half of all advertising was irritating and about 80 per cent of respondents rated TV advertising as highly annoying.

Rossiter and Robertson (1974) were of the opinion that advertising could generate three possible effects on the children. The first suggestive effect was the cognitive effect that was the ability of the children to understand the nature and intent of advertising. Second such effect was the attitudinal effect, which was the feeling that the children developed towards advertising and the reaction they were intended to generate. The third effect called the behavioral effect was the extent to which the children were persuaded by advertising to ask for the advertised product. These three effects of advertising had more intense effect on the purchase behaviour of the children, who were not mature enough to understand the primary intention behind such advertisements.

Atkin (1975) observed mother-child pairs shopping in the super market. He found that 62 per cent of parents acceded to their child's "Request" or "Demand". Conflict was recorded in 65 per cent of the cases where the request was denied by the parent and unhappiness in 48 per cent of children was noted. There was a tendency for conflict and unhappiness to be the highest amongst 6 to 8 year olds. However, he noted that conflict was seldom intense or persistent and the displays of child's anger or sadness were also short lived. The amount of commercial time viewed at home was also found to be positively related to the number of purchase influence attempts made by children.

Bever *et al.* (1975) performed a study involving the attitudes of children toward advertising based on the cognitive development theory of Piaget. Interviews were conducted with 48 children between the ages of 5 and 12 years from a cross section of working and middle class families. The results indicated that the attitude children have towards advertising become more negative with age and their anger toward misleading ads also increased. Even by the age of 10 years, children were undeniably cynical and suspicious of TV ads. About 75 per cent of the children in the 11 to 12 years age group felt that advertising was sometimes intended to "trick" the consumers, but over 65 per cent believed that they could discern deceptive ads at least some of the time. Also of importance was the result that children's skill in acquiring impression of reality from advertising far exceeded their abilities to logically understand commercial messages. Given the inability to detect logical fallacies, children accepted the faulty reasoning without questioning their validity.

Galst and White (1976) conducted a study on the role of TV advertising as an unhealthy persuader for children's purchase influencing attempts at the supermarket. A total of 41 children (mean age 4.7 years) and their mothers participated. The study consisted of two parts – an experimental TV-viewing study conducted within the child's school, to determine commercial reinforcement value for each child, and a field study

involving the direct observation of the child's purchase influencing attempts at the super market. They reported that children made an average of 15 purchase influence attempts and children were successful in obtaining 45 per cent of the items requested. A significant positive relationship was found between the number of purchase influence attempts and both the total amount of TV reinforcement time and the amount of commercial reinforcement time (as measured in a laboratory situation). The study demonstrated a high degree of correspondence between children's purchase influence attempts and the foods that are heavily advertised on TV. Sugared cereals and candies were the most heavily requested items and also the food items most frequently advertised on TV. As ads for sugared cereals out-number those for non sugared cereals by 3 to 1 during programs directed to children, the results were discussed in term of TV's contribution to unhealthy eating patterns. It provided strong co-relational data linking children's purchase influence attempts in supermarkets both to the amount of commercial TV they watched at home and the degree to which they preferred to watch ads rather than program material in a laboratory setting.

Rossiter and Robertson (1976) examined parental control over children's television viewing as reported by parents and as reported by the children themselves. Results revealed a significant pattern of parental exaggeration. Parents claimed significantly lower viewing by their children, strict household rules governing viewing, more coviewing with children, greater parent-child interaction, and lower susceptibility to commercials than the children themselves reported. Parental exaggeration was also found to increase with social class, suggesting that a social desirability bias underlies the general pattern of idealized reporting of television control by parents.

Shimp and Divita (1976) observed that ability of the child to recognize a product was significantly influenced both by children's stage of cognitive development and by relative length of time in a commercial devoted to presenting product and premium information. Concrete operational children uniformly exhibited greater product information recognition accuracy than pre-operational and thus appeared to be less influenced by the premium from processing information. But it was unclear whether these findings were exclusively due to interference or merely reflected greater memory facility on the part of concrete operational children.

Burr (1977) reported that about 75 per cent of children spent in excess of twenty two hours per week viewing television. On an average, children recognized products advertised on television. Their tendency to buy as a result of various appeals varied according to the appeal used. They found that no significant correlation was found in children's recognition of product and hours of television viewed per week.

Barry (1978) conducted research on the elementary school guidance counselors towards children TV advertising. The results indicated that most of them held a negative opinion of children's advertising. They strongly felt that advertising stifled creativity and lessened child's interpersonal skills. About 35 per cent of them believed that advertising to children should be banned completely. The effects of advertising strategies, such as hot selling or repetition, on child's response to advertising proved to generate an overall negative effect on the personality of children.

Goldberg and Gibson (1978) observed that children when offered a choice of highly sugared or more wholesome snack and breakfast foods, showed varied responses and their choices reflected their TV exposure experience. Those who viewed commercials for highly sugared foods had a tendency to buy them as compared to those who viewed pro-nutrition public service announcements. They preferred choosing more fruits and vegetables as compared to highly sugared foods.

Goldberg, Marvin and Gorn (1978) investigated some potential unintended consequences of TV advertising on children and the reaction to both parents and peers. It also focused on personal feelings of children when denied a request for a toy. The results 30 suggested that the contents of some of commercial material on children's television motivated children to acquire and spend more time with toys as against playing with peers. The study also suggested that a larger number of parent-child conflict situations developed as a result of TV advertising to children. There was evidence, however, that the child experienced greater personal unhappiness when he/she had seen a TV advertisement for the product in question and was denied it.

In Agrawal's (1978) opinion, the useful roles of advertisements in the society by citing a series of advertisements released by the Loss Prevention Association of India urging people to prevent losses, avoid accidents; Advertisements released by the Cancer Society of India and several other advertisements are of a similar nature.

Donohue et al. (1978) conducted a study to examine the perception of television advertisements amongst black and white children. The sample size of the research was 6-8 years old 82 children consisting 52 respondents from white middle class schools and 30 respondents from inner city black schools. Respondents were shown two Mc Donald's advertisement and interviews were conducted immediately after the advertisement exposure. The study showed that almost 70% of the black children felt that food shown on advertisement was more nutritious than food served at their residence. In the contrary, only 15% of whites felt as blacks. Again, more than 75% black children perceived that the family in the commercials was happier than their family, where as only slightly more than half white children expressed that way. Study revealed that blacks generally perceived the social relationships and products in the commercials to be superior to their own situations. Again it was concluded that children had greater difficulties in understanding children targeted commercials as marketers have been more subtle and make them similar with television programs. The study was based on the hypotheses (i) white children would indicate significantly higher understanding of television commercials and (ii) the older children would indicate significantly higher level of understanding of television commercials, were supported by the evidences.

Barry et al. (1978) conducted a research to study the attitudes of elementary school guidance counselors toward children's television commercials. Randomly, questionnaires were mailed to 545 members who belong to a National Association of Elementary School Guidance Counselors. This special group was selected as their unique position of being able to observe children when much of their development occurs. The result of the study showed that they had a extremely negative attitudes regarding advertising targeted to children. They perceived that advertising exploits the children, leads to materialism, lessons a child's interpersonal skills, and stifles creativity. Nearly 35% of the counselors agreed that advertising targeted to children should be banned completely. Again, interestingly, half of them felt that advertising on television can play a positive role by teaching children how to buy products in the market.

Schlinger (1979) conducted a study on a profile of responses to commercials. In this study it was mentioned that while focusing on the television advertisements and responses from the audiences in almost 500 television commercials responses were recorded by the Leo Burnett Advertising Agency and they found seven different types of responses to television commercials. The responses include relevant news, entertainment, brand reinforcement, alienation, familiarity, empathy, and confusion.

Thomas (1980) conducted a study entitled, "A Framework for Ascertaining Deception in Children's Advertising." The study concluded that the impact of advertising will most likely vary among children by factors like age, the extent of parental interaction, education level of children, the extent to which the children developed cognitive filter and the like.

Butter et al. (1981) conducted a study to find out preschoolers' ability to distinguish between television program and television advertisements. The sample size was 80 preschoolers. They were divided into two distinct groups on the basis of age. The mean age of younger group and older groups were 4.13 years and 5.15 years respectively. It is interesting to note that preschool children are able to differentiate a program form advertisement. Although older group identified significantly more numbers of programs and advertisements, the younger children were able to identify and distinguish 80% of television program and commercials. In addition to that parents opined that most of the children who distinguishes the program form advertisements also know that the purpose of ads which is to encourage buying was not supported. Amongst the younger children group 68% could not verbalize an awareness of what a television commercial was and 90% did not know why they were transmitted through television.

Julian and Clive (1983) have investigated the children's attitudes towards television advertising. A sample size of total 545 middle class white children with mean age 10.67 years completed a 28 item scale after watching a television advertisement. One item was omitted after the initial analysis and factor analysis of remaining 27 items yielded two interpretable factors labeled "Entertainment" and "Irritation – Boredom". In their two issues emerged: (i) adult's and children's attitudes to television commercials differ somewhat, and (ii) Children watch television commercials almost entirely in terms of their entertainment perspective. This had significant ethical implications. It was argued that children's buying behavior may not be influenced by television commercials as (i) children's perception of these commercials may not be consistent with marketer's primary objectives and (ii) children are more irritated and bored and less entertained with such commercials as they mature.

Bhandari (1984) conducted a study on the impact of advertisement on the citizens of Bhatinda. The study concluded that majority of the respondents (90%) were influenced by the advertisements and 67% respondents opined that advertising had affected their living standard to some extent. Similarly, more than 90% of the respondents exposed to radio, television and newspaper advertising.

Agrawal and Singh (1985) view that advertising is a driving force that enable to realize their thinking. It not only pleads but also invokes them to reason together for how shall they believe and hear without preacher. If advertising and sales promotion are blended into complete marketing program and assigned local duties, it helps to lower the cost of sales and distribution and can also help to level out employment peaks.

Advertising is an expression and an integral part of economic system was reported by Banerjee (1986). According to him, every economic system has a direct relationship with the political system, the social system and the cultural value system. She found that every economic system has three basic features in common. It determines the goods and services to be produced and their quantities; allocates resources of land, labor and capital according to the priorities of goods and services to be produced; and distributes goods and services among individuals and groups.

Hite and Eck (1987) conducted a research study to examine the manufacturers' and consumers' attitude towards the advertising targeted to children. Two separate set of questionnaires were administered for 310 manufacturers and 690 consumers. The result shown that consumers have more negative attitude about the advertising targeted to children, than advertising in general in comparison to manufacturers' response. Consumers opined significantly greater disagreement with there being nothing ethically wrong with adverting targeted to children and they expressed their view that advertisers have the right to advertise to whomever they want because of freedom of speech. Consumers expressed their view significantly greater agreement with statements that advertising to children stifles their creativity, promotes materialism and encourages poor nutritional habits regarding sugared food. In addition to that, the consumer showed significantly greater disagreement that advertisers are doing adequate work of decreasing the number of unfair and deceptive advertising targeted to children through selfregulatory efforts. In spite of that view, consumers indicated strong agreement with the statement that most of the parents are not concerned about the advertising targeted to children. This shows that consumers have not positive attitude towards advertising

targeted to children but may not be prejudiced to do much about it. It is remarkable to mention that both the manufacturers and consumers agree that firms should be held liable for unfair and deceptive advertising; the parent should interact with children about the objectives of advertising; and discuss the difference between a television advertisement and television program. In contrast to consumers, advertisers have a high image of advertising targeted to children. Again, the bigger firms have a more favorable attitude towards advertising directed to children, than did smaller firms. Researchers also found that the younger and well educated consumers had more positive attitude towards the advertising directed to children.

Macklin (1987) conducted two research to study children's understanding of the television advertising and its relation to buying process. In his study, role of advertising was explained as serving and "informational" function for the audience, which was distinct from the marketers' "persuasive" one. In the study, two non-verbal measures were used to measure the respondents understanding of the former. First study with children's involved in a game in which respondents tapped their responses on a game board. Again in second study with 120 respondents, required preschoolers to enact purchase behavior. In result, only a minority of older preschoolers was successful in completing the works, and was able to show an understanding of the informational functions of television advertisements.

Beaty & Khale (1988) found that relatively more continuous or sustained advertising campaign is more suitable for consumer non-durables. The buying frequency is high and little decision making processing is involved and consumers do not actively seek product information. Instead they tend to use whatever information is handy to them.

According to Zaltman and Moorman (1989), certain paradoxes like the attitudinal changes and preferences should be taken into consideration while evaluating advertising research. The authors also recommended that there should be an approach to adopt integrated marketing communication strategies along with the market advertising strategy by the firms.

Goldberg & Gorn (1990) conducted a research to examine the children's reaction to television advertising. Since Quebec law forbidding advertisements to children from Quebec Television stations left American border Television stations as the only source of television advertisements for children's cereals and toys. Thus, children speaking English in Montreal who watched more children's television on American television stations were exposed to more advertising than children speaking French who watched more children's Television on French-language from Quebec stations. Such a situation provided the structuring of a quasi-experimental design to compare the two types of children. As a result, children speaking English were able to identify significantly more sweetened cereals and toys available in the market. Researches also opined that children pressurized their parents more for them and reported having more cereals and toys in their residence as compared to children speaking French.

Donkin et al (1992) conducted a study in the United Kingdom and concluded that majority of the products asked by the children had been advertised in the last six months time period before the survey was conducted. It was also argued that frequency of requested products was significantly related to the intensity of the commercial campaigns. They also mentioned that the findings should not be taken as evidence that advertising cause purchase requests. They opined that they were unable to establish the relationship between purchase request by children and advertisement targeted to children i.e. whether children are responding to advertising or advertising responding to needs of the children.

Bhandary (1993) states that the models and their actions projected in majority of the advertisements have considerable impact on the viewers that by seeing advertisements people get observed with the style and actions of the models presented. She also observes from the responses of both the urban and rural respondents that the three most attractive parts in T.V. advertisements, which appeal most to the viewers, are 'Model', 'Product' and 'Action of Models'.

Pechmann and Ratneshwar (1994) conducted a research to study the effects of antismoking and cigarette advertising on young adolescents perceptions of peers who smoke. They argued that young adolescents' perceptions of smokers are strongly associated with smoking initiation. The research was based on 304 students aged 12-13 years of old and of grade seven. It was observed that exposure to the anti smoking advertisements made subjects' pre-existing belief that smokers foolishly endanger their health more pronounced. In addition to that, unlike the subjects who saw unrelated advertisements judged the smoker to be relatively immature and unglamorous than who saw the antismoking advertisements. Although exposure to the cigarette advertisements did not significantly affect scale ratings of the smoker, but resulted in more favorable thoughts about the same to the cigarette. Mittal (1994) conducted a study to examine the perceptions of consumer towards television advertising. The study was aimed to access the perception of consumers, to what extent television advertising is liked or disliked by the audiences. The result of the research revealed that majority of the audiences had negative attitude towards the television advertising. In his study, it is suggested that attitudes of the consumers can be improved by improving the perceptions of advertising impacts. The effectiveness of advertisements can be improved to make the audience to accept favorably the advertisements. They also suggested that advertisements need to be upgraded both on message contents and its execution.

Lee and Browne (1995) conducted a research to identify the effects of television advertisements on African American teenagers. The study was based on 161 African American teenagers aged 12 - 18 who were the students of public schools in Houston. The authors in their study posit that exposure to television advertisements about sport shoes played a major role in brand selection. It was argued by the response (68%) showing fashion look/trend/style to be the primary motivation to buy specific brand and television advertisement and/or s friends provided the required information for 75% African American teenagers. It was strongly evident that celebrity endorsement in television advertisements was strongly influential in brand selection.

Zaidi (1996) states that, insertions of leaflets in newspapers are on the rise in India. He also argues that the increase in advertisements through leaflets is due to the steep rise in print advertisement rates. He also opines that insertions on the other hand are usually about local shops and stores and help an advertiser reach his target without wasting his advertisement revenue. Swamy (1996) opines that advertising helped America to become the world's number one economic power. In his opinion America reached the stage of high consumption in 1920, while Europe did so only after 1995. America was the first to reach the high consumption stage, because advertising and attention given to the consumers had created the mass markets needed for high consumption.

Unnikrishnan and Bajpai (1996) conducted a research entitled, "The impact of television advertising". The study was based on sample size of 730 children who represented a cross section of Delhi's population. In their study they revealed that, majority of the children, which constitute more than 50% sample size, said they watched television with their family and they also opined that meals such as dinner were had which watching television. Majority (80%) of the children said that they watch more television than the adult family members. More than 60% of the children who belongs to 8-15 years of age group opined that they were encouraged by their family members to watch television.

In their study it was found that watching television is a major recreational activity for children who cannot afford other hobbies. The study also revealed that children who belong to middle class watched maximum television followed by lower and then upper class. Majority of the children (75%) said that they loved watching advertisements on television. In their study, it was also found that children who belong to age group of 5-8 years, reacted most favorably to television advertising, as 90% liked watching advertisements and 64% found better than programs. In the study, young children expressed their confusion over the difference between a television advertisement and a television program. Unnikrishnan and Bajpai (1996) also argued that ambition to own advertised products increases with ages. They also observed that children aged eight plus seemed more interested in discovering new products. So they act as the family's antenna, noticing new products, identifying schemes such as discount, premium, free gifts and other sales offers. 80% respondents demanded the products they had watched on television advertisements. It was also found that parents find it difficult to fulfill children's demand as they grow older. Older children are more forcefully demanding for advertised products which, in result, lead to parent child conflicts. From the gender perspective, it was found that male children (20.89%) seem to want to purchase more than female children (9.73%).

Bijoor (1998) observes that the extended television viewing time will have a telling effect on advertising. In his view the more the quantum of television program viewing, the less will be the propensity to watch advertisements as the viewer may be tempted to take breaks to do other things at home during the time of exhibitions of advertisements.

Vijaykumari (1999) in her study on "Effectiveness of advertising with reference to television and print media" analyzed the effectiveness of two popular advertisement media viz. print and television and their impact on people. The researcher concluded that the television advertisement has given more impact than advertisement in print media on the people in their buying decisions, because it has the audio and visual medium and it attracted viewers easily.

John Sherry et. al. (1999), in their study looked at how Japanese and U. S. youth compare their attitude towards advertising for parent mediation and stage of cognitive

development. Early adolescents (12 years old) and middle adolescents (16 years old) in Japan and U.S. responded to a survey measuring media use, parental mediation, consumer socialization and attitude towards advertising. The sample was taken in Tokyo, Japan and Flint Michigan, U. S.A. and the sample size was 451 and 331 respectively. In their study, the main variables for understanding the responses of young people to advertising include: Parental mediation of media behavior and parental mediation of purchasing behavior, stage of cognitive development as indicated by age and amount of media exposure.

Means of the independent variable scales were composed across grade and across country, In the U.S. sample 12 years old report significantly more TV viewing than 16 years old, while the opposite is true in Japan. In both countries the older group indicates fewer parental rules about television viewing and less parental co-viewing; Japanese adolescents report fewer viewing rules and the same level of co-viewing as their U.S. counterparts. In both countries, 16 years old report significantly more independent in their purchasing decision than 12 years old; however the 16 years olds report significantly less influence in their family purchase than the 12 year olds. Adolescents in Japan are slightly but insignificantly more positive in their attitudes towards advertising but there is no difference between the U.S. and Japan by age groups in either attitude towards advertising or in the likelihood of purchasing a product due to watching Both age groups in two countries share a similar preference for advertisements. advertisements with emotional appeal, but in the U.S. 16 years old and Japanese 12 year olds prefer advertisements with rational appeal significantly more than U. S. 12 year olds(Sherry, Greenberg, & Tokinoya, 1999).

Sahuand Sahoo (1999) conducted a research. The objectives of their research were:

- i. To ascertain the viewers awareness, perceptions, attitudes, and preferences towards the comparative advertising.
- ii. To find out the level of acceptance of different messages given in the comparative advertisements.
- iii. To find out the most suitable media for generating awareness of comparative advertising.

The null hypothesis formed by them to measure the communication effectiveness of comparative advertising was as follows:

Ho: There is no significant difference in the effectiveness of comparative advertising and non-comparative advertising in communicating information.

Data for the research were collected from a sample size of 60, randomly selected respondents. The t-test was used to test the hypothesis.

They conclude that the comparative advertising facilitates better evaluation of the brands, consumers recall level is improved and above all, comprehension of claims in favor of a brand is established. However, their study showed that non-comparative advertising in found to be more interesting, more effective and easy to understand provided the quantum of information kept within moderate limits (Sahu & Sahoo, 1999).

Dotson and Hyatt (2000) examined the influencing factors in children's consumer socialization. They examined the relation between the hours of television watched and the consumer socialization factors. In their study, children who watch television four or more hours a day are more likely to believe advertising claims; to spend less time on school hours; and to play less with friends than children who watch television less often. Children who spent maximum hours to watch television want more toys seen in advertisements and eat more advertised foods than those who do not watch as much television. It is argued that television usages increases it becomes overriding influence on children's consumer socialization. In their study, there was significant positive correlations between peer based and television based influence. They also opined that there was a negative relationship, between amount of television viewed and parental influence. Again, they also concluded that girls are more influenced by interpersonal interactions, and boys are more influenced by non-personal commutations, like television advertising. It is important to note that boys watch more television than girls and greater impact of television in boy's lives goes beyond the mere number of hours spent viewing it.

In Gupta and Verma's (2000) opinion, marketers should design promotional strategies to reach each member of families. They suggest that marketers may advertise their products in newspapers, magazines or a special supplement of the product, which is read by majority of the members of the families and the products can be advertised in radio and television during or before the programs, which are enjoyed by the whole family. They also observed that if the marketers desire to put advertisements in magazines, which are read by men, the emphasis should be on the technical aspects of the products, dealers' name, addresses and prices of products. They also suggest that on advertising in women's magazine, the beauty and aesthetic aspects of the model should be given prominence, emphasizing at the same time, the price cuts or any other sales promotion offers.

Samudhrarajakumar, Madhavi and William (2000) in their attempt to analyze the attitudes of four categories of respondents from the society, viz., students, academicians, executives and housewives towards the positive and negative of advertising came to the conclusion that people with positive attitude are more in number than people with negative attitude. They had also observed that there was no significant difference towards both the positive and negative aspects of advertisements among the male and female respondents. They suggest that advertisement creators must concentrate more on the information and social aspects in any advertising and must avoid advertising for harmful products and exploitation of women. They are also of the opinion that avoidance of unreal situations and false promises will definitely increase the value of any advertisement.

Nair and Sudarsan (2000) are of the view that advertisement strategies of many companies, which use to sell their products to the markets, are focusing very well on the child community. They observe that many companies, which address child community though their advertisements and other activities range from baby food manufacturers to automobile giants. In their view, parents had no choice but to satisfy the needs of their children. They also indicate that communication through visuals is more effective than verbal or written communication and the barrier of languages and other geographic limitations are solved to a certain extent through effective visual communication using television.

Jones (2000) views that any advertisement campaigns prove to be a successful one if the extra business generated by it makes a significant contribution to the cost of the campaign. In his opinion, if the financial return is a good deal less than the cost of advertising, it will lead to advertisement wastage.

Chan (2000) conducted a research to explore Chinese children's understanding and comprehension of television advertising. The study was based on 448 children from kindergarten to grade 1-6 consisting 32 boys and 32 girls based on quota sampling. The respondents were personally interviewed and their knowledge of television advertising was studied by dividing their responses into four groups- (i) low, (ii) medium, (iii) high and (iv) do not know. A low response included the naming of products and the facts that advertisements interrupt programs, medium responses included assistive intent and high responses included knowledge of persuasive intent. The researcher argued that groups of eight years children was a watershed in development of knowledge and understanding as the results revealed a marked increase on both the measures after that age. Again, children who are below eight years, had difficulty in verbalizing the message contents. At the age of twelve, two third of the children showed medium knowledge of television commercials.

Rodge (2001) conducted a study entitled, "Influence of Advertisements on Consumer of Different Age Group and Areas". In his study 150 respondents were selected, distributed equally between urban and rural areas of different age groups ranging 10 to 50 years.

The study was conducted to analyze the following objectives:

- i. To find out the effects of advertisements on different age groups.
- ii. To find out the impact of advertisements on people from rural and urban areas.
- iii. To find out the most effective media of advertisement.

The study was concluded in such a way that the rural respondents gave importance to the advertisements and its impact as compared to rural respondents. According to the urban respondents the reading and watching advertisements helped them in purchasing more as compared to rural respondents where as both groups found that all the advertising media are equally important and effective.

Satyasundram (2001) observes that advertising industry in India concentrates mainly on consumer durables. Because of, the current stress on globalization, liberalization and privatization, competition has become severe and advertisements too have become aggressive. He also argues that good advertising stimulates aspirations and wants, which in turn induces mass marketing of products and devices.

Bhatia (2001) opines that both television and print media have proved to be the media suitable for communication objectives in different stages of product life cycle. In her opinion, India, with 70 million TV-owning households and an equal number with potential to own one and cable penetration at over 30 million homes, TV has the most eyeball power. She also opines that advertisers rely on print media for exposure, while the electronic media for reach and frequency.

Rodge (2001) conducted a study entitled, "Influence of Advertisement on Consumers of different Age Groups and Areas". The study was based on sample survey of 150 respondents from urban and rural areas where 75 respondents were form urban areas and remaining 75 respondents from rural areas. The study concluded that rural consumers gave more importance to advertising as compared to urban consumers. Similarly, the rural respondents were more influenced by electronic media than print media.

Chan and McNeal (2002) conducted a study entitled, "Parental Concern about Television Viewing and Children's Advertising in China". The study was conducted to examine Chinese parents' attitude towards advertising and parental mediation of TV viewing. The study was based on the opinion of 1665 parents of school children aged 6-14 years. The research was conducted in Beijing, Nanjing, and Chendgu during December 2001 to March 2002. The study concluded that parents hold negative attitudes towards television advertisements in general and advertising targeted to children specifically. In their opinion, advertising is deceptive and annoying. Chinese parents (98%) exercise some control over the contents and timing of television watching but, interestingly, the findings indicated that parents did not tighten the control for viewing television even if they had more negative attitudes towards television advertising. Chinese parents strongly argued that advertising should be banned during children hours. They concluded that those parents who have more negative attitudes towards television advertising exercise their control through coercion than communication.

Singh (2002) argues that children spend more time sitting in front of the idiot box than in schools. As they grew old, they make their own decisions over the way they dress, what to eat and how to spend time. He also opines that children also influence their parent's decision in buying things. He also views that advertisers are exploiting this fact to the maximum by including kids in more and more advertisements of fast food, confectionary and toot pastes. In his opinion there is a growing concern for safeguarding children, especially younger ones, against manipulation through TV and Internet advertisements, considering the fact that involved commercial stakes are enormous and the manipulators are the most ingenious ones.

Oates et el. (2002) conducted a study to examine the children's understanding, recall and recognition of novel advertising. In his study, two experiments were conducted. One third of eight years aged children and two thirds of ten years aged children were discussed about the advertisements regarding persuasion. Most of the respondents expressed their view that advertisements are transmitted to provide information about products. Respondents were able to recognize the message contents of advertisements after single exposure. Again, brand recall was poor for children aged eight years, even after the three exposures. They opined that recall of message contents increased by number of exposures and age. They also concluded that advertisements make an impression upon children although majority of children did not recognize the persuasive intent.

Chawla (2002) views that child focused advertising has increased tremendously in India since the mid 1990's. Consequently, marketing expenses by advertisers on childfocused events have also increased significantly. She also argues that children constitute nearly 34.75 percent of the total population and therefore it is imperative that they may be an important part of promotions. Besides, major television channels devote between three to four hours a week for programs intended exclusively for children. In her opinion, advertisements seen in these channels are targeted at the child audience and the advertisers constantly come up with their own new ways of targeting this segment. Brett et al. (2002) in their study focused on the effectiveness of infomercials and their influence on advertisement design elements. The result of their study shows that infomercials with product demonstration, testimonials, and experts comments, product comparison, bonus offer and celebrity endorsement are more effective in infomercial.

Albert et al. (2003) conducted their study on children's perception of their influence over purchases resulting from the role of parental communication patterns. The results of the study indicated that children of concept-oriented patents have strong influence on buying decisions but children of socially-oriented parents did not have that type of influences on buying decisions. The study suggested to the marketers that to build better profile of families to target the audiences through various media.

Claire et al. (2003) examined the impact of selective exposure of context effects on advertising effectiveness. The findings of the research indicated that memory of the respondents regarding the TV ads was better in advertisements appeared in the first commercial break. Attitude of the audiences to TV ads positively correlated with recognition and recall of commercials. They also concluded that the nature of the television programs also plays an important role to enhance the advertisement effectiveness.

Ghosal (2003) reveals that real truthful information about the product is the most important ingredient and the most persuasive elements in is advertising. He also observes that advertising can add a value represented by an increased satisfaction in the use of the product by the consumer and this capability of advertising (which also happens to be the favorite target of its critics) is the one, which has to be brought into use, and exploited most often.

Young et al (2003) conducted a study on attitudes of parents toward advertising to children in the UK, Sweden and New Zealand. The study was based on sample survey of 172 adults from UK and 371 adult from Sweden aged between 20's to 70's. A structured questionnaire consisting 34 attitude statements about the advertising targeted to children were distributed. The study concluded that parents in the both groups disapproved the advertising to children and majority of them opined that advertising to children gives pressure on parents to purchase them advertised goods. In their study, they argued that the more advertising children watch, the more they will want advertised brands and advertisements persuades them to purchase goods they do not really want.

Buijzen and Valkenburg (2003) conducted a study entitled, "The Unintended Effects of Television Advertising". They examined how television advertising is related to children's buying request, family conflicts, materialism, life dissatisfaction and disappointment. Their study was based on 360 parent-child dyads whose children were between 8 to 12 years aged. In the study, they opined that television advertisements lead to increase in number of requests for advertised products which also increases number of product denials as parents cannot fulfill their children's demand. They concluded the direct relationship between exposure of advertisements and unhappiness in the family. In their opinion, when children watch television advertisements, they compare their situation with the idealized world in the advertisements and the gap between their situation and the idealized world make them unhappy.

Spungin (2004) conducted a study entitled, "Parent Power, not Pester Power". The study was based on online family food survey with parents across the United Kingdom about the burning issue of "What do parents think about advertising to children?" In the study, 1530 parents were asked various questions regarding their attitude to advertising and marketing to children. The result revealed that parents have reservation towards the advertising targeted to children. In the study, 84% respondents agreed that advertising manipulates children but they also accepted it as a fact of life in a consumer society. Again, 96% parents agreed that it is their own responsibility to educate children. In his opinion, it is up to parents to explain to their children that no one can have everything they watch on television.

Wilson and Wood (2004) conducted a study entitled, "The Influence of Children on Parental Purchases during Supermarket Shopping". In the study, they argued that television advertisements targeted at children force them to nag their parents due to the increase in desire in them to acquire the advertised brand, thus, influencing the family buying decisions. Because of the continuous exposure television advertisements to children, they are able to differentiate between good and bad products. Thus, children are in situation to convince their family members easily to buy the product they want. In their opinion, parents have agreed that children play a very important role in influencing family purchase decision. In their study, majority of the parents (71%) consult with their children when they want to buy computer.

Karachand and Macneal (2004) in their study examined Chinese students perceived truthfulness of a liking television advertising in three Chinese cities with developmental levels of advertising. An in-person survey of 1758 children aged 6-14 was conducted between December 2001 and March 2002 using a structured questionnaire. Following were the objectives of their study:

- i. To study children's perceived truthfulness of television commercials and how they judge whether or not commercials are true.
- ii. To examine children's likes of television commercials
- iii. To investigate whether children's perceived truthfulness of a liking for television commercials differ by grade, sex, amount of television viewing and level of development of advertising in the residing city.
- iv. To investigate perceived truthfulness of television advertising is related to a liking for it.

Results indicate that a majority of children perceive half of the television commercials to be true although these vary by grade and geography. Children in Beijing perceived television commercials to be more trust worthy than did children in Nanjing and Chengdu. The percentage of children who perceive all commercials to be true declines consistently with grades in all cities. There is high proportion of first graders who perceive all commercials to be untrue.

Children in higher grades depend more on brand and user experience while children in lower grades rely mainly on authority like parents or teachers. A high proportion of first grade hold both a strong liking and disliking for commercials. These strong feelings towards advertising decreases with grade being replaced by a marked increase in neutral or indifferent feelings. Gender and level of television viewing do not show a consistent impact on perceived truthfulness and liking of commercials (Karachand & Macneal, 2004). Hasmini, Ghani, & Zain (2004) conduct a study to examine the attitudes of Malaysian children towards television advertising and the objectives of study were to access the effects of communication outcomes of television commercials, targeted towards Malaysian children, impact of Malaysian children's attitude on their parents' purchase, preferences towards brands, message themes and types of television commercials. The result of their research concluded that children preferred advertisements with humor appeal, followed by advertisements with music, songs and voice over. The result of the study also revealed that children influenced their parents in buying different brands of their choice. They suggested that it should not be generalize the impact of television commercials on audience category as the result differs in children segment. The researchers also recommended to conduct a comparative study on differences between the attitudes of youth and children.

Verma and Kapoor (2004) conducted a study entitled, "Influence of Advertisements on Children's Buying Response: Role of Parent Child Interaction". They argued that marketers have aggressively used television advertisements to elicit the children's positive response towards advertised products. It is believed that children television viewers develop effective and sharp skill to remember and recall brands related information transmitted through television advertisements and persuade senior family members for purchase decision.

Shukla (2004), in his study, examined the effects of TV commercials on children, by selecting a sample of 200 students which was drawn from grade 5,6,7,8 with equal number of boys and girls. The main objectives of the study were: i. To study the attitude of children towards TV program and channels.

ii. To investigate and study the opinions of children for TV advertisements.

iii. To study the influence of TV advertisements on children

iv. To study how TV advertisements influence values and aspirations of children.

The following were his major findings:

- i. The children like to watch the entertainment part of an advertisement.
- ii. More than half of the children like to imitate the ads which they see.
- iii. Most of the children aspire to appear in advertisements.
- iv. Advertisements have a deep and lasting impact on the fertile minds of children.
- v. Most of the children were of the opinion that the advertisements are either deceptive or mostly deceptive.
- vi. Purchase decision of children and parents are influenced by advertisements.
- vii. Children are not able to relate themselves to the lifestyle shown in advertisements.

Joshi (2004) also conducted a study on the role of children in influencing purchase decisions. The main objectives of the study were to know the most preferred media by children, to know who takes the purchase decision in a family and to know whether children buy those products on which some gifts are offered. The study concluded that:

- i. TV is the best media for advertising followed by newspaper and magazine advertisements according to 67% of students.
- ii. In most of the families either father or mother takes major purchase decisions.

- iii. Children usually favour those products on which a gift is offered. They like to have the gift in eatable forms.
- iv. Around 42% of the sample buys the product immediately on which the gift is offered.

Alexander and Durai (2005) in their research conducted to study the impact of effective advertisement on consumer attitude. They discussed the various advertising topics such as need for advertising, essentials of adverting, situations favoring advertising, effective advertisement and consumer attitude.

They concluded that advertising is a double edged sword. When the claims of advertisements correspond with the features of a product purchased as a consequence of such advertisement, the advertisement is bound to create a positive attitude among the consumers in long run. On the other side, when the features of product purchased do not corroborate the claims made in advertisement, those advertisements are sure to create a negative attitude among the consumers. It is therefore essential that an advertisement aims to create faith and goodwill in the minds of consumer about the product featured by conforming to the core principles of believability, uniqueness, reputation and reasonable claims.

Sinha (2005) in his article, "Gender differences among adolescents as influences and impact of communications in the family purchase decision" analyzed the role measures of adolescents, the difference between male and female adolescents and their influencing role in family purchase and measured the difference between male and female adolescents in the communication and their impact on family purchase. The researcher concluded that a significant difference between male and female adolescents in the family purchase has made a case for further exploration. The communication between parents and adolescents is one of the openness, irrespective of gender difference. Apart from this, it was felt necessary to understand in depth, the role of measures of adolescents.

Kapoor and Verma (2005) conducted a study to examine the children's understanding of TV ads from early childhood to early adolescence and the role of parent-child interaction in this process. In their study, two set of questionnaires were administered: one set for children and other for their parents. Their study revealed that Indian children are not as easy a target as advertisers and critics believe. Children are able to analyze television advertisements and develop a realistic approach towards them. It has been further noticed that six years old children could understand the television advertisements. They also distinguished them from television programs. It was also found that with the increase in their age, there was also significant increase in their cognitive understanding of television advertisements.

Khader (2005) conducted a study on TV advertisements of bathing soaps and toothpastes. The study was based on survey method where researcher was selected 150 respondents based on convenient sampling. Opinion of the respondents was collected through structured questionnaires. The null hypothesis was that there is no difference in liking of advertisements in different age groups which was rejected, except following cases. They are: advertising of bathing soap and in respondents' category of 18-36 years of age group and above 36 years. Expect that, both the attributes considered are independent of one another in all other cases.

Kapoor et al. (2005) in their article "Children's understandings of TV advertisements influence age, sex and parents" studied certain important implications for the parents and they are policy makers. First, family, as a social unit, needs to play more important role in mediating the influence of T.V advertisements on their children. Parents should critically evaluate what their child watches on TV, resort to more of co-viewing of TV advertisements and teach children how to become discerning viewers, better able to protect themselves from the negative influences of TV's advertisements. Secondly, Television should be included in the school curriculum in a positive way. Teachers might explain children about TV advertisements and how to extract the relevant information from them. Thirdly, parents and teachers should publicly voice their concern over what they consider harmful TV advertisements, especially during prime time or when children are the principal users of television. Fourthly, since large number of TV-viewers were found to be highly influenced by TV advertisements, efforts should be made by the Parents to encourage their children to take active part in education and sports activities, so that their growing dependence on TV could be reduced resulting in their reduced exposure to TV advertisements. Fifthly, the government all over the world should articulate well-defined and comprehensive policies on television advertising especially with regard to children.

Panwar and Agnihotri (2006) conducted a study on advertising message processing amongst urban children. The study was based on 250 children about television advertising and aimed to examine whether advertisement elements such as slogan, music, celebrity endorsement etc. influence processing and understanding of message by urban children. A questionnaire was used to collect the data based on three

point rating scale with the help of mediator. It was revealed that socioeconomic background of the family plays a significant role in understanding the advertising message targeted to children. Children's understanding of advertising message is significantly influenced by medium of instructions followed in children's school. In their study, one of the major factor which influence the impact of advertising on children is age of the children which is directly related with the ability to decode advertised message. It was also concluded that in most of the family, watching television is a group activity. Thus, impact of advertising on children tends to be influenced by the family member and peer groups opinions expressed in the family. The study also concluded that character of celebrity, likeability of model, slogan preferred by the urban children. All the above mention elements will create liking and disliking for specific ad and related with decoding of message. In the study, majority of the respondents expressed their view that commercials exaggerates. Again, there was a gap between promise and delivery. It was recommended to balance promise and delivery to increase the effectiveness of advertising.

Bansai and Dhaka (2006) conducted a study entitled, "Adverse Effects of Bodyimage advertising on Women. The study was centered on advertising and women as consumers. The study highlighted the impact of various products specially the toiletries on the women. Advertisements today create a false image in the minds of ladies about certain products. The model in these advertisements creates a wrapped sense of beauty, which in turn affects a women's perception. Girls and women who struggle to attain this image end up with eating disorders and cause of various orders and appearance related factors. Depression and eating disorders are probably the most common diseases that stem from a lack of confidence. The quest to appear beautiful; in comparison to the models appearing in advertisements can easily drive someone into despair, which can lead to depression and sickness.

Dhanabhakyam and Geeta (2006) conducted a study entitled, "Ethics in Advertisement and Its Impacts".

The main objectives of their study were:

- i. To ascertain the impact of ethical advertisements.
- ii. To analyze the socio-economic characteristics of sample respondents.
- iii. To study the ethics in advertisement.
- iv. To analyze the effective advertisement for its good impact on the consumer awareness.

In their study, 150 respondents were randomly selected from Coimbatore city of TamilNadu. Likert five point scales was used to collect the data and weighted average scaling techniques and weighted average ranking techniques were used to analyzed the collected data.

The study concluded that, advertisers must adhere to importance of ethics, morality and standards to be applied for designing good advertisements, deciding for selected advertising message and delivering the whole advertisement in the right media and in a decent way. In order to make an advertisement as an effective and ethical one, it is important to get the public involvement. Representatives of public such as ethicists, churches, consumer groups should participate in the formulation, application and periodic updating of ethical codes. Moreover, Government should introduce strict policy norms, standards and regulations for advertising contents and practice. Thus, the researchers were opined that, indecent, vulgar, strongly suggested repulsive or offensive etching or treatment should be strictly avoided in all advertisements for upgrading its ethical values.

Dhanabakyam et al (2006) in their article on "Ethics in advertisement and its impact" assessed the impact of ethical advertisement and the effectiveness advertisement for good impact on the consumer awareness. They concluded that the government should introduce strict policy, norms, standards and regulations for advertising content and practice.

Gabrief (2006) in his article "Impact of television advertisement on youth" concluded that toady's youth are no fools and are far more sophisticated than they were 20 years age , when many of today's youth advertising guidelines were written. Because of the combination of color, sound and action, television attracts more viewers than any other medium (with the exception of cinema). TV is perceived as a persuasive medium of communication. Moreover, the youth is treated as "special audience".

Katke (2007) conducted a study on the impact of television advertising on child health and family spending. The objectives of the study were to study television advertising and its influence on child health and its impact on family spending. The sample size was 200 parents of children aged between 3-12 years. Correlation was used to analyze the relationship between television advertising and its impact on child health and family spending. The study revealed a positive correlation-ship between time spent with television and its impact on the buying behavior of children and its influence on family spending. Renjith (2007) conducted a study to examine the unaided recall ability of customers watching television commercials. The result of the research revealed that teenagers, female and respondents who watch TV ads in the evening have high recall capacity than other respondents. But the researcher also indicated that level of call capacity does not have relationship between demographic factors such as gender and age, TV channels, timing of watching TV and TV program watched. Again, the study also concluded that brand awareness of the TV viewers them in planned buying activities.

Eva et al. (2007) conducted a study about the effects of TV advertising in brand placement on brand image. The study revealed that the applicability of learning and human associative memories to brand placement. The research concluded that brand place and its effects, brand image and image components that were not associated with program were not affected and neither was brand attitude. The study suggested that placing a brand in TV program may result in very specific image change and advertisers should make a well-defined choice for a TV program that conveys the desired image before they decide to get involved.

Rengith Kumar (2007) in his article "An evaluation of television advertising of masala powder in Pollachi (Tamil Nadu)" found that advertisement influenced product purchase, of consumer in a non-durable product like Masala powder, the main factor is the quality. Advertisement created more brand awareness and it influences the consumers when more than a dozen brands of Masala powder are competing and fighting to create mass awareness and sales.

Lynne Eagle (2007) in his article "Commercial media literacy" explained that the commercial sponsored media literacy initiatives aimed at education of children. The
persuasive nature of advertising was evaluated against implicit theories underlying their use, criticizing the motivation behind their implementation and the effectiveness of evidence. Media literacy interaction analysis should be situated more explicitly within the context of the age-related development of cognitive skills and also within debate regarding possible negative impacts of persuasive communication. In addition, the debate, the development of future interventions and research into the complex combination of factors influencing dietary and life style choices should incorporate evolving media forms, media convergence and the blurring of advertising,

information and entertainment.

Ashish (2007) in his article, "TV Scrolling advertising services at Doordarshan" expressed that TV scrolling services is the form of advertising services wherein the text messages are displayed at the bottom of the TV screens and the messages are repeated over a period continuously giving it a scrolling effect. Initially TV scrolling was extensively used for the broad casting of social messages, issue of warnings regarding floods and cyclones. Subsequently the TV scrolling service has been developed for the commercial purpose also TV scrolling service of Doordarshan is in the evaluation stage. Each relay centre would have its own experience. Challenges have to be faced with limited staff and resources. But if the TV scroll service of Doordharshan has been established and sustained, there was need to accept the challenges and also seek the solution to the problem.

Vernekar et al (2008) in their article "Kids mean business marketers beware! A market survey on impact of advertisements on Indian kids" attempted to study the impact of increase in disposable income on the spending pattern of parents across categories and how kids influence their buying decisions. Advertising marketing is increasingly ubiquitous in children's world and that world is becoming less accessible to parents. Major advertisers are in school, on the internet, on video films and music as well as on TV, which children increasingly prefer. They concluded that their influence children exert on the purchasing decisions in households is extensive and on the increase , which might be distributed to using disposable income on the one hand increasing effect of advertising on the other.

Manish (2008) in his article "TV viewing behavior among Indian kids" analyzed the importance of TV among Indian children have become the most important market segment and the focus of attention for the marketers and advertisers. The knowledge would be helpful in designing promotional strategy to reach the most prominent marketer in the superior way. With these objectives, the author carried out research to understand evidence that Indian children like watching TV. They prefer TV viewing over than activities like playing, reading and studying. On an average, they watch 1.20 hours on weekdays, while on weekdays on holidays, the average TV viewing time increases to 2.47 hours. While children like watching TV the most, they are not found of TV advertisement and do not like watching them. The research also indicates that kids' channels are very popular among children, with Disney channel topping the list of most preferred TV channel. the TV viewer's habits of Indian children. The study provides evidence that Indian children like watching TV. They prefer TV viewing over than activities like playing, reading and studying. On an average, they watch 1.20 hours on weekdays, while on weekdays on holidays, the average TV viewing time increases to 2.47 hours. While children like watching TV the most, they are not found of TV

advertisement and do not like watching them. The research also indicates that kids' channels are very popular among children, with Disney channel topping the list of most preferred TV channel.

Calvert (2008) conducted a study entitled, "Children as Consumers: Advertising and marketing". The study examines the trends that have made youth and children an attractive audience for advertisers and marketers. It also focuses the marketing and advertising practices directed towards children and youth. The study discusses the content analysis of foods and beverages, tobacco, alcohol and toys. The study also examines the effect of marketing on children and others. The researcher has shown how parents and family members mediate the impact of advertisements on children and discuss the commercialization that results while marketers expand their presence in the schools.

Kotwal, Gupta & Devi (2008) conducted a study about the impact of television advertisements on buying pattern of adolescent girls. The study concluded that the advertisement played a vital role in introducing a new product in the family list and making better choice during shopping. The adolescent girls' utilized pocket money received every month for the shopping. The girls were influenced by television advertisements when they purchase clothing. They preferred to buy branded and standardized products which were more advertised on television.

Dutta (2009) conducted a study on consumer belief and attitude towards advertising media. The result of the study indicated that the imperative for advertisers is to produce advertisements that are credible and contain only relevant information about the advertised brand. The researcher also recommended that the message in the commercials should focus on attributes and benefits with the unique and favorable creativity to get desired results.

Kim Shyam Fam et al (2008) in their article "A study of liked/ disliked television commercials in India" analyzed what contributes to advertising like ability and advertising dislike ability in India by surveying the respondents in Mumbai. The study identifying the seven likable attributes namely "entertaining, 'warmth', strong/distinct/ sex; 'soft sell ''relevant to me' 'trendy/modernity/stylish;, and status appeal. Some of these attributes were similar to previous studies while others are uniquely Asian based attributes. For dislikeability, the adjectives in these attributes were mostly behavioral related. the liking and disliking of the commercials were attributed to general Indian values., family values and religious adherence. For international marketers interested in advertising in the Indian market. It must be remembered that culture plays an important role in consumer perspectives and attributes, and so marketers must be take into account local sensitives. Further research is suggested to gain an understanding of advertising likeability and dislikability and purchase intention.

Priyaet. al. (2010) conducted a study among children studying in English medium to analyze the impact of children's attitudes towards television advertisements and on their resultant buying behavior in New Delhi. Their research was based on exploratory as well as descriptive research design. They also conducted a survey of children aged 5 to 11 years inside their own class room. They argued that the demand for the advertised products is heavily influenced by the children's attitude towards advertisements. They also opined that at the lower age group, it is the entertaining ability of the advertisements, whereas at the higher age groups the credibility element in the advertisements has the potential of creating a favorable attitude towards the advertisements.

Gbadeyan (2010) in his research conducted to understand the communication processes involved while children watch and react to advertisements. In the study, he tried to examine the content of selected advertisements to children in Nigeria. The research was based on 430 children of Lagos, ranging from 5-12 years old and their parents. In his study, It is argued that majority of the children were attracted to the music of the commercials and peer group play significant role in influencing children's demand. In his study, the parents also found that majority of the commercials shown to the children have some kind of disclaimer.

Ahmed et al. (2010) conducted a study about the impact of advertising on children from different schools based on sample size of 330 children and 107 parents in Pakistan. In their study they argued that advertisements do not negatively impact memory and behavior of children. In their study, the parents rejected the notion that advertisements negatively impact the behavior of children. They also opined that advertisements enhance the knowledge of their children. In their study, they found that children do insist on buying things they like while shopping with their parents. Again, the reason for the insistence was found to be personal and not the impact of advertising. However, in their study, it was found that children try to copy the ads.

Ilyas et al. (2010) conducted a study on cultural influence on the general attitude of Pakistani people towards advertising. The study aimed to analyze the cultural impact of people towards advertisements of brands according to social integration, product information and pleasure as well as power distance and masculinity as cultural dimensions. The study was based on sample size of 250 respondents, who were involved directly in buying. It included adults and house wives from different age, educational background within the vicinity of Islamabad. Regression was used to examine the impact of social integration, product information and pleasure over public general attitude towards advertising and moderation analysis was applied to examine the impact of culture as moderating variables. The study indicated that social integration, product information and pleasure on attitude towards advertising, while culture had a significant impact on attitude towards advertising, while culture had a significant moderating impact which strengthens the association between dependent and independent variables. The study recommended that marketers to advertise their products as per the cultural values and attitude of people which reflects their personality. It was also recommended to segment customers as per their behavior and attitudes towards advertisement, which helps marketers to gain competitive advantages and increase profitability.

Mahmood (2010) conducted a study on impacts of food product advertisements of Pakistan Television on the eating habits of children. The objectives of study were to investigate children's viewing habits of Pakistan television and to find out impacts of food product advertising on children's health. The study investigated children's television viewing habits to investigate the impacts of food products advertising on Pakistani children's health. The study concluded that 40% parent agreed that television advertisements affected the health of their children. The study further revealed that 23% children watch TV up to three hours, 30% were watched TV up to four hours and 30% children are influenced by the television advertisements and often like to purchase cola – drinks as well as chips which increases the fat on the children's body especially in 8-12 years children. The study also indicated that TV also has negative impacts. It creates eye problems and also stops the children from going out and playing with friends. It also showed that TV ads make children make to purchase things even if they do not need. TV ads also make them tired and unable to focus on their study.

Jam et al. (2010) conducted a study on impact of advertising on children behavior based on Pakistan. They explored with sample of 330 children and 107 parents from seven different schools to come up with practical insight of advertising influence on memory and behavior. The study revealed that advertisements do not impact children's memory and behavior negatively but enhances the knowledge of the children. Advertisements targeted to children are not effective. For effective positioning of children related products, the study recommended that marketer should target the parents and include ethical orientation along with environmental knowledge to influence the buying behavior of children.

Singh & Sandhu (2011) conducted a study on impact of television commercials on the social and moral behavior of Indian viewers. The study was conducted in the Punjab state of India. The study was based on survey and data was collected from 600 respondents by using questionnaire. Factor analysis, ANOVA and regression model were used to analyze the collected data model. The study concluded that television commercials undermine social and religious values, which leads to the deterioration of the moral ground of the society. Advertisers not only show disrespect towards integrity of cultures but also promote undesirable value such as consumerism, materialism, independent decision making etc. Further it also concluded that television commercials abuse society by negatively influencing consumer behavior. TVC's negative consequences can be observed in the form of degradation of women, consumer discontent, shaping of negative sexual attitudes, purchase of products against the will, loss of confidence, and degradation of relationship in family.

Mittal et al. (2011) conducted a study entitled, "Parental Perception of the Impact of Television Advertisement on Children's Buying Behavior". In their study, primary data was collected from the parents by using structured questionnaire in Indore city of India. The duration of data collection period was February- march 2008. The study was based on non-probabilistic quota sampling and their sample size was 300 respondents. Major findings of the study show that their children love watching TV. In their study, 85% of the parents agreed when asked about their children's television viewing habit. They also revealed that children spend average 2.48 hours on school days and 3.47 hours on non-school days to watch television. In the study, parents also perceive that children prefer watching TV over more desirable physical, social and developmental activities. Almost 60% parents agreed that children prefer watching TV to talking with friends and 29% strongly agreed with the statement. 48% parents also agreed that children prefer watching TV to playing outdoor games in which 21.7% strongly agreed with the statement. Furthermore, 68.3% parents agreed that children prefer to spend time before TV than studying books. In their study they concluded that parents opined that TV advertisements are changing the pattern and behavior of their children. They also indicated that television advertisements provide children knowledge about products and brands.

Ahmed et al. (2012) conducted a study on effect of celebrity endorsement on customers' buying behavior. The objectives of study were: 1. Does celebrity endorsement positively affects the buying intention of customers? And 2. Which dimension of celebrity endorsement account greater of casting major impact on buying intention of customers? A survey was conducted by using self administered questionnaire based on five point likert scale range from "1=strongly agree" to "5=strongly disagree". The sample size was 200 respondents. The study revealed that celebrities significantly impact the purchase intention of the customers. Celebrity endorsed advertisements are more influential than the non-celebrity endorsed ads. It also revealed that customers give more preference to the product-celebrity matchup as compared to the physical attractiveness of the endorsers. More interestingly, non-celebrity advertisement was found to have negative relationship with buying intention.

Rasool et al. (2012) conducted a study on impact of advertisement on consumer behavior of FMCG in Lahore city. The study aimed to examine the effects of advertisements on user behavior in Lahore. A structured questionnaire was used to measure the effects of ads and every age person was targeted in their study to get the perception and awareness of respondents about the toothpaste. Five brands of toothpaste was selected in their study. The objectives of their study were: i. to examine the modes of advertisement effect the user behavior, ii. to examine that the income influencing the user behavior or not and iii. Does consumer behavior change with the respect of gender? The research was community based analytical study. Sample size was 180 and questionnaire was distributed to every ager person based on non-random convenience sampling and chi-square was used for hypothesis testing. The study indicated that consumer behavior sustain because of culture. Consumers change their choices as per the changes in culture, traditions, trends and customs. Consumers brush their teeth twice a day and they are quality conscious and expect healthier teeth rather than freshness. Consumers prefer television advertisement rather than newspaper or outdoor advertising. Majority of the consumers purchase same brand on the basis of dentist's recommendation and that is why they do not switch the brand. Again more consumers are using same brand because of their parent's choice. Although people like television advertisement, their purchase behavior is not affected by advertisements because of the dentist's recommendation or parent's decision. Interestingly, consumers are attracted to those brands which are easily available and of high quality. Income is a major factor on which consumers' purchase decision is based.

Zafar et al. (2012) conducted a study on impact of celebrity advertisement on consumers' brand perception and purchase intention. The study aimed at investigating the impact of celebrity endorsements with respect to their physical attractiveness, source credibility and congruence on customers' perception and purchase intention. Sample size was 103 respondents. The data was collected by using questionnaire to check the perception of customers toward the celebrity endorsed advertisements. The questionnaire was designed to check the celebrity attractiveness, trustworthiness and expertise and customer's views about celebrity endorsed advertisements, their purchase intention and brand perception. Collected data was analyzed by using factor analysis, ANOVA and regression model. From their study, it was concluded that celebrity endorsement has positive impact on respondents as per their purchase intention and attitude. Interestingly, celebrity endorsement has come out as not only an influential factor but rather a causal

factor in the study. Physical attractiveness, credibility and congruence of celebrity with respect to the endorsed ads all have impact on the consumer's perception about the advertised brands. Thus it was concluded in their study that celebrity endorsement results in sales increment.

Harris, Bargh & Bownelli (2013) studied the priming effects of television food advertising on eating behavior. They presented the findings that the children consumed 45% extra when exposed to food advertising when they watched cartoon which contained food advertising while watching. The study showed the power of advertising to prime automatic eating.

The foregoing reviewing shows that a lot of research impact of television advertising on children has been conducted in foreign countries. Study conducted in developing or developed countries may not be applicable in underdeveloped country like Nepal and some aspects of the area remain untouched. There is a need for accessing the impact of television on Nepalese children. The present study has made an attempt to analyze the impact of television advertising on Nepalese children. The conclusions obtained from those studies are valuable for researchers to conduct further study in advertising field.

CHAPTER - THREE MATERIAL AND METHODS

3.1 Research Methodology

Research is essentially a systematic inquiry seeking facts through objectives verifiable methods in order to discover the relationship among them (Joshi, 2010). Research methodology refers to the way to scientific solution of the research problem. It deals with the various steps and actions that are generally adopted during the research. The methodology covers all the methods and techniques with logic behind the methods and techniques in the context of the research (Bhusal, 2003). In this context, this research is based on structured approach. It is a descriptive study and is based on mainly survey research design. The research is based on quantitative research approach.

This study is an attempt to examine the impact of television advertising on Nepalese children based on elder family member's view point. Television is chosen for the study because of its relevance from children's perspective. In this chapter detailed methodology in is given which has followed to complete the study.

A review of literature was undertaken to develop the sound theoretical framework for the research work. The literature review revealed that no work has been performed in the area of impact of television advertising on children from Nepalese perspective. Thus, the study endeavored to include the valuable parameters used by various researchers in foreign countries. An effort has been made to include issues that are important in marketing environment of Nepal to provide insights to marketers, advertisers, creative people, policy makers and society.

This chapter includes research design, sampling design, data sources, questionnaire development and data collection, pilot study, pre-testing, use of scale for data collection, locale of the study, tools for data analysis and summary of the research methodology employed in the study.

3.2 Research Design

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research process with economy in procedure (Kothari, 2000). Research design is the convinced plan and structure of investigation to obtain answers to research question (Cooper & Schindler, 2003). This study is based on descriptive research where it describe data and characteristics about the population or phenomenon being studied. The study describes the audience's perception towards the impact of television advertisements on Nepalese children.

3.3 Sampling Design

3.3.1 Population and Sample

Population is a collective term used to describe the total quantity of cases of the type which are the subject of the study (Thapa, 2007). When some of the elements are selected with the intention of finding out something about the population from which they are taken, that group of elements is referred as a sample and the process of selection is called sampling (Joshi, 2010).

3.3.2 Population of the Study

The population of the study comprises of elder family members from urban areas of Kathmandu Valley. In another words, all educated citizens of the urban areas of Kathmandu valley who have passed at least SLC is the population for the study.

Kathmandu Valley has chosen as the geographical region where the maximum numbers of educated families are resided. Five hundred respondents, from the target audience, were selected from the twenty different location of the urban areas of the Kathmandu Valley. Selected areas were Jawalakhel, Lagankhel, Pulchok, Gwarko, Satdobato, Koteshwor, Tinkune, Baneshwor, Thapathali, Gausala, Kalanki, Maharajganj, Old Baneshwor, Kirtipur, Gogabu, Kamal Pokhari, Jagate, Thimi, Suryabinayak, Sallaghari and Kausaltar. The selected areas consist of ten prime locations from Kathmandu District and five prime locations from Bhaktapur District and Lalitpur district each.

3.3.3 Sample and Sampling Design

The study was conducted in the urban areas of Kathmandu Valley. It was planned to select 500 respondents as sample size on the basis of convenience and judgmental basis. Because of the response error only 470 samples are included in the research. Convenient and judgmental sampling method was adopted for the study to examine the impact of television advertising on children. The people who have passed at least SLC and 16 years old were considered as sample for the study. Majority of the illiterate people in the Kathmandu Valley were not ready to spend time to respond to

the questionnaire and this was essential to adopt convenience and judgmental sampling which gives flexibility to approach. Thus only those who were ready to spend time and respond to questionnaire were selected in the study.

The judgmental sampling was based on age, sex, family type, family size education and occupation. No respondent was selected who was below sixteen and under SLC.

3.3.4 Data Sources

Data is an inevitable part of the research which is an important tool for the success of the study. It is necessary to collect accurate data to achieve useful results. Data may be obtained from several sources. They can be secondary or primary. Primary data refers to data collected for the first time for a specific purpose. Secondary data refers to data collected earlier for the other purposes. It already exists somewhere (Agrawal, 2011).

The focus of this research is to study the impact of television advertising on Nepalese children from elders' perspective. Thus, data for the current research were collected mainly from primary sources. Some relevant data were also collected from secondary sources as well.

3.3.4.1 Primary Data

In this study, mainly primary data was collected from general audience. Field Survey method was used to collect primary data from the selected 500 respondents with the help of a self administered well framed set of closed ended questionnaire and questionnaires were distributed to different target groups from different 20 prime urban areas of Kathmandu valley.

3.3.4.2 Secondary Data

Secondary data was also collected from various publications and websites of Ministry of Information and Communication, Advertising Association of Nepal, various media houses, economic survey from ministry of finance, census report from Central Bureau of Statistics, websites etc. Other relevant sources were also used to conduct the survey.

3.3.5 Questionnaire Development and Data Collection

This study was conducted on the basis of information collected from questionnaire, textbooks, newspaper, websites etc. Questionnaire was the main tool to collect primary data from the respondents. The hypothesis and questionnaire were developed accordingly with the help of reviewed literature. The questionnaire was finalized with the help of research supervisor and the research experts. Structured questionnaires were used to collect the perception of respondents about the impact of television advertising on children. The questionnaire was based on five point rating scale. The questionnaire was divided into three parts. The first part of the questionnaire was related with demographic variables like name, age, gender, and family size, type of family, occupation, and qualification of the respondents. Second part of the questionnaire was related with television viewing habit of audiences and facilities available in their houses. And third part of the questionnaire was related with the opinion of respondents regarding impact of advertising on children. To develop a list of information items that was demanded from respondents, related studies on impact of television advertising on children were reviewed. Expert in the areas of marketing, advertising and research were also consulted. Feedback and suggestions from experts led to meaningful improvement in data collection tools. Preliminary

draft of questionnaire was pre-tested on 50 respondents and finalized by addressing the feedback received from those respondents. Questionnaires were distributed to the respondents of 20 different location of the Kathmandu Valley and were collected on time to make them applicable for presentation and analysis. Responses were collected and measured on a five point rating scale indicating 5 for "strongly agree", 4 for "agree", 3 for "neither agree nor disagree", 2 for "disagree" and indicating 1 for "strongly disagree". Most of the questions were closed ended with multiple-choice options. A request note was also given to the respondent which was attached along with the questionnaire, where respondents were requested to fill the questionnaire. The specimen of questionnaire is shown in appendix I.

3.3.6 Pilot Study

Specific methodology and scale to be employed in the study have been formulated after the selection of data collection method. In the beginning of the study, test survey was conducted to examine the various aspects of the data collection instrument by the help of pilot study. Specifically, the questionnaire was tested in the pilot study. The pilot study was collected to identify the problems and revising the items included in the questionnaires to ensure that all the questions were easily understandable to the target groups. The pilot study was conducted to finalize the scale to be used in the study. In the pilot study 50 questionnaires were distributed to different respondents. On the basis of the feedback received from the pilot study, questionnaire was finalized after the slight modification on previously distributed questionnaire of pilot study.

3.6.7: Pre-testing

According to Zikmund W.G. (2003), the researcher should conduct the pretesting to ensure the questionnaire's reliability and to make sure that measures are free from error and therefore yield consistent result. The reliability of the questions for each variables are obtained when Cronbach's coefficient alpha is at least 0.6. And the internal consistency and reliability of the questions will be considered higher, if the result is near to 1. Questionnaires were all in English. Hard copies of questionnaires were distributed among 500 educated adults of urban Kathmandu Valley mostly students who were involved in survey. The results of reliability test are shown in the following table:

Table 3.1: Reliability Statistics

Cronbach's Alpha	N of Items
0.874	17

Since the value of Cronbach's Alpha is higher than 0.6. It shows that the tool used to collect the primary data is reliable.

3.3.7 Use of Scales for Data Collection

The required data was collected through the scale prepared by the researcher which was filled by the respondents. To cover the predetermined research objectives, as per the nature of the study, primary data was collected by the help of following scales.

Scale Used	Score	
Watching Television With Children at Home		
Always	1	
Sometimes	2	
Never	3	
Separate Room for TV at Home		
Yes	1	
No	2	
Shopping with Children		
Yes	1	
No	2	
Sometimes	3	
Cable/dish home Availability at Home		
Yes	1	
No	2	
Ad helps in making purchase Decision		
Yes	1	
No	2	
Sometimes	3	
Time Spent for Watching TV		
Not more than 2 hours	1	
2-3 hours	2	
3-4 hours	3	

Table 3.2: Various Scale Used for Assessment of Responses

More than 4 hours	4
Likert Scale used to remaining question	ns to examine the impact of television
advertising on children	
6	
	Τ
Strongly agree	5
Agree	4
NT '41 1'	2
Neither agree nor disagree	3
Disagree	2
Disagree	
Strongly disagree	1
Strongry unsagree	1

3.3.8 Locale of the Study

Kathmandu Valley was the locale of the study. There are three districts in Kathmandu Valley. They are i. Kathmandu, ii. Lalitpur and iii. Bhaktapur. Kathmandu is the capital city of Nepal and Bhaktapur is the smallest district of Nepal. No. of households, total population, total male and female population and population density are given as follows:

Particulars	Kathmandu	Lalitpur	Bhaktapur
No. of Households	435544	109505	68557
Total Population	1744240	468132	304651
Male Population	913001	238082	154884
Female Population	831239	230050	149767
Population Density	4416	1216	2560

 Table 3.3: Population of Kathmandu Valley

Source: CBS

Respondents were selected from the twenty different locations of the urban areas of the Kathmandu Valley. Selected areas are given below which consist of ten prime locations from Kathmandu district and five prime locations from Bhaktapur district and Lalitpur district each.

Districts	Cities	No. of Location
	Koteshwor, Tinkune, Baneshwor, Thapathali, Gausala,	
	Kalanki, Gogabu, Maharajganj, Kirtipur, Old	
Kathmandu	Baneshowor	10
Lalitpur	Jawalakhel, Lagankhel, Pulchok, Gwarko, Satdobato	5
Bhaktapur	Jagate, Thimi, Suryabinayak, Sallaghari, Kausaltar	5

 Table 3.4: Locale of the Study

3.3.7 Characteristics of the Respondent

	Characteristics	No. of Respondents	Percentage (%)
	Male	241	51.28
Sex	Female	229	48.72
	Below 25	198	42.13
	25-34	97	20.64
	35-44	95	20.21
Age	45 & above	80	17.02
	Employed	164	34.89
	Professional	57	12.13
	Unemployed	86	18.30
	Trade	31	6.60
	Housewife	46	9.79
Occupation	Others	86	18.30
	Married	259	55.11
Marital	Unmarried	205	43.62
Status	Divorced	6	1.28
	Single	351	74.68
Family Type	Joint	119	25.32
	One	119	25.48
	Two	208	44.54
	Three	71	15.20
No. of	Four	36	7.71
Children	Five	19	4.07

	No	14	3.00
	SLC	39	8.30
	+2	180	38.30
	Bachelors	126	26.81
	Masters	88	18.72
	M Phil	18	3.83
Qualification	Ph D	19	4.04

Table 3.5: Characteristics of Respondents

The study is conducted to examine the television viewing habit of urban educated people and their perception towards the impact of television advertising on children. The opinions of the

500 respondents were collected by the help of closed ended questionnaires. Among the 500 questionnaires distributed, only 470 returned questionnaires were usable for the study purpose. Characteristics of respondents are show in table 3.5.

Gender-wise distribution of respondents

Gender is always a popular and distinguishing variable for segmentation in marketing. Need, taste and preference of male and female is quite different. In today's context, there is a remarkable change in the lifestyle of male and female because of development of education and communication in the urban areas of Kathmandu Valley. People's perception regarding impact of television advertising on children may vary on the basis of gender. Keeping this fact into consideration, an attempt was made to collect the opinion of respondents on the basis of male and female.

Gender	No. of Respondents	Percentage (%)
Male	241	51.28
Female	229	48.72
Total	N=470	100

Table: 3.6: Gender-wise Distribution of Respondents

The table shows the gender wise combination of respondents. In the table, among the 470 total respondents, 241 respondents were male and 229 were female.

Figure 3.1: Gender Wise Distribution of Respondents



The figure also shows that among the 470 respondents, 241 respondents were male and 229 respondents were female. There were 51.28% male and remaining 48.72% were female which indicates male respondents are slightly higher than female respondents. The result shows that the study sample indicates proper representation of both male and female respondents from gender perspective.

Age wise Distribution of Respondents

Age is one of the important demographic variables which influence the perception about the impact of television adverting on children. Thus, an attempt was made to categorize the respondents on the basis of age of the respondents, i.e. age below 25, 25-34 years, 35-44 years, and 45 and above years old.

Age	No. of Respondents	Percentage (%)
Below 25	198	42.13
25-34	97	20.64
35-44	95	20.21
45 & above	80	17.02
Total	N = 470	100

Table: 3.7: Age-wise distribution of respondents

The above table shows that in the sample of 470 television viewers, four age groups were formulated in the range of below 25, 25-34, 35-44 and 45 & above. The highest percentage of them (42.13%) belonged to the age group of below 25, while the lowest percentage (17.02%) of them belonged to the age group of 45 and above.



Figure: 3.2: Age-wise distribution of respondents

The above figure also reveals the age wise distribution of 470 respondents where majority of the respondents (42.1%) belongs to below 25 years category. Similarly, respondents who belong to age group 45 & above are only 80 respondents i.e. 17% only.

Thus, all the age groups of television viewers considered for the study was fairly represented in the study and the analysis clearly depicts the dominance of below 25 years of age in the study.

Occupation-wise distribution of respondents

Occupation is another important demographic variable. Occupation directly influences the media consumption behavior. Keeping this fact into consideration, an attempt was made to categorize the total 470 respondents on the basis of occupation. All respondents were classified into six groups. They are employed, professional, unemployed, trader, housewife and others.

Occupation	No. of Respondents	Percentage (%)
Employed	164	34.89
Professional	57	12.13
Unemployed	86	18.30
Trader	31	6.60
Housewife	46	9.79
Others	86	18.30
Total	N = 470	100

 Table 3.8: Occupation-wise distribution of respondents

The above table indicates the occupation wise distribution of respondents. Majority of the respondents (34.89%) were employed followed by unemployed and others (18.3%) each and professionals (12.13%). Then came the housewives (9.79%) and traders (6.6%).

Figure 3.3: Occupation-wise distribution of respondents



The above figure also shows the occupation wise frequency of 470 respondents. Among the 470 total respondents, 164 respondents were employed, 57 respondents were professional, 86 respondents were unemployed, 31 respondents were trader, 46 respondents were housewives and 86 respondents were others categories. It indicates that the respondents of employed groups dominated the sample size as it was 34.9% of total respondents.

Marital Status-wise distribution of respondents

Marital status is important demographic characteristics of customer. Marital status is also associated with the perception towards the impact of television advertising on children. Considering this fact, an attempt was made to classify the total respondents into different category on the basis of marital status. The categories were married, unmarried and divorced groups.

Table 3.9: Marital Status-wise distribution of respondents

Marital Status	No. of Respondents	Percentage (%)
Married	259	55.11
Unmarried	205	43.62
Divorced	6	1.28
Total	N = 470	100

The above table reveals the marital status wise distribution of television viewers of the urban areas of Kathmandu Valley. In the above table, among the 470 respondents, 259 respondents were married, 205 respondents were unmarried and 6 respondents were divorced.



Figure 3.4 Marital Status wise Distribution of Respondents

The above figure also shows the marital status wise distribution of 470 respondents. Among the total 470 respondents, majority of the respondents (55.11%) were married followed by unmarried (43.62%). A small number of them (1.28%) belonged to divorced category. The above analysis signifies that married respondents dominate the sample. Thus, from the marital status view point, married, unmarried and divorced categories of respondents were fairly represented in the sample.

Family Type-wise distribution of Respondents

A family is considered as a group of two or more people residing together who are related by blood, marriage or adoption (Roopin, 2011:148). Mainly there are two types of family. They are single family and joint family. Media consumption behavior may influence because of family type. Keeping this fact into consideration, an attempt was made to categorize the total respondents into single family and joint family.

Family Type	No. of Respondents	Percentage (%)
Single	351	74.68
Joint	119	25.32
Total	N = 470	100

Table 3.10: Family Type-wise distribution of respondents

The above table reveals the family type wise distribution of 470 respondents. In the above table, among the 470 respondents, 351 respondents belonged to single family and remaining119 respondents belonged to joint family which constitutes 74.68% and 25.32% respectively.



Figure 3.5: Family Type-wise distribution of respondents

The above figure also shows the types of family wise distribution of 470 respondents. Majority of the respondents (74.68%) belonged to single family and remaining respondents (25.32%) belonged to joint family. The above table and figure

indicates that the urban areas of Kathmandu Valley are dominated by the family who belongs of single family.

Number of Children-wise Distribution of Respondents

As the study is related with parents' perception towards impact of advertising on children, another important demographic variable which influence media consumption behavior of target audience is number of children in family. Considering this fact, an attempt was made to categorize the total respondents into six categories. They are family with one, two, there, four, five or no children.

No. of Children in	No. of Respondents	Percentage (%)
Family		
One	119	25.48
Two	208	44.54
Three	71	15.20
Four	36	7.71
Five	19	4.07
No	14	3.00
Total	N = 467	100

Table 3.11: Number of Children-wise Distribution of Respondents

The above table reveals the no. of children in the family wise distribution of television viewers of urban areas of Kathmandu Valley. The table shows that 119 respondents had one children, 208 respondents had two children, 71 respondents had

three children, 36 respondents had four children, 19 respondents had five children and 14 respondents had no children in their family.



Figure 3.6: Number of Children-wise Distribution of Respondents

In the above figure also, majority of the television viewers (44.54%) had two children in their family followed by respondents who had one child in their family (25.48%). Similarly, 15.2% respondents had three children in their family and followed by 7.71% respondents who had four children in their family. A very low percentage of television viewers (4.07%) had more than four children in their family. Again, 3% respondents had no children in their family. In the above table and figure, total respondents were only 467 because of the missing frequency. The above analysis clearly reveals that sample is dominated by the respondents who had two children in their family.

Qualification-wise Distribution of Respondents

Education of the television viewers is one of the important demographic characteristics which influences the perception of people about the impact of television advertising on children. Level of education is directly associated with the perception towards advertising impact. Considering this fact, an attempt was made to analyze the qualification of respondents. Thus, the respondents included in the study were categorized on the basis of education level of the television viewers. The categories were SLC, +2, Bachelors, Masters, M Phil and Ph D holders.

Qualification	No. of Respondents	Percentage (%)
SLC	39	8.30
+2	180	38.30
Bachelors	126	26.81
Masters	88	18.72
M Phil	18	3.83
Ph D	19	4.04
Total	470	100

 Table 3.12: Qualification-wise Distribution of Respondents

The above table indicates the qualification wise distribution of 470 television viewers of urban Kathmandu Valley. In the table, 39 respondents were SLC graduate, 180 respondents were plus two graduates, 126 respondents were bachelors, 88 respondents were masters, 18 respondents were M Phil and 19 respondents were Ph D holders.



Figure 3.7: Qualification-wise Distribution of Respondents

Majority of the respondents (38.3%) were higher secondary passed, followed by the respondents who had passed Bachelors Degree (26.81%). Among them 18.72% respondents had passed Masters Degree. Similarly, 8.3% respondents were School Leaving Certificate passed and M Phil and Ph D holders were 3.83% and 4.04% respectively. The above table and graph shows the combination of all levels of education holders and sample is dominated by higher secondary passed respondents.

3.3.8 Tools for Data Analysis

Appropriate research tools were used to analyze the data collected from the various respondents. Out of the 500 questionnaires distributed to the respondents, who participated in the survey, 25 questionnaires were not returned and 5 questionnaires were not in usable form as they did not provide complete responses demanded by the study. The response rate is 94% which is highly satisfactory as questionnaires were self administered. In the beginning, raw data were coded and entered into the data sheet and classified according to the variable wise responses received from the respondent. Reduced data were presented in the form of percentage.

The data was checked for its validity and reliability. Both descriptive and inferential statistics were used for data analysis. For data analysis, mathematical tool like percentage and statistical tools like mean and chi-square test were used for data analysis. The responses received was measured in 5 point rating scale, i.e. "5" strongly agree , "4" agree, "3" neither agree nor disagree, "2" disagree and "1" strongly disagree. After collecting data, strongly agree and agree were merged and strongly disagree and disagree were merged for the convenience of data interpretation. Thus, result is shown as agreed "3", neutral "2" and disagree "1" Computer software SPSS 18th version was used for data analysis.

Summary of the Research Methodology Employed in the Study

A brief summary of the research methodology adopted for the research is given in table below:

1	Dependent Variable	Impact of Television Advertising on Children
	Independent	Age, Gender, Occupation, Marital Status, Types of
2	Variables	Families, No. of Children in Family, Qualification
	Duration of the	
3	Study	February 2012 to March 2013
4	Place of Study	Urban Areas of Kathmandu Valley
5	Type of Research	Descriptive Research
	Source of	
6	Information	Primary Data and Secondary Data
7	Population	Households in Kathmandu Valley

 Table 3.13: Summary of the Research Methodology

8	Sample Unit	At least SLC Passed Elderly Family Members
9	Sample Size	500
	Sample Selection	
10	Procedures	Convenient and Judgmental Sampling
	Method of Data	
11	Collection	Sample Survey Method
	Research	
12	Instruments	Closed Ended Questionnaires
CHAPTER - FOUR OBSERVATIONS

This Chapter focuses on analyzing primary data collected from the 470 respondents from twenty different urban areas of Kathmandu Valley who are at least SLC graduates and minimum sixteen years of age. In this study, focus is given to examine the television watching behavior of Nepalese audience and their perception towards the impact of television advertising on children. Data are analyzed and presented in this chapter with the view to draw conclusion with reference to each of the specific objectives mentioned on chapter one. The chapter begins with the analysis of the television viewing behavior of the target audience and followed by their perception about the impact of television advertisement on Nepalese children.

Table 4.1:	Watching	Television	with	Children
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	Frequency	Percent	Cumulative Percent
Always	75	16.0	16.0
Sometimes	358	76.2	92.1
Never	37	7.9	100.0
Total	470	100.0	

Above table shows the television watching habit of the respondent. Among the 470 respondents, 75 respondents always watch television with children, 358 respondents sometimes watch television and 37 respondents never watch television with children. In the above table, majority of the respondent i.e. 76.2% respondents sometimes watch television with children followed by 16% always and 7.6% never watch television with children.

	You wa	You watch television with your children						
Gender	Always	%	Sometimes	%	Never	%	Total	
Male	37	49.33	183	55.11	21	56.75	241	
Female	38	50.66	175	48.88	16	43.24	229	
Total	75	100	358	100	37	100	470	
	Pearson	Chi-Squ	are Value $= 0$.562, df =	=2, P Valu	e =0.755		

Table 4.1.1: Gender wise Frequency of Watching TV with Children

The table exhibits the gender wise responses about the television watching behavior with children. Among the 75 respondents who always watch television with children, 37 respondents are male and 38 respondents are female which constitute 49.33% male and 50.66% female. Similarly, among the 358 respondents who sometimes watch television with children are 55.11% male and 48.88% female. Again, among the 37 respondents who never watch television with children are 56.75% male and 43.24% are female.

Following hypothesis was formulated regarding association between gender and their opinion regarding watching television with children

 H_0 : There is no association between gender and watching television with children

 H_1 : There is association between gender and watching television with children

Since the p value is 0.755 which is higher than 0.05, indicates that null hypothesis is accepted at 5% level of significant. Thus, association between gender and watching television with children is statistically insignificant.

	You watch television with your children								
Age	Always	%	Sometimes	%	Never	%	Total		
Below	26	35	154	43	18		198		
25						48.64			
25-34	19	25	63	18	15	40.54	97		
35-44	18	24	75	21	2	5.4	95		
45 or	12	16	66	18	2		80		
above						5.4			
Total	75	100	358	100	37	100	470		
	Pearson Chi-Square Value = 18.979, df =6, P Value =0.004								

Table 4.1.2: Age wise Frequency of Watching TV with Children

The table shows the age wise frequency distribution of 470 respondents about watching television with children. In the table, among the 75 respondents who always watch television with children are 26 respondents i.e. 35% belongs to below 25 of age, 19 respondents i.e. 25% belong to the age group of 25-34, 18 respondents i.e. 24% belongs to age group of 35-44 and 12 respondents i.e.16% belong to age group 45 or above. Similarly, among the 358 respondents who sometimes watch television with children 154 respondents i.e.43% belong to below 25 of age, 63 respondents i.e. 18% belong to age group of 25-34, 75 respondents i.e. 21% belong to 35-44 age group and 66 respondents i.e. 18% belong to the age group of 45 or above. Similarly, among the 37 respondents who never watch television with children 48.64% i.e.18 respondents belong to below 25 age, 40.54% i.e. 15 respondents belong to the age group of 25-34, 5.4% i.e. 2 respondents belong to age group.

Following hypothesis was formulated regarding association between age and their opinion regarding watching television with children

H₀: There is no association between age and watching television with children

H₁: There is association between age and watching television with children

Since the p value is 0.004 which is lower than 0.05, which indicates that null hypothesis is rejected at 1% level of significance. Thus, there is significant association between marital age and watching television with children.

	You wa	tch televis	sion with you	r children				
Marital								
status	Always	%	Sometimes	%	Never	%	Total	
Married	48	64	199	55.58	12	32.43	259	
Unmarried	27	36	155	43.29	23	62.16	205	
Divorced	0	0	4	1.11	2	5.4	6	
Total	75	100	358	100	37	100	470	
Pearson Chi-Square Value = 14.436, df =4, P Value =0.006								

 Table 4.1.3: Marital Status and watching TV with Children

The above table exhibits the relationship between marital status and watching television with children. Among the 75 respondents who always watch television with children are 64% married and 36% unmarried. Similarly, among the 358 respondents who sometimes watch television watch with children are 55.58% married, 43.29% unmarried and 1.11% divorced. Again, among the 37 respondents who never watch television with children are 12% male, 23% female and 5.4% divorced. It is clear from the above table that more married respondents like to watch television with children in comparison to unmarried respondents.

Following hypothesis was formulated regarding association between marital status and their opinion regarding watching television with children

 H_0 : There is no association between marital status and watching television with children

 H_1 : There is association between marital status and watching television with children

Since the p value is 0.006 which is lower than 0.05, which indicates that null hypothesis is rejected at 1% level of significance. Thus, there is significant association between marital status and watching television with children.

	You wa	tch televis	sion with you	children			
No. of							
Children	Always	%	Sometimes	%	Never	%	Total
One	17	14.29	93	78.15	9	7.56	119
Two	39	18.75	155	74.51	14	6.73	208
Three	14	19.71	50	70.42	7	9.85	71
Four	4	11.11	31	86.11	1	2.77	36
Five	1	5.26	17	89.47	1	5.26	19
No	0	0	10	71.42	4	28.57	14
Total	75		356		36		467
	Pearson	n Chi-Squa	re Value $= 17$.	206, df =1	0, P Value	=0.07	

Table 4.1.4: No. of Children and Watching TV with children

Above table exhibits the size of family wise distribution of frequency watching television with children. In the above table, majority of the respondent i.e. 208 respondents have two children in their family and among them 18.75% respondents always watch television with children , 74.51% respondents sometimes watch television with children and 6.73% respondents never watch television with

children. Again, 119 respondents have one child in their family where 14.29 % always, 71.15% always and 7.56% never watch television with their children.

Following hypothesis was formulated regarding association between number of children in family and their opinion regarding watching television with children

 H_0 : There is no association between number of children in family and watching television with children

H₁: There is association between number of children in family and watching television with children

Since the p value is 0.07 which is higher than 0.05, which indicates that null hypothesis is accepted at 5% level of significance. Thus, relationship between number of children in family and watching television with children is statistically insignificant.

 Table 4.1.5: Type of Family and watching TV with Children

	You wa	You watch television with your children							
Family								Total	
Туре	Always	%	Sometimes	%	Never	%	Total	%	
Single	53	15.09	272	77.49	26	7.4	351	74.86	
Joint	22	18.48	86	72.26	11	9.24	119	25.31	
Total	75		358		37		470	100	
	Pearson Chi-Square Value = 1.338, df =2, P Value =0.512								

The above table shows that among the total 470 respondents 74.86% belongs to single family and 25.31% belongs to joint family. Among the 351 respondents who belong to single family, 15.09% always watch television with children, 77.49% sometimes watch television with children and 7.4% never watch television with children. Similarly, among the 119 respondents who belong to joint

family, 18.48% always watch television with children, 77.49% sometimes watch television with children and 9.24% never watch television with children.

Following hypothesis was formulated regarding association between types of family and their opinion regarding watching television with children

H₀: There is no association between types of family and watching television with children

H₁: There is association between types of family and watching television with

children

Since the p value is 0.512 which is higher than 0.05, which indicates that null hypothesis is accepted at 5% level of significance. Thus, association between types of family and watching television with children is statistically insignificant.

Table 4.1.6: Qualification and Watching TV with Children

	You wat	ch televis							
Qualific								Total	
ation	Always	%	Sometimes	%	Never	%	Total	%	
SLC	4	10.25	34	87.71	1	2.56	39	8.29	
2	28	15.55	138	76.66	14	7.77	180	38.29	
Bachelors	27	21.42	88	69.84	11	8.73	126	26.8	
Masters	13	14.77	68	77.27	7	7.95	88	18.72	
M Phil	1	5.55	14	77.77	3	16.66	18	3.82	
Ph D	2	10.52	16	84.21	1	5.26	19	40.42	
Total	75		358		37		470	100	
	Pearson Chi-Square Value = 9.745, df =10, P Value =0.463								

Table 4.1.6 reveals that among the 470 total respondents, 38.29% who constitute the major group are +2 graduates and then 26.8% are Bachelors. Among the 180 respondents who are +2 graduates, 15.55% always watch television with children, 76.66% sometimes watch television with children and 7.77% never watch television

with children. Similarly, among the 126 respondents who have Bachelors degree, 21.44% always watch television with children, 69.84% sometimes watch television with children and 8.73% never watch television with children.

Following hypothesis was formulated regarding association between qualification and their opinion regarding watching television with children

 H_0 : There is no association between qualification and watching television with children

 H_1 : There is association between qualification and watching television with children

Since the p value is 0.463 which is higher than 0.05, which indicates that null hypothesis is accepted at 5% level of significance. Thus, association between qualification and watching television with children is statistically insignificant.

 Table 4.2: Separate Room for Watching TV

	Frequency	Percent
Yes	296	62.98
No	174	37.02
Total	470	100.0

A question was asked to the respondents about the availability of separate room for watching television in their home. The above table reveals whether there is separate room in their family or not for watching television. Among the 470 respondents, 296 respondents (62.98%) said yes and remaining 174 respondents (37.02%) said no. The analysis indicated that majority of the respondents have separate room for watching television in their home.

	You hav	ve separate				
Age	your room	m				
	Yes	%	No	%	Total	Total %
Below 25	130	65.65	68	34.34	198	42.12
25-34	57	58.76	40	41.23	97	20.63
35-44	56	58.94	39	41.05	95	20.21
Above 45	53	66.25	27	33.75	80	17.02
Total	296		174		470	
	f=3, P val	ue=0.498				

 Table 4.2.1: Age and Separate Room for TV

The above table reveals the different age of the respondents who have separate room or not. In the above table, 62.97% have separate room for watching television, and 37.02% have not separate room to watch television. Among the 198 respondents who are below 25 of age, 65.65% have separate room for television and 34.34% have not separate room for television. Similarly, among the 97 respondents who belongs to 25 to 35 age group, 58.76% have separate room for television and 41.23% have not separate room to watch television. Again, 95 respondents who belong to 35-45 age group, 58.94% have separate room and 41.05% have not separate room for watching television. Likewise, among the 80 respondents who are 45 and above age group, 66.25% have separate room and 33.75% have not separate room for watching television.

Following hypothesis was formulated regarding association between age and separate room for watching television.

 H_0 : There is no association between age and separate room for watching television.

 H_1 : There is association between age and separate room for watching television.

Since the p value is 0.498 which is higher than 0.05, which indicates that null hypothesis is accepted at 5% level of significance. Thus, association between age and separate room for watching television is statistically insignificant.

	You hav	ve separat	e room for	TV in		
Gender	your roo	m			Total	
	Yes	%	No	%	Total	%
Male	165	68.46	76	31.53	241	51.27
Female	131	57.20	98	42.79	229	48.72
Total	296	62.97	174	37.02	470	100
Value of Cl						

 Table 4.2.2: Gender and Separate Room for TV

The table shows gender wise distribution of frequency about the separate room for television in respondent's house. In the above table, among the 470 respondents, 62.97% have separate room for television and 37.02% do not have separate room to watch television. Among the 214 male respondents, 68.46% have separate room and 31.53% do not have separate room for television. Similarly, among the 229 female respondents, 57.20% have separate room and 42.79% do not have separate room for watching television.

Following hypothesis was formulated regarding association between gender and separate room for watching television. H₀: There is no association between gender and separate room for watching television.

 H_1 : There is association between gender and separate room for watching television.

Since the p value is 0.012 which is lower than 0.05, which indicates that null hypothesis is rejected at 5% level of significance. Thus, association between gender and separate room for watching television is statistically significant.

Table 4.2.3: Marital Status and Separate Room for TV

Marital	You hav	ve Separat	or TV		Total		
Status	Yes	%	No	%	Total	%	
Married	160	61.77	99	38.22	259	55.1	
Unmarried	133	64.87	72	35.12	204	43.4	
Divorced	3	50	3	50	6	1.27	
Total	296	63	174	37	470	100	
Pearson Chi-Square Value = .911, df =2, P Value =0.634							

The table depicts the relationship between marital status and separate room for watching television in the family. Among the 470 total respondents, majority of the respondents i.e.63% have separate for watching television and 37% have not separate room to watch television. Among the 259 respondent who are married, 61.77% have separate room and 38.22% do not have separate room for watching television. Similarly, among the 204 respondents, 64.87% have separate room to watch television and 35.12% do not have separate room for watching television.

Following hypothesis was formulated regarding association between marital and separate room for watching television.

 H_0 : There is no association between marital status and separate room for watching television.

 H_1 : There is association between marital status and separate room for watching television.

Since the p value is 0.634 which is higher than 0.05, which indicates that null hypothesis is accepted at 5% level of significance. Thus, association between marital status and separate room for watching television is statistically insignificant.

Table 4.2.4: Types of Family and Separate Room for TV

Family	You hav	ve separate	room for	TV		Total
Туре	Yes	%	Total	%		
Single	228	64.95	123	35.04	351	74.68
Joint	68	57.14	51	4285	119	25.31
Total	296	62.97	174	37.02	470	100
Pe	earson Chi-	Square Va	lue = 2.328	8, df =1, P V	Value =0.12	27

The table exhibits the relationship between types of family and separate room for watching television in their family. In the above table, majority of the respondents i.e. 74.68% lives in single family and remaining 25.31% lives in joint family. Among the 351 respondents who live in single family, 64.95% respondents have separate room for watching television and 35.04% response do not have separate room for watching television. Similarly, among the 119 respondents who live in joint family, 57.14% have separate room for watching television and 42.85% do not have separate room for watching television. From the above table, it is clear that in comparison to joint family respondents form the single family have separate room for watching television. Following hypothesis was formulated regarding association between types of family and separate room for watching television.

H₀: There is no association between types of family and separate room for watching television.

 H_1 : There is association between types of family and separate room for watching television.

Since the p value is 0.127 which is higher than 0.05, which indicates that null hypothesis is accepted at 5% level of significance. Thus, association between types of family and separate room for watching television is statistically insignificant.

No of Children	You ha	ave separa	te room fo	or TV		
NO OI CIIIIdieli	Yes	%	No	%	Total	Total %
One	70	55.82	49	41.17	119	25.48
Two	126	60.57	82	39.42	208	44.53
Three	49	69.01	22	30.98	71	15.20
Four	24	66.66	12	33.33	36	7.70
Five	18	94.73	1	5.26	19	4.06
No	8	57.14	6	42.85	14	2.99
Total	295	63.16	172	36.83	467	100
Pearson Chi-Squa	are = 11.1	155, d f= 5	, p value	= 0.048		

Table 4.2.5: No. of Children and Separate Room for TV

In the table, it shows that the number of children in family and room for television. In the above table, 208 respondents which constitute the major group i.e. 44.53% of the total respondents; have two children in their family. Among 208 respondents, 60.57% have separate room for watching television and remaining 39.42% have not separate room for watching television.

Following hypothesis was formulated regarding association between number of children in family and separate room for watching television.

H₀: There is no association between number of children in family and separate room for watching television.

H₁: There is association between number of children in family and separate room for watching television.

Since the p value is 0.048 which is lower than 0.05, which indicates that null hypothesis is rejected at 5% level of significance. Thus, association between number of children in family and separate room for watching television is statistically significant.

	Frequency	Percent	Cumulative Percent
Yes	201	42.77	42.8
No	68	14.47	57.2
Sometimes	201	42.77	100.0
Total	470	100.0	
Value of chi-Squar	e = 75.272, df = 2, P value =	= 0.000	

Table 4.3: Shopping with Children

The table exhibits the frequency distribution of shopping behavior of respondents with children. Among the 470 respondents, 201 respondents said yes, 68 respondents said no and remaining 201 said sometimes regarding shopping behavior which constitute 42.77%, 14.47% and 42.77% respectively.

Following hypothesis was formulated regarding association between advertising and shopping with children.

H₀: There is no association between advertising and shopping with children.

H₁: There is association between advertising and shopping with children.

Since the p value is 0.000 which is lower than 0.05, which indicates that null hypothesis is rejected at 1% level of significance. Thus, association advertising and shopping with children is statistically significant.

Gender	You g	go for sho	pping w	vith your	children		_	Total
Gender	Yes	%	No	%	Sometimes	%	Total	%
Male	110	45.83	32	13.27	99	41.07	241	51.27
Female	91	39.73	36	15.72	102	44.54	229	48.72
Total	201	42.76	68	14.46	201	42.76	470	100
Pearson C	hi-Squa	re Value	= 1.771	, df =2, P	Value $= 0.41$	3		

Table 4.3.1: Gender and Shopping with Children

Impact of advertising on children is also based on their shopping behavior with children. Thus, respondents were asked whether they go shopping with children or not. Among the 241 male respondents, 45.83% respondents said yes, 41.07% respondents said sometimes and 13.27% said no regarding shopping with children. Similarly, among the 229 female respondents, 39.73% said yes, 44.54% said sometimes and 15.72% said no about the shopping with children.

Following hypothesis was formulated regarding association between gender and impact of advertising on shopping with children.

 H_0 : There is no association between gender and impact of advertising on shopping with children.

 H_1 : There is association between gender and impact of advertising on shopping with children.

Since the p value is 0.413 which is higher than 0.05, which indicates that null hypothesis is accepted at 5% level of significance. Thus, association gender and impact of advertising on shopping with children is statistically insignificant.

Marital	You g	go for sh			Total			
Status	Yes	%	No	%	Sometimes	%	Total	%
Married	142	54.82	19	7.33	98	37.83	259	55.10
Unmarried	55	26.82	49	23.90	101	49.26	205	43.61
Divorced	4	66.66	0	0.00	2	33.33	6	1.27
Total	201	42.76	68	14.46	201	42.76	470	100
Pearson Chi	-Square	e Value =	= 47.9	93, df=4	P Value =0.0	00		

Table 4.3.2: Marital Status and Shopping with children

Impact of advertising on children is also based on their shopping behavior with children. Thus, respondents were asked whether they go shopping with children or not. Among the 241 male respondents, 45.83% respondents said yes, 41.07% respondents said sometimes and 13.27% said no regarding shopping with children. Similarly, among the 229 female respondents, 39.73% said yes, 44.54% said sometimes and 15.72% said no about the shopping with children.

Following hypothesis was formulated regarding association between marital status and impact of advertising on shopping with children.

H₀: There is no association between marital status and impact of advertising on shopping with children.

H₁: There is association between marital status and impact of advertising on shopping with children.

Since the p value is 0.000 which is lower than 0.05, which indicates that null hypothesis is rejected at 1% level of significance. Thus, association marital status and impact of advertising on shopping with children is statistically significant.

Family	You	go for sl	T (1					
Туре	Yes	%	No	%	Total	Total		
Single	137	39.03	56	15.95	158	45.01	351	74.68
Joint	64	53.78	12	10.08	43	36.13	119	25.31
Total	201	42.76	68	14.46	201	43.00	470	100
Pearson	Chi-So	quare Va	lue =8.2	277, P Val	ue =0.016			

Table 4.3.3: Types of Family and Shopping with Children

The above table shows the types of family and their shopping behavior with children. Among the 351 respondents who belong to single family, 39.03% said yes, 45.01% said sometimes and 15.95% said no regarding their shopping trip with children. Similarly, among the 119 respondents 53.78% said yes, 36.13% said sometimes and 10.08% said no about the statement.

Following hypothesis was formulated regarding association between types of family and impact of advertising on shopping with children.

H₀: There is no association between types of family and impact of advertising on shopping with children.

H₁: There is association between types of family and impact of advertising on shopping with children.

Since the p value is 0.016 which is lower than 0.05, which indicates that null hypothesis is rejected at 5% level of significance. Thus, association types of family and impact of advertising on shopping with children is statistically significant.

Advertisements help you in making purchase decision									
	Frequency	Percent	Cumulative Percent						
Yes	233	49.57	49.57						
No	46	9.79	59.36						
Sometimes	191	40.64	100						
Total	470	100							
Value of Chi-Square =	122.889, P value = 0.	000							

Table 4.4: Advertisement and Purchase Decision

Above table exhibits the frequency distribution about the statement, advertisements helps you in making purchase decision. Among the 470 total respondents, 233 agreed that advertisements help in making purchase decision. 191 respondents agreed that it sometimes helps in purchase decision and 9.79 % did not agree with the statement. Since, only 9.79% did not agree with the statement, majority of the respondents fully (49.57%) or partially (40.64%) agreed with the statement.

Following hypothesis was formulated regarding association between advertising and purchase decision.

H₀: There is no association between advertising and purchase decision.

H₁: There is association between advertising and purchase decision.

Since the p value is 0.000 which is lower than 0.05, which indicates that null hypothesis is rejected at 1% level of significance. Thus, association advertising and purchase decision is statistically significant.

Age	Adve	rtisemen	ts and p	ourchase de	ecision			Total
nge	Yes	%	No	%	Sometimes	%	Total	%
< 25	120	60.60	6	3.03	72	36.36	198	42.12
25-34	43	44.32	17	17.52	37	38.14	97	20.63
35-44	33	34.73	11	11.57	51	53.68	95	20.21
> 45	37	46.25	12	15.00	31	38.75	80	17.02
Total	233	47.44	46	9.78	191	40.63	470	100
Chi-Squar	e Value	e = 32.58	8, df=6	5, P Value	= 0.000			

Table 4.4.1: Age wise responses on ads help in purchase decision

The table exhibits the age wise responses on the statement "Advertisements help you in making purchase decision. Among the 470 respondents, 42.12% belongs to below 25 which constitute the largest group where only 3.03% said no and 60.60% said yes and 36.36% said advertisements sometimes help them in making purchase decision.

Following hypothesis was formulated regarding association between age and impact of advertising on purchase decision.

H₀: There is no association between age and impact of advertising on purchase decision.

H₁: There is association between age and impact of advertising on purchase decision.

Since the p value is 0.000 which is lower than 0.05, which indicates that null hypothesis is rejected at 1% level of significance. Thus, association between age and impact of advertising on purchase decision is statistically significant.

Gender	Adv										
Gender	Yes	%	No	%	Sometimes	%	Total	Total %			
Male	116	48.13	241	51.27							
Female	117	51.09	22	9.60	90	39.30	229	48.72			
Total	233	233 49.57 46 9.78 191 40.63 470 100									
Chi-Squ											

 Table 4.4.2: Gender wise responses on ads help in purchase decision

The above table reveals the gender wise opinion of 470 respondents about advertisement and purchase decision whether it helps or not. In the above table only 9.78% respondents said no in which 9.95% male and 9.6% female denied the statement. Among the 241 male, 48.13% said yes and 41.9% said sometimes ads help them in making purchase decision. Similarly, among the 229 female respondents, 51.09% said yes, and 39.3% said sometimes it helps in purchase decision.

Following hypothesis was formulated regarding association between gender and impact of advertising on purchase decision.

H₀: There is no association between gender and impact of advertising on purchase decision.

 H_1 : There is association between gender and impact of advertising on purchase decision.

Since the p value is 0.811 which is higher than 0.05, which indicates that null hypothesis is accepted at 5% level of significance. Thus, association between gender and impact of advertising on purchase decision is statistically insignificant.

Marital	Adve	ertiseme	ecision		Total					
Status	Yes	%	No	%	Sometimes	%	Total	%		
Married	115	44.40	35	13.51	109	42.08	259	55.10		
Unmarried	118	57.56	9	4.39	78	38.04	205	43.61		
Divorced	0	0.00	2	33.33	4	66.66	6	1.27		
Total	233	49.57	470	100						
Chi-Square Value = 21.656, df=4, P Value = 0.000										

 Table 4.4.3: Marital Status wise responses on ads help in purchase decision

The above table exhibits the relationship between marital status and impact of advertising on purchase decision. Among the 470 respondents only 9.78% disagreed with the statement and 49.57 agreed and 40.63% partially agreed that advertisements help them in their purchase decision. Among the 259 married 44.4% agreed and 42.08% partially agreed with the statement. Similarly, among the 205 unmarried respondents, 57.56% agreed and 38.04% partially agreed with the statement.

Following hypothesis was formulated regarding association between marital status and impact of advertising on purchase decision.

H₀: There is no association between marital status and impact of advertising on purchase decision.

H₁: There is association between marital status and impact of advertising on purchase decision.

Since the p value is 0.000 which is lower than 0.05, which indicates that null hypothesis is rejected at 1% level of significance. Thus, association between marital status and impact of advertising on purchase decision is statistically significant.

Family	Adve	ertisemen	ts help	you in pu	rchase decisio	n		Total
Туре	Yes	%	Total	%				
Single	172	49.00	351	74.68				
Joint	61	51.26	20	16.80	38	31.93	119	25.31
Total	233	49.57	46	9.78	191	40.63	470	100
Chi - Sq	uare V	falue = 11	.085, di	f=2, P Va	lue = 0.004			

Table 4.4.4: Types of family wise responses on ads help in purchase decision

The above table illustrates the type of family wise impact of advertising on purchase decision. Among the 351 respondents who belong to single family, 49% said yes, 43.58% said sometimes and 7.4% said no impact of advertising on purchase decision where as 119 respondents who belongs to joint family, 51.26% said yes, 31.93% said sometimes and 16.80% said no about the impact of advertising on purchase decision.

Following hypothesis was formulated regarding association between types of family and impact of advertising on purchase decision.

H₀: There is no association between types of family and impact of advertising on purchase decision.

H₁: There is association between types of family and impact of advertising on purchase decision.

Since the p value is 0.004 which is lower than 0.05, which indicates that null hypothesis is rejected at 1% level of significance. Thus, association between types of family and impact of advertising on purchase decision is statistically significant.

Occupation	Adve	ertisement	ts help y	you in p	urchase decisi	ion	Tota	Total				
Occupation	Yes	%	No	%	Sometimes	%	1	%				
Employed	84	51.21	17	10.36	63	38.41	164	34.89				
Professional	25	43.85	8	14.03	24	42.1	57	12.13				
Unemployed	49	56.97	4	4.65	33	38.37	86	18.30				
Trade	11	35.48	7	22.58	13	41.93	31	6.60				
Housewife	15	32.60	10	21.73	21	45.65	46	9.79				
Others	49	56.97	0	0.00	37	43.02	86	18.30				
Total	233	50	46	10	191	40.64	470	100				
Chi-Square Val	Chi-Square Value = 30.775 , df= 10 , P Value = 0.001											

 Table 4.4.5: Occupation wise responses on ads help in purchase decision

The above table shows the occupation wise responses on impact of advertising in making purchase decision. In the above table majority of respondents are employed. Among the 164 employed respondents, 51.21% expressed their view as yes, 38.41% expressed their view as sometimes and 10.36% respondents expressed their view as no impact of advertising on purchase decision. Similarly, among the 86 respondents who are unemployed, 56.97% expressed their view as yes, 38.37% expressed their view as sometimes and 4.65% said no impact of advertising in their purchase decision.

Following hypothesis was formulated regarding association between occupation and impact of advertising on purchase decision.

H₀: There is no association between occupation and impact of advertising on purchase decision.

 H_1 : There is association between occupation and impact of advertising on purchase decision.

Since the p value is 0.001 which is lower than 0.05, which indicates that null hypothesis is rejected at 1% level of significance. Thus, association between occupation and impact of advertising on purchase decision is statistically significant.

No. of	Adve	rtisemen	ts help	n		Total		
Children	Yes	%	No	%	Sometimes	%	Total	%
One	54	45.37	9	7.56	56	47.05	119	25.48
Two	98	47.11	20	9.61	90	43.26	208	44.54
Three	38	53.52	11	15.49	22	30.98	71	15.20
Four	20	55.55	6	16.66	10	27.77	36	7.71
Five	15	78.94	0	0.00	4	21.05	19	4.07
No	8	57.14	0	0.00	6	42.85	14	3.00
Total	233	47.75	46	9.85	188	40.25	467	100
Chi - Squa	are Valu	1e = 18.9	985, df=	10, P Val	ue = 0.040			

Table 4.4.6: No. of children wise responses on ads help in purchase decision

The table shows the number of children wise responses on impact of advertising in making purchase decision. Among the 119 respondents with one child only 7.56% disagreed. Among the 208 respondents with two children, only 9.61% disagreed. And among the 71 respondents with three children, only 15.49% disagreed. Remaining all others fully or partially agreed with the statements.

Following hypothesis was formulated regarding association between number of children in family and impact of advertising on purchase decision.

H₀: There is no association between number of children in family and impact of advertising on purchase decision.

H₁: There is association between number of children in family and impact of advertising on purchase decision.

Since the p value is 0.040 which is lower than 0.05, which indicates that null hypothesis is rejected at 5% level of significance. Thus, association between number of children in family and impact of advertising on purchase decision is statistically significant.

Qualificat	Adve	rtisemen	n		Total			
ion	Yes	%	No	%	Sometimes	%	Total	%
SLC	15	38.46	9	23.07	15	38.46	39	8.29
+2	88	48.88	10	5.55	82	45.55	180	38.29
Bachelors	68	53.96	13	10.31	45	35.71	126	26.8
Masters	43	48.86	9	10.22	36	40.9	88	18.72
M Phil	10	55.55	3	16.66	5	27.77	18	3.82
Ph D	9	47.36	2	10.52	8	42.1	19	4.04
Total	233	49.57	46	97.87	191	40.63	470	100
Chi-Square	Value	= 15.515	5, df=10), P Value	e = 0.114			

 Table 4.4.7: Qualification wise responses on ads help in purchase decision

The table exhibits the relationship between academic qualification and impact of advertising on purchase decision. In the table, majority of the respondents i.e. 38.29% respondents have higher secondary passed. Among the 180 higher secondary passed respondents, 48.88% said yes, 45.55% said sometimes and 23.07% said no help in purchase decision by advertisements. Similarly, among the 126 bachelors passed respondents, 53.96% said yes, 35.71% said sometimes and 10.31% said no impact of advertising in purchase decision.

Following hypothesis was formulated regarding association between qualification and impact of advertising on purchase decision.

H₀: There is no association between qualification and impact of advertising on purchase decision.

 H_1 : There is association between qualification and impact of advertising on purchase decision.

Since the p value is 0.114 which is higher than 0.05, which indicates that null hypothesis is accepted at 5% level of significance. Thus, association between qualification and impact of advertising on purchase decision is statistically insignificant.

You watch	Adve	ertiseme	ision							
television with								Total		
your children	Yes	%	No	%	Sometimes	%	Total	%		
Always	40	17.17	5	10.87	30	15.71	75	15.96		
Sometimes	179	76.82	29	63.04	150	78.53	358	76.17		
Never	14	6.01	12	26.09	11	5.76	37	7.87		
Total	233	49.57	46	9.78	191	40.63	470	100		
Pearson Chi-Square = 23.659, P Value = 0.000										

Table 4.4.8: Watching TV with Children and helps in Purchase Decision

The table shows the cross tabulation between two statement i.e. you watch television with children and advertisements helps you in making purchase decision. In the above table, among the 470 total respondents 76.17% said they sometimes watch television

with children and 49.57% said there is positive impact of advertising in their purchase decision.

Following hypothesis was formulated regarding association between watching television with children and impact of advertising on purchase decision.

H₀: There is no association between watching television with children and impact of advertising on purchase decision.

 H_1 : There is association between watching television with children and impact of advertising on purchase decision.

Since the p value is 0.000 which is lower than 0.05, which indicates that null hypothesis is rejected at 1% level of significance. Thus, association between watching television with children and impact of advertising on purchase decision is statistically significant.

Time spend for watching Television										
	Frequency	Percent	Cumulative Percent							
Below 2 hrs	174	37.02	37.02							
2-3	173	36.81	73.83							
3-4	73	15.53	89.36							
Above 4	50	10.64	100.0							
Total	470	100.0								

Table 4.5: Time Spent for Watching Television

The above table shows the time spent for watching television by 470 respondents. Among the total respondents, 37.02% spent below two hours, 36.61% spent 2-3 hours and 15.53% spent 3-4 hours and 10.64% spent more than four hours for watching television.

Time spend for	Adve	ertisemen	on								
watching											
Television	Yes	%	No	%	Sometimes	%	Total	Total %			
<2 hrs	79	33.91	32	69.57	63	32.98	174	37.02			
2-3	80	34.33	10	21.74	83	43.46	173	36.81			
3-4	46	19.74	1	2.17	26	13.61	73	15.53			
>4hrs	28	12.02	3	6.52	19	9.95	50	10.64			
Total	233	49.57	46	9.78	191	40.63	470	100			
Pearson Chi-Squ	Pearson Chi-Square = 29.761, df=6, P Value = 0.000										

 Table 4.5.1: Time Spent for Watching Television and Ads help in Purchase

 Decision

The above table exhibits the relationship between time spent by the respondents for watching television and its impact on making purchase decision. In the above table, majority of the respondent agreed with the statement as 49.57% said yes and 40.63% said sometimes advertisements helps them in their making purchase decision. Only 9.78% respondents disagreed with the statement.

Following hypothesis was formulated regarding association between time spent for watching television and impact of advertising on purchase decision.

H₀: There is no association between time spent for watching television and impact of advertising on purchase decision.

H₁: There is association between time spent for watching television and impact of advertising on purchase decision.

Since the p value is 0.000 which is lower than 0.05, which indicates that null hypothesis is rejected at 1% level of significance. Thus, association between time spent for watching television and impact of advertising on purchase decision is statistically significant.

Table: 4.6 Media Preferred by Children

A question about the media preference was asked to the respondents to acquire the information about preferred media by the children whether they prefer newspaper or television. Following hypothesis was formulated regarding the respondents' opinion about the children's media preference towards television and newspaper:

H₀: Children are indifference between television and newspaper

Children prefer Television to Newspaper										
Opinion	Frequency	Percent	Cumulative Percent							
Negative	23	4.9	4.9							
Neutral	8	1.7	6.6							
Positive	439	93.4	100							
Total	470	100								
Chi-square Value = 7	763.919, df=3, P V	Value = 0.000								

 H_1 : Children prefer television to newspaper

Table 4.6 depicts the opinion of 470 respondents about the media preferred by children whether children prefer television or newspaper. 93.4% gave positive opinion that children prefer television to newspaper, followed by 4.9% gave negative opinion that they disagreed with the statement and 1.7% respondents were neutral about the statement.

Since the p value is 0.000 which is lower than 0.05, which indicates that null hypothesis is rejected at 1% level of significance. This means children are not indifferent between television and newspaper. They prefer television to newspaper.

Table 4.6.2 Association between Age and media preferred by Children

Chi Square test has been applied to determine whether there is significant association between the age group of respondents with regard to media preferred by children between television and newspaper. Following hypothesis was formulated regarding the respondents' opinion regarding association between age and media preferred by children:

H₀: There is no association between age and media preferred by children.

H₁: There is association between age and media preferred by children.

Table 4.2.1: Association between Age and media preferred
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Δσο	Children p	orefer Tel	levision to	Newspap	ber			Total
Age	Negative	%	Neutral	%	Positive	%	Total	%
< 25	8	34.78	1	12.50	189	43.05	198	42.13
25-34	6	26.09	1	12.50	90	20.50	97	20.64
35-44	4	17.39	3	37.50	88	20.05	95	20.21
45 & +	5	21.74	3	37.50	72	16.40	80	17.02
Total	23	4.89	8	1.70	439	93.40	470	100
Pearson	Chi-Square	Value =	6.293, df =	=6, P Valı	ue = 0.391			

The above table depicts the relationship between age of respondents and their opinion regarding media preferred by children. In the table, majority of the respondents i.e.93.40% agreed that children prefer television to newspaper. The above table also shows that there is no association between age and media preferred by children as P value is 0.391 which is higher than 0.05. Thus, Null hypothesis is accepted

	Children p	Children prefer Television to Newspaper						
Gender	Negative	%	Neutral	%	Positive	%	Total	%
Male	15	65.22	6	75	220	50.11	241	51.28
Female	8	34.78	2	25	219	49.89	229	48.72
Total	23		8		439		470	100
Pearson (Chi-Square V	Value $= 3$.	.829, $df = 2$	2, P Va	alue =0.14'	7		

 Table 4.6.3: Association between Gender and media preferred by Children

Following hypothesis was formulated regarding the respondents' opinion regarding association between gender and media preferred by children:

- H₀: There is no association between gender and media preferred by children.
- H₁: There is association between gender and media preferred by children.

On the basis of above table, from the gender perspective, 50.11% male and 49.89% agreed that children prefer television to newspaper. Although male respondents are slightly higher than female respondents, there is no significant difference between the perception of male and female respondents regarding the media preference of children. As P value is higher than 0.05 null hypothesis is accepted i.e. there is no strong evidence to conclude that there is association between gender and their perception regarding children's media preference.

	Children	prefer Tel	levision to	Newsp	aper			
Occupation	Negative	%	Natural	%	Positive	%	Total	Total %
Employed	6	26.09	5	62.50	153	34.85	164	34.89
Professional	9	39.13	2	25.00	46	10.48	57	12.13
Unemployed	5	21.74	0	0.00	81	18.45	86	18.30
Trade	1	4.35	0	0.00	30	6.83	31	6.60
Housewife	0	0.00	1	12.50	45	10.25	46	9.79
Others	2	8.70	0	0.00	84	19.13	86	18.30
Total	23		8		439		470	100
Pearson Chi-So	quare Value	e = 25.723,	, $df = 10$,	P Value	=0.004			

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Table 4.6.4: Association between occupation and media preferred by Children

Following hypothesis was formulated regarding the respondents' opinion regarding association between occupation and media preferred by children:

 H_0 : There is no association between occupation and media preferred by children.

H₁: There is association between occupation and media preferred by children.

Above table shows occupation-wise response of perception about the media preferred by children. In the above table, 39% of professional disagreed and 34% employed agreed with the statement. As P value is 0.004 which is lower than 0.05, it can be concluded that there is significance association between occupation and their responses regarding media preferred my children. Thus, alternative hypothesis is accepted.

Marital	Children p	prefer To			Total						
status	Negative	%	Neutral	%	Positive	%	Total	%			
Married	16	69.57	7	87.50	236	53.76	259	55.11			
Unmarried	7	30.43	1	12.50	197	44.87	205	43.62			
Divorced	0	0.00	0	0.00	6	1.37	6	1.28			
Total	23	4.89	8	2.70	439	93.40	470	100			
Pearson Chi	Pearson Chi-Square Value = 5.816, df = 4, P Value = 0.213										

 Table 4.6.5: Association between Marital Status and Media Preferred by

 Children

Following hypothesis was formulated regarding the respondents' opinion regarding association between marital status and media preferred by children:

H₀: There is no association between marital status and opinion regarding media preferred by children.

H₁: There is association between marital status and opinion regarding media preferred by children.

The above table exhibits the relationship between the marital status and their opinion regarding media preferred by children, as P value 0.213 is higher than 0.05, it gives strong evidence that there is no association between marital status and their perception about the media preferred by children. Thus null hypothesis is accepted.

Table 4.6.6: Association between Family Type and media preferred by Children

Family	Children	prefer Te		Total	Total			
Туре	Negative	%	Neutral	%	Positive	%	Total	%
Single	17	73.91	6	75.00	328	74.72	351	74.68
Joint	6	26.09	2	25.00	111	25.28	119	25.32
Total	23	4.89	8	2.7	439	93.4	470	100
Pearson	Chi-Square	e Value =	0.008, df	=2, PVa	alue $= 0.99$	96		

Following hypothesis was formulated regarding the respondents' opinion regarding association between family type and media preferred by children:

 H_0 : There is no association between family type and their opinion regarding media preferred by children.

 H_1 : There is association between family type and their opinion regarding media preferred by children.

The above table shows the relationship between family type and their perception about the media preferred by children. As P Value 0.996 is higher than 0.05, it is concluded that there is no association between family type and their opinion about the children's media preference. Thus, null hypothesis is accepted.

 Table 4.6.7: Association between no. of children and media preferred by

 Children

No. of	Q15: Children prefer Television to Newspaper					Total	Total	
Children	Negative	%	Neutral	%	Positive	%	10181	%
One	8	34.78	2	25.00	109	25.00	119	25.48
Two	8	34.78	4	50.00	196	44.95	208	44.54
Three	4	17.39	2	25.00	65	14.91	71	15.20
Four	2	8.70	0	0.00	34	7.80	36	7.71
Five	1	4.35	0	0.00	18	4.13	19	4.07
No	0	0.00	0	0.00	14	3.21	14	3.00
Total	23	4.92	8	1.71	436	93.36	467	100
Pearson Chi-Square Value = 3.965, df= 10, P Value = 0.949								

Following hypothesis was formulated regarding the respondents' opinion regarding association between number of children in family and media preferred by children: H_0 : There is no association between number of children in family and opinion regarding media preferred by children.

 H_1 : There is association between number of children in family and opinion regarding media preferred by children.

The above table shows the opinion of the respondents about the media preferred by children in relation to number of children in their home. Since p value is .949 which is greater than 0.05. Thus it can be concluded that there is no significant relationship in the perception of respondents about the media preferred by children in terms of no. of children in the family. i.e. null hypothesis is accepted.

Table 4.6.8: Association between qualification and media preferred by Children

Qualificat	Q15: Children prefer Television to Newspaper						Total	
ion	Negative	%	Neutral	%	Positive	%	Total	%
SLC	0	0.00	1	12.50	38	8.66	39	8.30
+2	9	39.13	0	0.00	171	38.95	180	38.30
Bachelors	4	17.39	2	25.00	120	27.33	126	26.81
Masters	7	30.43	2	25.00	79	18.00	88	18.72
M Phil	2	8.70	0	0.00	16	3.64	18	3.83
Ph D	1	4.35	3	37.50	15	3.42	19	4.04
Total	23	4.89	8	1.70	439	93.50	470	100
Pearson Chi-Square Value = 33.407 , df= 10 , P Value = 0.000								

Following hypothesis was formulated regarding the respondents' opinion regarding association between qualification and their opinion regarding media preferred by children:

H₀: There is no association between qualification and their opinion regarding media preferred by children.

 H_1 : There is association between qualification and their opinion regarding media preferred by children.

The above table shows the relationship of the perception of respondents about children's media preference (newspaper or television) on the basis of their qualification. Since the p value is lower than 0.05, it can be concluded that there is strong relationship between qualification of respondents and their perception towards children's preference to television. Thus, null hypothesis is rejected.

Table 4.7Advertisements help on buying children's product

Advertisements help on buying children's product	Frequency	Percent			
Negative	16	3.4			
Neutral	78	16.6			
Positive	376	80			
Total	470	100			
Pearson Chi-Square Value = 472.868 , df= 2, P Value = 0.000					

The above table shows the opinion of 470 respondents about the statement whether the advertisements helps on buying children's product or not. In the above table, 80% respondents agreed with the statement and only 3.4% of the respondents disagree with the statement.

Following hypothesis was formulated regarding the respondents' opinion about television advertising and its impact of buying children's product.

 H_0 : There is no association between advertising and their purchase decision about children's product.

 H_1 : There is association between advertising and their purchase decision about children's product.
Since the p value is 0.000 which lower than 0.05, it is concluded that there is strong relationship between advertisement and buying children's products. Hence, there is significance influence of advertising on parent's purchase decision. i.e. Null hypothesis is rejected.

Table 4.7.1:	Association	between	Age	and	Advertisements	help	on	buying
children's pro	oduct							

	Advertise	uct								
Age								Total		
	Negative	%	Neutral	%	Positive	%	Total	%		
Below 25	2	12.50	25	32.05	171	45.48	198	42.13		
25-34	4	25.00	22	28.21	71	18.88	97	20.64		
35-44	6	37.50	11	14.10	78	20.74	95	20.21		
45& above	4	25.00	20	25.64	56	14.89	80	17.02		
Total	16	3.40	78	16.59	376	0.80	470	100		
Pearson Chi-Square Value = 17.951, df = 6, P Value = 0.006										

The above table shows the perception of respondents about the impact of advertising on buying children's product on the basis of their age.

Following hypothesis was formulated regarding association between age and their opinion regarding impact of advertising on purchase of children's product

H₀: There is no association between age and their opinion regarding impact of advertising on purchase of children's product

 H_1 : There is association between age and their opinion regarding media preferred by children.

In the above table, value of chi square is 0.006 which is smaller than 0.05. Thus, it can be concluded that there is significance relationship between the age of respondents and their perception about impact of advertisements on buying children's product. Thus, null hypothesis is rejected.

Table	4.7.2	Association	between	Gender	and	Advertisements	help	on	buying
childr	en's p	roduct							

Gender	Advertise	ements he	lp on buy	ing childı	ren's prod	uct		Total			
Gender	Negative	%	Neutral	%	Positive	%	Total	%			
Male	8	50.00	42	53.85	191	50.80	241	51			
Female	8	50.00	36	46.15	185	49.20	229	48.72			
Total	16	16 3.40 78 16.59 376 0.80 470 100									
Pearson Chi-Square Value = 0.251 , d f = 2, P Value = 0.882											

The above table depicts the gender wise perception about the impact of advertising on buying children's products. 191 male and 185 female respondents agreed with the statement and equal number of male and female i.e. only 8 male and 8 female disagreed with the statement.

Following hypothesis was formulated regarding association between gender and their opinion regarding impact of advertising on purchase of children's product

H₀: There is no association between gender and their opinion regarding impact of advertising on purchase of children's product

H₁: There is association between gender and their opinion regarding media preferred by children.

Since the p value is 0.882 which is higher than 0.05, indicates that there is no association between gender and their perception towards the impact of advertising on buying children's product. Thus, null hypothesis is accepted.

Occupation	Advertise	ements h	ying chil	ldren's pro	oduct		Total			
Occupation	Negative	%	Neutral	%	Positive	%	Total	%		
Employed	4	25.00	28	35.90	132	35.11	164	34.89		
Professional	3	18.75	10	12.82	44	11.70	57	12.13		
Unemployed	3	18.75	8	10.26	75	19.95	86	18.30		
Trade	3	18.75	6	7.69	22	5.85	31	6.60		
Housewife	3	18.75	12	15.38	31	8.24	46	9.79		
Others	0	0.00	14	17.95	72	19.15	86	18.30		
Total	16	3.40	78	16.59	376	0.80	470	100		
Pearson Chi-S	Pearson Chi-Square Value = 16.307, df= 10, P Value = 0.091									

 Table 4.7.3Association between Occupation and Advertisements help on buying children's product

The above table depicts the occupation wise perception about the impact of advertising on buying children's products. 132 employed, 44 professional, 75 unemployed, 22 traders, 31 housewives and 72 with other occupations agreed with the statement that advertisements help on buying children's product. Similarly 4 employed, 3 professional, 3 unemployed, 3 trader, 3 housewives disagreed with the statement.

Following hypothesis was formulated regarding association between occupation and their opinion regarding impact of advertising on purchase of children's product

H₀: There is no association between occupation and their opinion regarding impact of advertising on purchase of children's product.

 H_1 : There is association between occupation and their opinion regarding media preferred by children.

Since the p value is 0.091 which is higher than 0.05, indicates that there is no association between gender and their perception towards the impact of advertising on buying children's product. Thus, null hypothesis is accepted.

 Table 4.7.4 Association between Marital Status and Advertisements help on

 buying children's product

Marital	Advertiser	Advertisements help on buying children's product							
Status	Negative	%	Neutral	%	Positive	%	Total	%	
Married	13	81.25	48	61.54	198	52.66	259	55.11	
Unmarried	3	18.75	29	37.18	173	46.01	205	43.62	
Divorced	0	0.00	1	1.28	5	1.33	6	1.28	
Total	16	3.40	78	16.59	376	0.80	470	100	
Pearson Chi-Square Value = 6.695, df = 4, P Value = 0.153									

The above table explains the marital status wise perception about the impact of advertising on buying children's products. 198 married, 173 unmarried and 5 divorced respondents agreed with the statement that advertisements help on buying children's product. Similarly, 13 married and 3 unmarried respondents disagreed with the statement.

Following hypothesis was formulated regarding association between marital status and their opinion regarding impact of advertising on purchase of children's product

H₀: There is no association between marital status and their opinion regarding impact of advertising on purchase of children's product

 H_1 : There is association between marital status and their opinion regarding media preferred by children.

Since the p value is 0.153, which is higher than 0.05, indicates that there is no association between marital status and their perception towards the impact of advertising on buying children's product. Thus, null hypothesis is accepted.

 Table 4.7.5 Association between Family Type and Advertisements help on buying children's product

Family	Advertise	Total	Total					
Туре	Negative	%	Neutral	%	Positive	%	I Otai	%
Single	11	68.75	62	79.49	278	73.94	351	74.68
Joint	5	31.25	16	20.51	98	26.06	119	25.32
Total	16		78		376		470	100
Pearson Chi-Square Value =1.361, df = 2, P Value = 0.506								

The above table explains the family type wise perception about the impact of advertising on buying children's products. 278 respondents of single family and 98 respondents of joint family agreed with the statement that advertisements help on buying children's product. Similarly, 11 respondents of single family and 5 respondents of joint family disagreed with the statement.

Following hypothesis was formulated regarding association between family type and their opinion regarding impact of advertising on purchase of children's product.

H₀: There is no association between family type and their opinion regarding impact of advertising on purchase of children's product

 H_1 : There is association between family type and their opinion regarding media preferred by children.

Since the p value is 0.506, which is higher than 0.05, indicates that there is no association between respondents' family type and their perception towards the impact of advertising on buying children's product. Thus, null hypothesis is accepted.

No. of	Advertise	ments h	elp on buy	ing child	lren's proc	luct	Total	Total
Children	Negative	%	Neutral	%	Positive	%	10(a)	%
One	4	25.00	18	23.38	97	25.94	119	25.48
Two	8	50.00	32	41.56	168	44.92	208	44.54
Three	1	6.25	18	23.38	52	13.90	71	15.20
Four	1	6.25	7	9.09	28	7.49	36	7.71
Five	1	6.25	1	1.30	17	4.55	19	4.07
No	1	6.25	1	1.30	12	3.21	14	3.00
Total	16	3.42	77	16.48	374	80.08	467	100
Pearson C	hi-Square	Value =	8.549, df =	= 10, P V	value $= 0.5$	75		

 Table 4.7.6 Association between No. of children and Advertisements help on

 buying children's product

The above table depicts the number of children in the family wise perception about the impact of advertising on buying children's products. 97 respondents with one children, 168 respondents with two children, 52 respondents with three children, 28 respondents with four children, 17 respondents with five children and 12 respondents with no children with their family agreed with the statement that advertisements help on buying children's product. Similarly 4 respondents with one children, 8 respondents with two children, 1 respondents with three, four children, five and no children with their family disagreed with the statement. Following hypothesis was formulated regarding association between number of children in family and their opinion regarding impact of advertising on purchase of children's product

H₀: There is no association between number of children in family and their opinion regarding impact of advertising on purchase of children's product

 H_1 : There is association between number of children in family and their opinion regarding media preferred by children.

Since the p value is 0.575 which is higher than 0.05, indicates that there is no association between number of children in respondents' family and their perception towards the impact of advertising on buying children's product. Thus, null hypothesis is accepted.

Table 4.7.7 Association betweenqualification and Advertisements help onbuying children's product

Qualification	Advertise	ments he	elp on buy	ing chil	dren's pro	duct		Total	
Quanneation	Negative	%	Neutral	%	Positive	%	Total	%	
SLC	5	31.25	9	11.54	25	6.65	39	8.30	
+2	3	18.75	30	38.46	147	39.10	180	38.30	
Bachelors	3	18.75	17	21.79	106	28.19	126	26.81	
Masters	3	18.75	17	21.79	68	18.09	88	18.72	
M Phil	1	6.25	3	3.85	14	3.72	18	3.83	
Ph D	1	6.25	2	2.56	16	4.26	19	4.04	
Total	16	3	78	17	376	80	470	100	
Pearson Chi-Square Value = 16.811, df= 10, P Value = 0.079									

The above table shows the qualification wise perception about the impact of advertising on buying children's products. 25 SLC graduates, 147 plus two graduates, 106 bachelors, 68 masters, 14 M Phil and 16 Ph D holders agreed with the statement

that advertisements help on buying children's product. Similarly, 5 SLC graduates, 3 plus two graduates, 3 bachelors, 3 masters, 1 M Phil and 1 Ph D holder disagreed with the statement.

Following hypothesis was formulated regarding association between qualification and their opinion regarding impact of advertising on purchase of children's product

H₀: There is no association between qualification and their opinion regarding impact of advertising on purchase of children's product

H₁: There is association between qualification and their opinion regarding impact of advertising on purchase of children's product.

Since the p value is 0.079 which is higher than 0.05, indicates that there is no association between qualification of respondent and their perception towards the impact of advertising on buying children's product. Thus, null hypothesis is accepted.

Table 4.8. You care for your children's choice while making a purchase decision

	Frequency	Percent	Valid Percent	Cumulative Percent				
Negative	11	2.3	2.3	2.3				
Neutral	76	16.2	16.2	18.6				
Positive	382	81.3	81.4	100				
Total	469	99.8	100					
Missing System	1	0.2						
Total	470	100]					
Pearson Chi-square Value = 502.136 , df = 2, P Value = 0.000								

You care for your children's choice while making a purchase decision

The above table shows the opinion of 469 respondents about the impact of advertising on respondents' care for children's choice while making purchase decision. In the above table 81.4% agreed, 16.2% neutral and only 2.3% disagreed with the given statement.

Following hypothesis was formulated regarding the respondents' opinion about television advertising and its impact on their care for children's choice.

H₀: There is no association between advertising and their care for children's choice while making purchase decision.

 H_1 : There is association between advertising and their care for children's choice while making purchase decision.

Since the p value is 0.000 which is lower than 0.05, it indicates that there is strong association between advertising and respondents' care for their children's choice while making purchase decision. Thus, null hypothesis is rejected.

	You care	e for	your chi	ldren'	s choice	while						
Δge	making a	purch	ase decisio	on								
nge	Negativ							Total				
	e	%	Neutral	%	Positive	%	Total	%				
Below 25	4	36	38	50	156	41	198	42				
25-34	4	36	13	17	79	21	96	20				
35-44	1	9	15	20	79	21	95	20				
45 & above	2	18	10	13	68	18	80	17				
Total	11	1 2 76 16 382 81 469 100										
Pearson Chi-Square Value = 4.669, df =6, P Value = 0.587												

Table 4.8.1 Association between Age and care for children's choice

The above table shows the age wise opinion of 469 respondents about the impact of advertising on purchasing children's choice. In the above table, 156 respondent of below 25 age, 79 respondents 25-34 and 35 to 44 age group, 68

respondents of 45 and above age group agreed with their care towards children's choice while 4 respondent from below 25 and 25-34 age group and one respondents from 35-44 age group and one respondent from 45 & above age group disagreed with the statement.

Following hypothesis was formulated regarding association between age and impact of advertising on their care for children's choice.

H₀: There is no association between age and impact of advertising on their care for children's choice.

H₁: There is association between age and impact of advertising on their care for children's choice.

Since the p value is 0.587 which is higher than 0.05, it is concluded that there is no association between the age of respondents and their perception towards the impact of advertising about their care while making purchase decision. Thus, null hypothesis is accepted.

	You care	for you	r children	n's choic	e while m	naking a						
Gender	purchase d	ecision			Total							
	Negative	egative % Neutral % Positive % Total %										
Male	8	3 72.73 43 56.58 189 49.48										
Female	3	27.27	33	43.42	193	50.52	229	48.83				
Total	11	2.35 76 16.20 382 81.44 469 100										
Pearson Chi-square Value = 3.374 , df = 2, P Value = 0.185												

 Table 4.8.2 Association between Gender and care for children's choice

From the above table it comes to know that majority of the respondents care for their children's choice while taking purchase decision. By observing the above table, among the total 469 respondents, 189 male and 193 female agreed with the statement and 8 male and 3 female disagreed with the statement that they care for their children's choice while making purchase decision.

Following hypothesis was formulated regarding association between gender and impact of advertising on their care for children's choice.

H₀: There is no association between gender and impact of advertising on their care for children's choice.

 H_1 : There is association between gender and impact of advertising on their care for children's choice.

The p value is 0.185 which is higher than 0.05. Thus it can be concluded that there is no significance association between the perception of male and female regarding their care for children's choice while making purchase decision. Thus, null hypothesis is accepted.

Table 4.8.3	Association	between	Occupation	and	You	care	for	your	childrei	ı's
choice while	making a pu	rchase de	ecision							

	You care	e for you	ur childrei	n's choice	while m	aking a					
	purchase of	purchase decision									
Occupation	Negative	%	Neutral	%	Positive	%	Total	%			
Employed	3	27.27	28	36.84	132	34.55	163	34.75			
Professional	1	9.09	7	9.21	49	12.83	57	12.15			
Unemployed	4	36.36	16	21.05	66	17.28	86	18.34			
Trade	1	9.09	9	11.84	21	5.50	31	6.61			
Housewife	0	0.00	3	3.95	43	11.26	46	9.81			
Others	2	18.18	13	17.11	71	18.59	86	18.34			
Total	11	11 2.34 76 16.20 382 81.44 469 100									
Pearson Chi-Square Value =12.134, df =10, P value = 0.276											

The above result shows the occupation wise opinion of 469 respondents about their care for children's choice while making purchase decision. In the above table, 132 employed, 49 professional, 66 unemployed, 21 trader, 43 housewives, and 71 with others occupation agreed with the above statement. Likewise, 3 employed, 1 professional, 4 unemployed, 1 trader, 0 housewives, and 2 with other occupation disagreed about their care for children's choice while making purchase decision.

Following hypothesis was formulated regarding association between occupation and impact of advertising on their care for children's choice.

 H_0 : There is no association between occupation and impact of advertising on their care for children's choice.

 H_1 : There is association between occupation and impact of advertising on their care for children's choice.

As p value is 0.276 which is higher than 0.05, null hypothesis is accepted at 5% level of significance. Thus, it can be concluded that there is no association between occupation and their perception towards the respondents' care for their children's choice while making purchase decision.

Table 4.8.4: Association between Marital Status and You care for yourchildren's choice while making a purchase decision

Marital	You care	for your c	sing		Total			
Status	Negative	%	Neutral	%	Positive	%	Total	%
Married	5	45.45	38	50.00	216	56.54	259	55.22
Unmarried	6	54.55	37	48.68	161	42.15	204	43.50
Divorced	0	0.00	1	1.32	5	1.31	6	1.28
Total	11	2.34	76	16.20	382	81.44	469	100
Pearson Chi-Square Value = 1.769, df = 4, P Value = 0.778								

From the above result, it comes to know that 216 married, 161 unmarried and 5 divorced respondents agreed with the statement. Likewise, 5 married, 6 unmarried and no divorced respondents disagreed with the statement that they care for their children's choice while making purchase decision.

Following hypothesis was formulated regarding association between marital status and impact of advertising on their care for children's choice.

H₀: There is no association between marital status and impact of advertising on their care for children's choice.

 H_1 : There is association between marital status and impact of advertising on their care for children's choice.

In the above table, since p value is 0.778 which is higher than 0.05, null hypothesis is accepted at 5% level of significance. Thus, it can be concluded that there is no relationship between marital status and their opinion regarding care for children's choice while marking purchase decision.

Table 4.8.5:	Association	between	Types of	Family	and	care	for	childrer	ı's
choice while r	naking a pure	chase dec	cision						

Family	You care	for yo	our childre	en's choic	e while n	naking a				
Type	purchase of		Total							
1 5 10	Negative	%	Neutral	%	Positive	%	Total	%		
Single	8	73	53.00	69.74	289	75.65	350	74.63		
Joint	3	27	23.00	30.26	93	24.35	119	25.37		
Total	11 2 76 16 382 81 469 100									
Pearson (Pearson Chi-Square Value = 1.194, df = 2, P Value = 0.551									

The above table shows the family type wise opinion of 469 respondents regarding their care for children's choice while making purchase decision. In the above table, 289 respondents from single family and 93 respondents from joint family agreed with the statement and 8 respondents from single family and 3 respondents from joint family disagreed with statement.

Following hypothesis was formulated regarding association between family type and impact of advertising on their care for children's choice.

H₀: There is no association between type of family and impact of advertising on their care for children's choice.

H₁: There is association between type of family and impact of advertising on their care for children's choice.

In the above result, p value is 0.551 which is higher than 0.05 which indicates acceptance of null hypothesis at 5% level of significance. Thus, it can be concluded that there is no association between type of family and their opinion about the impact of advertising on care for children's choice while making purchase decision.

No. of	You care purchase d	purchase decision								
Ciliaren	Negative	%	Neutral	%	Positive	%	Total	%		
One	2	18.18	16	21.05	101	26.58	119	25.48		
Two	4	36.36	30	39.47	174	45.79	208	44.54		
Three	2	18.18	12	15.79	57	15.00	71	15.20		
Four	0	0.00	9	11.84	27	7.11	36	7.71		
Five	1	9.09	2	2.63	16	4.21	19	4.07		
No	2	18.18	7	9.21	5	1.32	14	3.00		
Total	11	2.34	76	16.20	380	81.44	467	100		
Pearson C	Pearson Chi-Square Value = 27.452, df = 10, P Value = 0.002									

Table 4.8.6: Association betweenNo. of Children and You care for yourchildren's choice while making a purchase decision

The above table shows relationship between number of children in the family and respondents' perception on impact of advertising on caring for children's choice while making purchase decision. In the above table, 101 respondents with one child, 174 respondents with two children, 57 respondents with three children, 27 respondents with four children, 16 respondents with five children and 5 respondents with no children agreed with the statement. Similarly, 2 respondents with one child, 4 respondents with two children, 2 respondents with three children, no respondents with four children, 1 respondent with five children and 2 respondents with no children disagreed with the above statement.

Following hypothesis was formulated regarding association between number of children in family and impact of advertising on their care for children's choice.

H₀: There is no association between number of children in family and impact of advertising on their care for children's choice.

H₁: There is association between number of children in family and impact of advertising on their care for children's choice.

As p value is 0.002 which is smaller than 0.05, null hypothesis is rejected at 1% level of significance. Thus, it can be concluded that there is significant difference among the number of children wise perception of respondents about their care for children's choice while making purchase decision.

Table 4.8.7: Association betweenQualification and You care for yourchildren's choice while making a purchase decision

Qualificati	You care	for your	children	's choice	while ma	aking a				
Quanneati	purchase de	ecision						Total		
on	Negative	%	Neutral	%	Positive	%	Total	%		
SLC	0	0.00	5	6.58	34	8.90	39	8.32		
+2	4	36.36	35	46.05	140	36.65	179	38.17		
Bachelors	2	18.18	20	26.32	104	27.23	126	26.87		
Masters	2	18.18	10	13.16	76	19.90	88	18.76		
M Phil	1	9.09	2	2.63	15	3.93	18	3.84		
Ph D	2	18.18	4	5.26	13	3.40	19	4.05		
Total	11	2	76	16	382	81	469	100		
Pearson Chi	Pearson Chi-Square Value = 11.877 , df = 10 , P Value = 0.293									

The above table shows the qualification wise response of 469 respondents about their care for children's choice while making purchase decision. 34 SLC graduates, 140 plus two graduates, 104 bachelors, 76 masters, 15 M Phil and 13 Ph D holders agreed with the statement that they care for their children's choice while making purchase decision. Similarly, no SLC graduates, 4 plus two graduates, 2 bachelors, 2 masters, 1 M Phil and 2 Ph D holders disagreed with the statement. Following hypothesis was formulated regarding association between qualification and their opinion regarding the impact of advertising on their care for children's choice.

H₀: There is no association between qualification in and impact of advertising on their care for children's choice.

 H_1 : There is association between qualification and impact of advertising on their care for children's choice.

Since the p value is 0.293 which is higher than 0.05, indicates that null hypothesis is accepted at 5% level of significance. Thus, there is no association between qualification of respondent and their care for children's choice while making purchase decision.

Table 4.9: Advertisements influence children's buying choices

	Frequency	Percent	Valid Percent	Cumulative Percent				
Negative	16	3.4	3.4	3.4				
Neutral	61	13.0	13.0	16.4				
Positive	393	83.6	83.6	100.0				
Total	470	100.0	100.0					
Pearson Chi - Square Value = 541.230 , df = 2, P Value = 0.000								

Advertisements influence children's buying choices

The above table shows the opinion of 470 respondents about the influence of advertising in children's buying choice. From the above result, it comes to know that majority of the respondents agreed that advertisements influence children's buying choice.

Following hypothesis was formulated regarding influence of advertising on children's buying choices.

H₀: There is association between advertising and its influences on children are buying choices.

 H_1 : There is association between advertising and its influences on children are buying choices.

Since the p value is 0.000 which is lower than 0.05, null hypothesis is rejected at 5% level of significance. Thus, it can be concluded that there is strong association between advertising and buying choices.

4.9.1 Association between Age and Advertisements influence children's buying choices

٨٥٩	Advertise	ments inf	fluence ch	ildren's t	ouying cho	ices		Total	
Age	Negative	%	Neutral	%	Positive		Total	%	
Below 25	5	31.25	15	24.59	178	45.29	198	42.13	
25-34	4	25.00	11	18.03	82	20.87	97	20.64	
35-44	3	18.75	17	27.87	75	19.08	95	20.21	
45 & above	4	25.00	18	29.51	58	14.76	80	17.02	
Total	16	34.04	61	12.97	393	83.61	470	100	
Pearson Chi-Square Value = 15.598, df = 6, P Value = 0.016									

The above table shows the association between age of respondents and influence of advertisements on children's buying choices. In the above table, 178 respondent of below 25 age, 82 respondents 25-34 age group, 75 respondents of 35 to 44 age group, 58 respondents of 45 and above age group agreed with the statement that advertisements influence children's buying choice while 5 respondent from below

25 age, 4 respondents of 25-34 age group, 3 respondents from 35-44 age group and 4 respondent from 45 & above age group disagreed with the statement.

Following hypothesis was formulated regarding association between age and impact of advertising on children's buying choice.

H₀: There is no association between age and their perception towards the impact of advertising on children's buying choice.

 H_1 : There is association between age and their perception towards the impact of advertising on their care for children's choice.

Since the p value is 0.016 which is lower than 0.05, it is concluded that there is strong association between the age of respondents and their perception towards the impact of advertising on children's buying choices. Thus, null hypothesis is rejected at 5% level of significance.

4.9.2 Association between Gender and Advertisements influence children's buying choices

Gender	Advertiser	nents inf	fluence chi	ldren's l	ouying choi	ces		Total
Genuer	Negative	%	Neutral	%	Positive	%	Total	%
Male	10	62.50	33	54.10	198	50.38	241	51.28
Female	6	37.50	28	45.90	195	49.62	229	48.72
Total	16	3.40	61	12.97	393	83.61	470	100
Pearson Chi-Square Value =1.127, df = 2, P Value = 0.569								

The above table explains the association between the gender and impact of advertising on children's buying choices. By observing the above table, among the total 470 respondents, 198 male and 195 female agreed with the statement and 10 male and 6 female disagreed with the statement that advertisements influence children's buying choices.

Following hypothesis was formulated regarding association between gender and their opinion regarding the impact of advertising children's buying choice.

H₀: There is no association between gender and their opinion regarding the impact of advertising on children's buying choice.

 H_1 : There is association between gender and their opinion regarding the impact of advertising on their care for children's choice.

Since the p value is 0.569 which is higher than 0.05 null hypothesis is accepted at 5% level of significance. Thus it can be concluded that there is no association between the perception of male and female regarding impact of advertising on children's buying choices.

Occupation	Advertise	Advertisements influence children's buying choices							
occupation	Negative	%	Neutral	%	Positive	%	Total	%	
Employed	6	37.50	30	49.18	128	32.57	164	34.89	
Professional	4	25.00	5	8.20	48	12.21	57	12.13	
Unemployed	1	6.25	7	11.48	78	19.85	86	18.30	
Trade	1	6.25	6	9.84	24	6.11	31	6.60	
Housewife	1	6.25	7	11.48	38	9.67	46	9.79	
Others	3	18.75	6	9.84	77	19.59	86	18.30	
Total	16	3.40	61	12.97	393	83.61	470	100	
Pearson Chi-Square Value =14.763, df = 10, P Value = 0.141									

4.9.3 Occupation and Advertisements influence children's buying choices

The above result shows the occupation wise opinion of 470 respondents about the impact of advertising on children's buying choices. In the above table, 128 employed, 48 professional, 78 unemployed, 24 traders, 38 housewives, and 77 with others occupation agreed with the above statement. Likewise, 6 employed, 4 professional, 1 unemployed, 1 trader, 1 housewives, and 3 with other occupation disagreed about the impact of advertising on children's buying choices.

Following hypothesis was formulated regarding association between occupation and their opinion regarding the impact of advertising children's buying choice.

H₀: There is no association between occupation and their opinion regarding the impact of advertising on children's buying choice.

 H_1 : There is association between occupation and their opinion regarding the impact of advertising on their care for children's choice.

As p value is 0.141 which is higher than 0.05, null hypothesis is accepted at 5% level of significance. Thus, it can be concluded that there is no association between occupation and their perception towards the impact of advertising on children's buying choices.

4.9.4 Association between Marital Status and influence on children's buying choices

Marital	Advertise	ement	s influence	e childrei	n's buying c	choices		Total
status	Negative	%	Neutral	%	Positive	%	Total	%
Married	12	75	40	65.57	207	52.67	259	55.11
Unmarried	4	25	20	32.79	181	46.06	205	43.62
Divorced	0	0	1	1.64	5	1.27	6	1.28
Total	16	3	61	13	393	84	470	100
Pearson Chi-Square Value =6.500 df = 4, P Value = 0.165								

From the above result, among the 470 respondents, it comes to know that 207 married, 181 unmarried and 6 divorced respondents agreed with the statement.

Likewise, 12 married, 4 unmarried and no divorced respondents disagreed with the statement that advertisements influence children's buying choices.

Following hypothesis was formulated regarding association between marital status and their opinion regarding the impact of advertising children's buying choice.

H₀: There is no association between marital status and their opinion regarding the impact of advertising on children's buying choice.

H₁: There is association between marital status and their opinion regarding the impact of advertising on their care for children's choice.

In the above table, p value is 0.165 which higher than 0.05 suggests that null hypothesis is accepted at 5% level of significance. So, it can be concluded that there is no association between marital status and their opinion regarding the impact of advertising on children's buying decision.

4.9.5 Association between Family Type and Advertisements influence children's buying choices

Family	Advertiser	Advertisements influence children's buying choices								
Туре	Negative	%	Neutral	%	Positive	%	Total	%		
Single	11	68.75	47	77.05	293	74.55	351	74.68		
Joint	5	31.25	14	22.95	100	25.45	119	25.32		
Total	16	3.40	61	12.97	393	83.61	470	100		
Pearson Chi-Square Value = .482 df = 2, P Value = 0.786										

The above table shows the family type wise opinion of 470 respondents regarding the impact of advertising on children's buying choices. In the above table, 293 respondents from single family and 100 respondents from joint family agreed with the statement and 11 respondents from single family and 5 respondents from joint family disagreed with statement.

Following hypothesis was formulated regarding association between family type and their opinion regarding the impact of advertising children's buying choice.

H₀: There is no association between family type and their opinion regarding the impact of advertising on children's buying choice.

H₁: There is association between family type and their opinion regarding the impact of advertising on their care for children's choice.

In the above result, p value is 0.786 which is higher than 0.05, it can be concluded that null hypothesis is accepted at 5% level of significance. Thus, there is no association between type of family and their opinion about the impact of advertising on children's buying choices.

No. of	Advertiser	ments inf	ces		Total				
Children	Negative	%	Neutral	%	Positive	%	Total	%	
One	4	25.00	16	26.23	99	25.38	119	25.48	
Two	5	31.25	27	44.26	176	45.13	208	44.54	
Three	3	18.75	11	18.03	57	14.62	71	15.20	
Four	1	6.25	2	3.28	33	8.46	36	7.71	
Five	1	6.25	3	4.92	15	3.85	19	4.07	
No	2	12.50	2	3.28	10	2.56	14	3.00	
Total	16	3.42	61	13.06	390	83.51	467	100	
Pearson Chi-Square Value = 8.531, df = 10, P Value = 0.577									

4.9.6 Association between No. of Children and Advertisements influence children's buying choices

The above table shows relationship between number of children in the family and respondents' perception on impact of advertising on children's buying choices. In the above table, 99 respondents with one child, 176 respondents with two children, 57 respondents with three children, 33 respondents with four children, 15 respondents with five children and 10 respondents with no children agreed with the statement. Similarly, 4 respondents with one child, 5 respondents with two children, 3 respondents with three children, 1 respondent with four children, 1 respondent with five children and 2 respondents with no children disagreed with the above statement.

Following hypothesis was formulated regarding association between number of children and their opinion regarding the impact of advertising children's buying choice.

 H_0 : There is no association between number of children and their opinion regarding the impact of advertising on children's buying choice.

 H_1 : There is association between number of children and their opinion regarding the impact of advertising on their care for children's choice.

As p value is 0.577 which is higher than 0.05, it can be concluded that null hypothesis is accepted. Thus there is no significant difference among the number of children wise perception of respondents about impact of advertising on children's buying choices.

Qualificat	Advertise	Advertisements influence children's buying choices								
ion	Negative	%	Neutral	%	Positive	%	Total	%		
SLC	3	18.75	8	13.11	28	7.12	39	8.30		
+2	4	25.00	22	36.07	154	39.19	180	38.30		
Bachelors	5	31.25	14	22.95	107	27.23	126	26.81		
Masters	3	18.75	13	21.31	72	18.32	88	18.72		
M Phil	0	0.00	0	0.00	18	4.58	18	3.83		
Ph D	1	6.25	4	6.56	14	3.56	19	4.04		
Total	16	3.40	61	12.97	393	83.61	470	100		
Pearson Ch	son Chi-Square = 10.995, df = 10, P Value = 0.358									

4.9.7 Qualification and Advertisements influence children's buying choices

The above table shows the qualification wise response of 470 respondents about the impact of advertising on children's buying choices. 28 SLC graduates, 154 plus two graduates, 107 bachelors, 72 masters, 18 M Phil and 14 Ph D holders agreed with the statement that advertisements influences children's buying choices . Similarly 3 SLC graduates, 4 plus two graduates, 5 bachelors, 3 masters, no M Phil and 1 Ph D holder disagreed with the statement.

Following hypothesis was formulated regarding association between qualification and their opinion regarding the impact of advertising children's buying choice.

H₀: There is no association between qualification and their opinion regarding the impact of advertising on children's buying choice.

H₁: There is association between qualification and their opinion regarding the impact of advertising on their care for children's choice.

Since the p value is 0.358 which is higher than 0.05, indicates that null hypothesis is accepted at 5% level of significance and there is no association between qualification of respondents and their perception towards the impact of advertising on children's buying choices.

	Frequency	Percent	Valid Percent	Cumulative Percent
Negative	38	8.1	8.1	8.1
Neutral	67	14.3	14.3	22.4
Positive	364	77.4	77.6	100.0
Total	469	99.8	100.0	
Missing System	1	.2		
Total	470	100.0		
Pearson Chi-Squa	are Value $= 4$	16.473 , df	= 2, P Value $= 0$	0.000

Table 4.10: Children recall content from the TV ads

On the basis of above table, among the 469 respondents, majority of the respondents felt that children recall content from the television advertisements. 77.6% respondents agreed and 8.1% disagreed about the above mentioned statement.

Following hypothesis was formulated regarding association between advertising and children recall content from the TV ads.

 H_0 : There is no association between advertising and their opinion regarding children recall content from the TV ads.

 H_1 : There is association between advertising and their opinion regarding children recall content from the TV ads.

Since p value is 0.000 which is lower than 0.05, it is concluded that null hypothesis is rejected at 1% level of significance. Thus, there is strong association between television advertisement and children's recall capacity of television ad contents.

Δge	Children	recall co	ntent fron	n the TV a	ıds			Total		
nge	Negative	%	Neutral	%	Positive	%	Total	%		
Below 25	9	23.68	20	29.85	169	46.43	198	42.22		
25-34	6	15.79	14	20.90	77	21.15	97	20.68		
35-44	11	28.95	20	29.85	64	17.58	95	20.26		
45 & above	12	31.58	13	19.40	54	14.84	79	16.84		
Total	38	8.10	67	14.28	364	77.61	469	100		
Pearson Chi-	Pearson Chi-Square Value = 19.305 , df = 6, P Value = 0.004									

 Table 4.10.1
 Association between Age and Children recall content from the TV ads

The above table shows the association between age of respondents and their opinion regarding children recall content form TV ads. In the above table, 169 respondent of below 25 age, 77 respondents 25-34 age group, 64 respondents of 35 to 44 age group, 54 respondents of 45 and above age group agreed with the statement while 9 respondent from below 25 age, 6 respondents of 25-34 age group, 11 respondents from 35-44 age group and 12 respondent from 45 & above age group disagreed with the statement.

Following hypothesis was formulated regarding association between age and their perception regarding children recall content from the TV ads.

 H_0 : There is no association between age and their opinion regarding children recall content from the TV ads.

 H_1 : There is association between age and their opinion regarding children recall content from the TV ads.

Since the p value is 0.004 which is lower than 0.05, it is concluded that null hypothesis is rejected and there is strong association between the age of respondents

and their perception towards the impact of advertisement that children recall content from the TV ads.

Gender	Children	Children recall content from the TV ads								
Gender	Negative	Total	%							
Male	26	68.42	45	67.16	169	46.43	240	51.17		
Female	12	31.58	22	32.84	195	53.57	229	48.83		
Total	38	8.10	67	14.28	364	77.61	469	100		
Pearson Chi-square Value = 14.661, df = 2, P Value = 0.001										

Table 4.10.2Association between Gender and Children recall content from theTV ads

The above table explains the association between the gender and impact of advertising that children recall the content from TV ads. By observing the above table, among the total 469 respondents, 169 male and 195 female agreed with the statement and 26 male and 12 female disagreed with the statement that children recall the content from TV ads.

Following hypothesis was formulated regarding association between gender and their opinion regarding children recall content from the TV ads.

 H_0 : There is no association between gender and their opinion regarding children recall content from the TV ads.

 H_1 : There is association between gender and their opinion regarding children recall content from the TV ads.

The p value is 0.001 which is lower than 0.05 which indicates that null hypothesis is rejected at 1% level of significance. Thus, it can be concluded that there is strong association between the perception of male and female that children recall the content from TV ads.

	Children	recall cor	ntent from	the TV a	ds			Total	
Occupation	Negative	%	Neutral	%	Positive	%	Total	%	
Employed	14	36.84	26	38.81	124	34.07	164	34.97	
Professional	6	15.79	14	20.90	37	10.16	57	12.15	
Unemployed	5	13.16	16	23.88	64	17.58	85	18.12	
Trade	4	10.53	3	4.48	24	6.59	31	6.61	
Housewife	2	5.26	6	8.96	38	10.44	46	9.81	
Others	7	18.42	2	2.99	77	21.15	86	18.34	
Total	38	8.10	67	14.28	364	77.61	469	100	
Pearson Chi-Square Value = 20.544, df =10, P value = 0.025									

 Table 4.10. 3: Association between occupation and Children recall content from

 the TV ads

The above result shows the occupation wise opinion of 469 respondents that children recall the content of TV ads. In the above table, 124 employed, 37 professional, 64 unemployed, 24 traders, 38 housewives, and 77 with others occupation agreed with the above statement. Likewise, 14 employed, 6 professional, 5 unemployed, 4 traders, 2 housewives, and 7 with other occupation disagreed with the above mentioned statement.

Following hypothesis was formulated regarding association between occupation and their opinion regarding children recall content from the TV ads.

 H_0 : There is no association between occupation and their opinion regarding children recall content from the TV ads.

 H_1 : There is association between occupation and their opinion regarding children recall content from the TV ads.

As p value is 0.025 which is lower than 0.05, it can be concluded that null hypothesis is rejected at 5% level of significance and there is strong association between occupation and their perception of respondents that children recall the content of TV ads.

Marital	Children	Children recall content from the TV ads							
status	Negative	%	Neutral	%	Positive	%	Total	%	
Married	33	86.84	42	62.69	183	50.27	258	55.01	
Unmarried	5	13.16	23	34.33	177	48.63	205	43.71	
Divorced	0	0.00	2	2.99	4	1.10	6	1.28	
Total	38	8.10	67	14.28	364	77.61	469	100	
Pearson Chi-Square Value = 22.780, df = 4, P Value = 0.000									

Table 4.10. 4: Marital status and Children recall content from the TV ads

From the above result, it comes to know that among the 469 respondents, 183 married, 177 unmarried and 6 divorced respondents agreed with the statement. Likewise, 33 married, 5 unmarried and no divorced respondents disagreed with the statement that children recall content from the TV ads.

Following hypothesis was formulated regarding association between marital status and their opinion regarding children recall content from the TV ads.

 H_0 : There is no association between marital status and their opinion regarding children recall content from the TV ads.

 H_1 : There is association between marital status and their opinion regarding children recall content from the TV ads.

In the above table, p value is 0.000 which is lower than 0.05. So, it can be concluded that null hypothesis is rejected and there is significant difference between married, unmarried and divorced respondents' opinion regarding children's recall content from the TV ads.

Table 4.10. 5: Association between	family type and	Children recal	l content from
the TV ads			

Family	Children	Children recall content from the TV ads								
Туре	Negative	%	Neutral	%	Positive	%	Total	%		
Single	23	23 60.53 48 71.64 279 76.65								
Joint	15	39.47	19	28.36	85	23.35	119	25.37		
Total	38	8.1	67	14.28	364	77.61	469	100		
Pearson Chi-Square Value = 5.091, df = 2, P Value = 0.078										

The above table shows the family type wise opinion of 469 respondents regarding the children's recall content from TV ads. In the above table, 279 respondents from single family and 85 respondents from joint family agreed with the statement and 23 respondents from single family and 15 respondents from joint family disagreed with statement.

Following hypothesis was formulated regarding association between family type and their opinion regarding children recall content from the TV ads.

 H_0 : There is no association between family type and their opinion regarding children recall content from the TV ads.

 H_1 : There is association between family type and their opinion regarding children recall content from the TV ads.

In the above result, p value is 0.078 which is higher than 0.05, it can be concluded that null hypothesis is accepted at 5% level of significance and there is no association between type of family and their opinion that children recall content from TV ads.

No. of	Children	recall cor			Total					
Children	Negative	%	Neutral	%	Positive	%	Total	%		
One	10	26.32	22	33.33	87	24.03	119	25.54		
Two	11	28.95	25	37.88	171	47.24	207	44.42		
Three	10	26.32	13	19.70	48	13.26	71	15.24		
Four	4	10.53	6	9.09	26	7.18	36	7.73		
Five	3	7.89	0	0.00	16	4.42	19	4.08		
No	0	0.00	0	0.00	14	3.87	14	3.00		
Total	38	8.15	66	14.16	362	77.68	466	100		
Pearson Chi-Square Value = 18.942, df = 10, P Value = 0.041										

 Table 4.10. 6:
 No. of children and Children recall content from the TV ads

The above table shows relationship between number of children in the family and respondents' perception on children's recall content from TV ads. In the above table, 87 respondents with one children, 171 respondents with two children, 48 respondents with three children, 26 respondents with four children, 16 respondents with five children and zero respondents with no children agreed with the statement . Similarly, 10 respondents with one children, 11 respondents with two children, 10 respondents with three children, 4 respondents with four children, 3 respondents with five children and zero respondents with no children disagreed with the above statement.

Following hypothesis was formulated regarding association between number of children in family and their opinion regarding children recall content from the TV ads.

 H_0 : There is no association between number of children in family and their opinion regarding children recall content from the TV ads.

 H_1 : There is association between number of children in family and their opinion regarding children recall content from the TV ads.

As p value is 0.041 which is smaller than 0.05, it can be concluded that null hypothesis is rejected at 5% level of significance and there is significant association among the number of children wise perception of respondents about children's recall content from TV ads.

Qualificat	Children re	hildren recall content from the TV ads							
ion	Negative	%	Neutral	%	Positive	%	Total	%	
SLC	4	10.53	8	11.94	27	7.42	39	8.32	
+2	13	34.21	22	32.84	145	39.84	180	38.38	
Bachelors	12	31.58	12	17.91	102	28.02	126	26.87	
Masters	7	18.42	21	31.34	60	16.48	88	18.76	
M Phil	0	0.00	1	1.49	16	4.40	17	3.62	
Ph D	2	5.26	3	4.48	14	3.85	19	4.05	
Total	38	8.10	67	14.28	364	77.61	469	100	
Pearson Chi-Square Value = 14.722 , df = 10 , P Value = 0.143									

Table 4.10. 7: Qualification and Children recall content from the TV ads

The above table shows the qualification wise response of 469 respondents about children's recall content from TV ads. 27 SLC graduates, 145 plus two graduates, 102 bachelors, 60 masters, 16 M Phil and 14 Ph D holders agreed with the statement that children's recall content from TV ads.

Similarly, 4 SLC graduates, 13 plus two graduates, 12 bachelors, 7 masters, zero M Phil and 2 Ph D holders disagreed with the statement.

Following hypothesis was formulated regarding association between qualification and their opinion regarding children recall content from the TV ads.

 H_0 : There is no association between qualification and their opinion regarding children recall content from the TV ads.

 H_1 : There is association between qualification and their opinion regarding children recall content from the TV ads.

Since the p value is 0.143 which is higher than 0.005, indicates that null hypothesis is accepted and there is no association between qualification of respondent and opinion of respondents regarding children's recall content from TV ads.

	Frequency	Percent	Valid Percent	Cumulative Percent				
Negative	33	7.0	7.0	7.0				
Neutral	81	17.2	17.2	24.3				
Positive	356	75.7	75.7	100.0				
Total	470	100.0	100.0					
Pearson Chi-Square Value $=387.783$, df $=2$, P Value $=0.000$								

 Table 4.11: Children try to copy the advertisements

Respondents were asked whether children try to copy the television advertisement. On the basis of above table, among the 470 respondents, 356 respondents agreed, 81 respondents neither agreed nor disagreed and 33 respondents disagreed with the above mentioned statements.

Following hypothesis was formulated regarding association between advertising and children try to copy the ads.

 H_0 : There is no association between advertising and children try to copy the ads.

 H_1 : There is association between advertising and children try to copy the ads. .Since p value is 0.000 which is lower than 0.05, it can be concluded that null hypothesis is rejected and there is strong evidence of impact of advertising on children as majority of the respondents have opined that children try to copy the ads.

Table	4.11.1:	Association	between	age	and	Children	try	to	copy	the
advert	isements									

Δαε	Children try to copy the advertisements						Tota	Total
nge	Negative	%	Neutral	%	Positive	%	1	%
Below 25	5	15.15	26	32.10	167	46.91	198	42.13
25-34	7	21.21	15	18.52	75	21.07	97	20.64
35-44	12	36.36	18	22.22	65	18.26	95	20.21
45 & above	9	27.27	22	27.16	49	13.76	80	17.02
Total	33	7.02	81	17.23	356	75.74	470	100
Pearson Chi-Square Value = 24.022 , df = 6, P Value = 0.001								

The above table shows the association between age of respondents and their perception towards the children that children try to copy the advertisements. In the above table, 167 respondent of below 25 age, 75 respondents 25-34 age group, 65 respondents of 35 to 44 age group, 49 respondents of 45 and above age group agreed with the statement that children try to copy the advertisements while 5 respondent from below 25 age, 7 respondents of 25-34 age group, 12 respondents from 35-44 age group and 9 respondent from 45 & above age group disagreed with the statement.

Following hypothesis was formulated regarding association between age and their opinion regarding children try to copy the ads.

 H_0 : There is no association between age and their opinions regarding children try to copy the ads.

H₁: There is association between age and their opinions regarding children try to copy the ads.

Since the p value is 0.001 which is lower than 0.05, it is concluded that null hypothesis is rejected at 5% level of significance and there is strong association between the age of respondents and their perception that children try to copy the advertisements.

Table	4.11.2:	Association	between	Gender	and	Children	try	to	сору	the
advert	isements	5								

Gender	Children tr		Total					
Gender	Negative	%	Neutral	%	Positive	%	Total 241	%
Male	26	78.79	45	55.56	170	47.75	241	51.28
Female	7	21.21	36	44.44	186	52.25	229	48.72
Total	33	7.02	81	17.23	356	75.74	470	100
Pearson Chi-square Value = 12.360, df = 2, P Value = 0.002								

The above table explains the association between the gender and impact of advertising on children they try to copy the advertisements. By observing the above table, among the total 470 respondents, 170 male and 186 female agreed with the statement and 26 male and 7 female disagreed with the statement that children try to copy the advertisements.

Following hypothesis was formulated regarding association between gender and their opinions regarding children try to copy the ads.

 H_0 : There is no association between gender and their opinions regarding children try to copy the ads.

H₁: There is association between gender and their opinions regarding children try to copy the ads.

The p value is 0.002 which is smaller than 0.05. Thus it can be concluded that null hypothesis is rejected at 1% level of significance and there is strong association
between the perception of male and female regarding impact of advertising on children that children they try to copy the advertisements.

	Children	try to cop	by the adve	ertisement	ts			Total
Occupation	Negative	%	Neutral	%	Positive	%	Total	%
Employed	8	24.24	34	41.98	122	34.27	164	34.89
Professional	7	21.21	10	12.35	40	11.24	57	12.13
Unemployed	7	21.21	9	11.11	70	19.66	86	18.30
Trade	4	12.12	8	9.88	19	5.34	31	6.60
Housewife	3	9.09	6	7.41	37	10.39	46	9.79
Others	4	12.12	14	17.28	68	19.10	86	18.30
Total	33	7.02	81	17.23	356	75.74	470	100
Pearson Chi-Square Value =12.743, df =10, P value = 0.238								

 Table 4.11.3: Association between Occupation and Children try to copy the advertisements

The above result shows the occupation wise opinion of 470 respondents regarding children try to copy the ads. In the above table, 122 employed, 40 professional, 70 unemployed, 19 traders, 37 housewives, and 68 with others occupation agreed with the above statement. Likewise, 8 employed, 7 professional, 7 unemployed, 4 traders, 3 housewives, and 4 with other occupation disagreed to the statement that children try to copy the ads.

Following hypothesis was formulated regarding association between occupation and their opinions regarding children try to copy the ads.

 H_0 : There is no association between occupation and their opinions regarding children try to copy the ads.

 H_1 : There is association between occupation and their opinions regarding children try to copy the ads.

As p value is 0.238 which is higher than 0.05, it can be concluded that null hypothesis is accepted at 5% level of significance and there is no association between occupation and their perception regarding above mentioned statement.

 Table 4.11.4:
 Marital Status and Children try to copy the advertisements

	Children	try to cop	by the adve	ertisement	ts			
Marital								Total
status	Negative	%	Neutral	%	Positive	%	Total	%
Married	26	78.79	49	60.49	184	51.69	259	55.11
Unmarried	7	21.21	30	37.04	168	47.19	205	43.62
Divorced	0	0.00	2	2.47	4	1.12	6	1.28
Total	33	7.02	81	17.23	356	75.74	470	100
Pearson Chi								

From the above result, it comes to know that 184 married, 168 unmarried and 4 divorced respondents agreed with the statement that children try to copy the advertisement. Likewise, 26 married, 7 unmarried and zero divorced respondents disagreed with the statement that children try to copy the advertisement.

Following hypothesis was formulated regarding association between marital status and their opinions regarding children try to copy the ads.

H₀: There is no association between marital status and their opinions regarding children try to copy the ads.

 H_1 : There is association between marital status and their opinions regarding children try to copy the ads.

In the above table, p value is 0.021 which is lower than 0.05. So, it can be concluded that null hypothesis is rejected and there is significance difference between marital status and their opinion regarding the above mentioned statement i.e. children try to copy the advertisement.

Table 4.11.5:	Association	between	Family	Туре	and	Children	try	to	copy	the
advertisements	5									

Family	Children	try to cop	by the adver	rtisement	S			Total
Туре	Negative	%	Neutral	%	Positive	%	Total	%
Single	25	75.76	59	72.84	267	75.00	351	74.68
Joint	8	24.24	22	27.16	89	25.00	119	25.32
Total	33	7.02	81	17.23	356	75.74	470	100
Pearson Chi-Square Value = 0.185, df = 2, P Value = 0.912								

The above table shows the family type wise opinion of 470 respondents regarding the statement that children try to copy the advertisements. In the above table, 267 respondents from single family and 89 respondents from joint family agreed with the statement and 25 respondents from single family and 8 respondents from joint family disagreed with statement.

Following hypothesis was formulated regarding association between family type and their opinions regarding children try to copy the ads.

H₀: There is no association between family type and their opinions regarding children try to copy the ads.

 H_1 : There is association between family type and their opinions regarding children try to copy the ads.

In the above result, p value is 0.912 which is higher than 0.05, it can be concluded that null hypothesis is accepted at 5% level of significance and there is no association between type of family and their opinion about the above mentioned statement that children try to copy the advertisements.

No. of	Children t	ry to cop	y the adver	tisements	5			Total		
Children	Negative	%	Neutral	%	Positive	%	Total	%		
One	9	27.27	22	27.85	88	24.79	119	25.48		
Two	10	30.30	39	49.37	159	44.79	208	44.54		
Three	11	33.33	11	13.92	49	13.80	71	15.20		
Four	2	6.06	7	8.86	27	7.61	36	7.71		
Five	1	3.03	0	0.00	18	5.07	19	4.07		
No	0	0.00	0	0.00	14	3.94	14	3.00		
Total	33	70.66	79	16.91	355	71.73	467	100		
Pearson C	Pearson Chi-Square Value = 18.731 , df = 10 , P Value = 0.044									

 Table 4.11.6: No. of children and Children try to copy the advertisements

The above table shows relationship between number of children in the family and respondents' perception about the statement that children try to copy the advertisements. In the above table, 88 respondents with one child, 159 respondents with two children, 49 respondents with three children, 27 respondents with four children, 18 respondents with five children and 14 respondents with no children agreed with the statement. Similarly, 9 respondents with one child, 10 respondents with two children, 11 respondents with three children, 2 respondents with four children, 1 respondent with five children and zero respondents with no children disagreed with the above statement.

Following hypothesis was formulated regarding association between number of children in family and their opinion regarding children try to copy the ads.

H₀: There is no association between number of children in family and their opinions regarding children try to copy the ads.

 H_1 : There is association between number of children in family and their opinions regarding children try to copy the ads.

As p value is 0.044 which is smaller than 0.05, it can be concluded that null hypothesis is rejected at 5% level of significance and there is significant difference among the number of children wise perception of respondents about the above mentioned statement.

	Children	try to co	py the adv	vertisemen	nts		Tota	Total
Qualification	Negative	%	Neutral	%	Positive	%	1	%
SLC	2	6.06	7	8.64	30	8.43	39	8.30
+2	14	42.42	23	28.40	143	40.17	180	38.30
Bachelors	3	9.09	27	33.33	96	26.97	126	26.81
Masters	12	36.36	17	20.99	59	16.57	88	18.72
M Phil	1	3.03	3	3.70	14	3.93	18	3.83
Ph D	1	3.03	4	4.94	14	3.93	19	4.04
Total	33	7.02	81	17.23	356	75.74	470	100
Pearson Chi-Square Value =14.826, df = 10, P Value = 0.139								

 Table 4.11.7: Association between Qualification and Children try to copy the advertisements

The above table shows the qualification wise response of 470 respondents about the statement that children try to copy the advertisements. 30 SLC graduates, 143 plus two graduates, 96 bachelors, 59 masters, 14 M Phil and 14 Ph D holders agreed with the statement that children try to copy the advertisements. Similarly, 2 SLC graduates, 14 plus two graduates, 3 bachelors, 12 masters, 1 M Phil and 1 Ph D holder disagreed with the statement.

Following hypothesis was formulated regarding association between qualification and their opinions regarding children try to copy the ads.

 H_0 : There is no association between qualification and their opinions regarding children try to copy the ads.

 H_1 : There is association between qualifications and their opinions regarding children try to copy the ads.

Since the p value is 0.135 which is higher than 0.05, indicates that null hypothesis is accepted at 5% level of significance and there is no association between qualification of respondents and perception towards the above mentioned statements.

 Table: 4.12. Advertisements enhance the knowledge of your children

Advertisements enhance the knowledge of your children

	Frequency	Percent	Valid Percent	Cumulative Percent
Negative	51	10.9	10.9	10.9
Neutral	157	33.4	33.4	44.3
Positive	262	55.7	55.7	100.0
Total	470	100.0	100.0	
Pearson Chi	-Square Valı	1e = 142.08	39, df =2, P Value	e = 0.000

The above table examines the opinion of 470 respondents about the impact of advertising on children's knowledge. Majority of the respondents strongly agreed that advertisements enhance the knowledge of their children as 55.7% agreed, 10.9% disagreed and 33.4% neither agreed nor disagreed with the statement.

Following hypothesis was formulated regarding association between adverting and their opinion regarding knowledge of children.

H₀: There is no association between advertising and their opinion regarding knowledge of children.

 H_1 : There is association between advertising and their opinions regarding knowledge of children.

In the above table, p value is 0.000 which is lower than 0.05 which shows that null hypothesis is rejected at 1% level of significance. Thus, it can be concluded that there is strong association between television advertising and children's knowledge.

Table 4.12.1: Age and Advertisements enhance the knowledge of your children

	Advertise	of your						
Age	children				Total			
	Negative	%	Neutral	%	Positive	%	Total	%
Below 25	18	35.29	81	51.59	99	37.79	198	42.13
25-34	14	27.45	29	18.47	54	20.61	97	20.64
35-44	6	11.76	27	17.20	62	23.66	95	20.21
45 & above	13	25.49	20	12.74	47	17.94	80	17.02
Total	51	11	157	33	262	56	470	100
Pearson Chi-Square Value = 14.601, df =6, P Value = 0.24								

The above table shows the association between age of respondents and their opinion regarding advertisements and children's knowledge. In the above table, 99 respondent of below 25 age, 54 respondents 25-34 age group, 62 respondents of 35 to 44 age group, 47 respondents of 45 and above age group agreed with the statement that advertisements enhance the knowledge of their children. Similarly, 18 respondent from below 25 age, 14 respondents of 25-34 age group, 6 respondents from 35-44 age group and 13 respondent from 45 & above age group disagreed with the statement.

Following hypothesis was formulated regarding association between age and their opinion regarding advertisements enhance the knowledge of children.

 H_0 : There is no association between age and their opinions regarding advertisements enhance the knowledge of children.

 H_1 : There is association between age and their opinions regarding advertisements enhance the knowledge of children.

Although majority of the respondents agreed with the statement, there is no association between the age of respondents and their opinion about the statement that advertisements enhance the knowledge of their children as the p value is 0.24 which is higher than 0.05. Thus null hypothesis is accepted at 5% level of significance.

 Table 4.12.2:
 Gender and Advertisements enhance the knowledge of your children

Gender	Advertise	ements enh	nance the k	nowledge	e of your ch	ildren		Total
Gender	Negative	%	Neutral	%	Positive	%	Total	%
Male	30	58.82	67	42.68	144	54.96	241	51.28
Female	21	41.18	90	57.32	118	45.04	229	48.72
Total	51	10.85	157	33.40	262	55.74	470	100
Pearson Chi-square Value = 7.236 , df = 2 , P Value = 0.027								

The above table explains the association between the gender and their perception toward the children's knowledge as the positive impact of advertising. By observing the above table, among the total 470 respondents, 144 male and 118 female agreed with the statement and 30 male and 21 female disagreed with the statement that advertisements enhance the knowledge of their children.

Following hypothesis was formulated regarding association between gender and their opinions regarding advertisements enhance the knowledge of children.

H₀: There is no association between gender and their opinions regarding advertisements enhance the knowledge of children.

 H_1 : There is association between gender and their opinions regarding advertisements enhance the knowledge of children.

In the above table the p value is 0.027 which is lower than 0.05. Thus, it can be concluded that null hypothesis is rejected at 5% level of significant and that there is significant association about the opinion of male and female about the above mentioned statement.

	Advertise	ements	enhance	the know	owledge of	of your		
	children							Total
		0/		0/	D ''	0/	T (1	0/
Occupation	Negative	%	Neutral	%	Positive	%	Total	%
Employed	17	33.33	52	33.12	95	36.26	164	34.89
Professional	4	7.84	16	10.19	37	14.12	57	12.13

24.20

5.10

9.55

17.83

33.4

37

19

25

49

262

14.12

7.25

9.54

18.70

55.74

86

31

46

86

470

18.30

6.60

9.79

18.30

100

Unemployed

Housewife

Trade

Others

Total

11

4

6

9

51

21.57

7.84

11.76

17.65

10.85

Pearson Chi-Square Value = 9.331, df = 10, P value = 0.501

38

8

15

28

157

Table 4.12.3: Association between Occupation and knowledge of your children

The above result shows the occupation wise opinion of 470 respondents about the statement that advertisements enhance the knowledge of children. In the above table, 95 employed, 37 professional, 37 unemployed, 19 traders, 25 housewives, and 49 with others occupation agreed with the above statement. Likewise, 17 employed, 4 professional, 11 unemployed, 4 traders, 6 housewives, and 9 with other occupation disagreed about their care for children's choice while making purchase decision.

Following hypothesis was formulated regarding association between occupation and their opinions regarding advertisements enhance the knowledge of children.

H₀: There is no association between occupation and their opinions regarding advertisements enhance the knowledge of children.

 H_1 : There is association between occupation and their opinions regarding advertisements enhance the knowledge of children.

As p value is 0.501 which is higher than 0.05, it can be concluded that null hypothesis is accepted at 5% level of significance and there is no association between occupation and their perception towards the respondents' about the impact of advertising on children's knowledge.

 Table 4.12.4:
 Marital Status and Advertisements enhance the knowledge of your children

	Advertise	ements e	enhance t	the kno	wledge of	f your					
Marital	children										
status					Total						
	Negative	%	Neutral	%	Positive	%	Total	%			
Married	29	56.86	75	47.77	155	59.16	259	55.11			
Unmarried	22	43.14	79	50.32	104	39.69	205	43.62			
Divorced	0	0.00	3	1.91	3	1.15	6	1.28			
Total	51	1 10.85 157 33.40 262 55.74 470 100									
Pearson Chi-Square Value = 6.068, df = 4, P Value = 0.194											

From the above result, it comes to know that 155 married, 104 unmarried and 3 divorced respondents agreed with the statement that advertisements enhance the knowledge of children .Again, 29 married, 22 unmarried and zero divorced respondents disagreed with the statement.

Following hypothesis was formulated regarding association between marital status and their opinions regarding advertisements enhance the knowledge of children.

H₀: There is no association between marital status and their opinions regarding advertisements enhance the knowledge of children.

 H_1 : There is association between marital status and their opinions regarding advertisements enhance the knowledge of children.

In the above table, p value is 0.194 which is higher than 0.05. So, it can be concluded that null hypothesis is accepted at 5% level of significance and there is insignificant association between marital status and their perception about the statement that advertisements enhance the knowledge of their children.

 Table 4.12.5: Family Type and Advertisements enhance the knowledge of your children

Family	Advertise	ements enh	ance the k	nowledge	e of your c	hildren		Total	
Туре	Negative	%	Neutral	%	Positive	%	Total	%	
Single	35	68.63	121	77.07	195	74.43	351	74.68	
Joint	16	31.37	36	22.93	67	25.57	119	25.32	
Total	51	51 10.85 157 33.4 262 55.74 470							
Pearson Chi-Square Value = 1.471 , df = 2 , P Value = 0.479									

The above table shows the family type wise opinion of 470 respondents regarding children's knowledge enhanced by advertisements. In the above table, majority of the respondents agreed with the statement where 195 respondents from single family and 67 respondents from joint family agreed with the statement and 35 respondents from single family and 16 respondents from joint family disagreed with statement.

Following hypothesis was formulated regarding association between family type and their opinions regarding advertisements enhance the knowledge of children.

H₀: There is no association between family type and their opinions regarding advertisements enhance the knowledge of children.

 H_1 : There is association between family type and their opinions regarding advertisements enhance the knowledge of children.

In the above result, p value is 0.479 which is higher than 0.05, it can be concluded that null hypothesis is accepted at 5% level of significance and there is insignificant association between type of family and their opinion about the impact of advertising on children's knowledge.

 Table 4.12.6:
 No. of children and Advertisements enhance the knowledge of your children

No. of	Q21: Ad er	Q21: Ad enhance the knowledge of your children							
Children	Negative	%	Neutral	%	Positive	%	Total	%	
One	9	18.00	44	28.21	66	25.29	119	25.48	
Two	25	50.00	67	42.95	116	44.44	208	44.54	
Three	8	16.00	30	19.23	33	12.64	71	15.20	
Four	6	12.00	5	3.21	25	9.58	36	7.71	
Five	2	4.00	8	5.13	9	3.45	19	4.07	
No	0	0.00	2	1.28	12	4.60	14	3.00	
Total	50	10.70	156	33.40	261	55.88	467	100	
Pearson C	hi-Square V	falue = 1	7.210, df =	10 , P Va	lue = 0.070)			

The above table shows relationship between number of children in the family and respondents' perception on knowledge enhancement of children due to advertisements. In the above table, 66 respondents with one child, 116 respondents with two children, 33 respondents with three children, 25 respondents with four children, 9 respondents with five children and 12 respondents with no children agreed with the statement. Similarly, 9 respondents with one child, 25 respondents with two children, 8 respondents with three children, 6 respondents with four children, 2 respondents with five children and zero respondents with no children disagreed with the above statement. Following hypothesis was formulated regarding association between number of children in family and their opinions regarding advertisements enhance the knowledge of children.

H₀: There is no association between number of children in family and their opinions regarding advertisements enhance the knowledge of children.

 H_1 : There is association between number of children in family and their opinions regarding advertisements enhance the knowledge of children.

As p value is 0.070 which is higher than 0.05, it can be concluded that null hypothesis is accepted at 5% level of significance and there is insignificant association among the number of children wise perception of respondents about the knowledge enhancement of children by advertisements.

 Table 4.12.7: Association between Qualification and Advertisements enhance

 the knowledge of your children

Qualificat	Advertise	Advertisements enhance the knowledge of your children							
ion	Negative	%	Neutral	%	Positive	%	Total	%	
SLC	5	9.80	10	6.37	24	9.16	39	8.30	
+2	14	27.45	76	48.41	90	34.35	180	38.30	
Bachelors	19	37.25	41	26.11	66	25.19	126	26.81	
Masters	11	21.57	22	14.01	55	20.99	88	18.72	
M Phil	0	0.00	4	2.55	14	5.34	18	3.83	
Ph D	2	3.92	4	2.55	13	4.96	19	4.04	
Total	51	10.85	157	33.4	262	55.74	470	100	
Pearson Chi-Square Value = 18.674 , df = 10, P Value = 0.045									

The above table examines the qualification wise response of 470 respondents regarding knowledge enhancement of children through advertisements. 24 SLC graduates, 90 plus two graduates, 66 bachelors, 55 masters, 14 M Phil and 13 Ph D

holders agreed with the statement that advertisements enhance the knowledge of children. Similarly, 5 SLC graduates, 14 plus two graduates, 19 bachelors, 11 masters, zero M Phil and 2 Ph D holders disagreed with the statement.

Following hypothesis was formulated regarding association between qualification and their opinions regarding advertisements enhance the knowledge of children.

H₀: There is no association between qualification and their opinions regarding advertisements enhance the knowledge of children.

 H_1 : There is association between qualification and their opinions regarding advertisements enhance the knowledge of children.

Since the p value is 0.045 which is lower than 0.05, indicates that null hypothesis is rejected at 5% level of significance and there is significant association between qualification of respondent and their perception towards the above mentioned statement.

Table 4.13: A	dvertisements in	npact negativel	v to behavior	of your children
		-passBan		01 / 041 01110101

Advertisements impact negatively to behavior of your children

	Frequency	Percent	Valid Percent	Cumulative Percent					
Negative	122	26.0	26.0	26.0					
Neutral	213	45.3	45.4	71.4					
Positive	134	28.5	28.6	100.0					
Total	469	99.8	100.0						
Missing System	1	.2							
Total	470	100.0							
Pearson Chi-Square Value =31.271, df = 2, P Value = 0.000									

The above table explains the perception of 469 respondents about the negative impact of advertising on children's behavior. In the table 28.6% agreed, 45.5% neither agreed nor disagreed and 26% disagreed with the statement.

Following hypothesis was formulated regarding association between advertising and their opinions regarding negative behavior of children.

 H_0 : There is no association between advertising and negative behavior of children.

 H_1 : There is association between advertising and negative behavior of children.

Since the p value is 0.000 which is lower than 0.05, it can be concluded null hypothesis is rejected at 1% level of significance and there is significant relationship between advertisement and negative behavior of children.

Table 4.13.1Age and Advertisements impact negatively to behavior of yourchildren

	Advertiser	Advertisements impact negatively to behavior of you								
Age	children	hildren								
	Negative	egative % Neutral % Positive %								
Below 25	35	28.69	100	46.95	63	47.01	198	42.22		
25-34	24	19.67	44	20.66	29	21.64	97	20.68		
35-44	40	32.79	30	14.08	24	17.91	94	20.04		
45 &	23	18.85	39	18.31	18	13.43	80	17.06		
above										
Total	122	26.01	213	45.41	134	28.57	469	100		
Pearson Chi	Pearson Chi-Square Value = 22.690 , df = 6, P Value = 0.001									

The above table shows the association between the age of respondents and their opinion regarding negative behavior of children. In the above table, 63 respondent of below 25 age, 29 respondents 25-34 age group, 25 respondents of 35 to 44 age group, 18 respondents of 45 and above age group agreed with the statement that advertisements impact negatively to behavior of their children. Similarly, 35 respondent from below 25 age, 24 respondents of 25-34 age group, 40 respondents from 35-44 age group and 23 respondents from 45 & above age group disagreed with the statement.

Following hypothesis was formulated regarding association between age and their opinions regarding negative behavior of children.

H₀: There is no association between age and their opinions regarding negative behavior of children.

H₁: There is association between gender and their opinions regarding negative behavior of children.

Since the p value is 0.001 which is lower than 0.05, it is concluded that null hypothesis is rejected at 1% level of significance and there is strong association between the age of respondents and their perception towards negative impact of advertisement on children's behavior.

Table 4.13.2Gender and Advertisements impact negatively to behavior of yourchildren

	Advertiser	Advertisements impact negatively to behavior of your									
Gender	children	children									
	Negative	Negative%Neutral%Positive%Total%									
Male	83	33 68.03 90 42.25 67 50.00 240 51.17									
Female	39	31.97	123	57.75	67	50.00	229	48.83			
Total	122 26.01 213 45.41 134 28.57 469 100										
Pearson Chi-square Value = 20.735, df = 2, P Value = 0.000											

The above table explains the association between the gender their responses on negative impact of advertising on children's behavior. By observing the above table, among the total 469 respondents, 67 male and 67 female agreed with the statement and 83 male and 39 female disagreed with the statement that advertisements impact negatively to behavior of their children.

Following hypothesis was formulated regarding association between gender and their opinions regarding negative behavior of children.

 H_0 : There is no association between gender and their opinions regarding negative behavior of children.

H₁: There is association between gender and their opinions regarding negative behavior of children.

The p value is 0.000 which is smaller than 0.05. Thus it can be concluded that null hypothesis is rejected at 1% level of significant and there is significant association on the perception of male and female respondents regarding the negative impact of advertising on children's behavior.

	Advertise	Advertisement & negative behavior of your children Total								
Occupation	Negative	%	Neutral	%	Positive	%	Total	%		
Employed	48	39.34	78	36.62	38	28.36	164	34.97		
Professional	21	17.21	18	8.45	18	13.43	57	12.15		
Unemployed	16	13.11	43	20.19	26	19.40	85	18.12		
Trade	7	5.74	14	6.57	10	7.46	31	6.61		
Housewife	8	6.56	20	9.39	18	13.43	46	9.81		
Others	22	18.03	40	18.78	24	17.91	86	18.34		
Total	122	26.01	213	45.41	134	28.57	469	100		
Pearson Chi-Square Value =13.450, df =10, P value = 0.200										

 Table 4.13.3: Occupation and Ad impact negatively to your children

The above result shows the occupation wise opinion of 469 respondents about the negative impact of advertisement on children's behavior. In the above table, 38 employed, 18 professional, 26 unemployed, 10 trader, 18 housewives, and 24 with others occupation agreed with the above statement. Likewise, 48 employed, 21 professional, 16 unemployed, 7 traders, 8 housewives, and 22 with other occupation disagreed about the negative impact of advertising on children's behavior.

Following hypothesis was formulated regarding association between occupation and their opinions regarding negative behavior of children.

H₀: There is no association between occupation and their opinions regarding negative behavior of children.

H₁: There is association between occupation and their opinions regarding negative behavior of children.

As p value is 0.200 which is higher than 0.05, it can be concluded that null hypothesis is accepted at 5% level of significance and there is no association between occupation and their perception about the negative impact of advertising on children's behavior.

 Table 4.13.4: Association between Marital Status and Advertisements impact

 negatively to behavior of your children

Marital	Advertise	ments in	mpact ne	gatively	to behav	vior of				
status	your child		Total							
status	Negative	%	Neutral	%	Positive	%	Total	%		
Married	79	64.75	111	52.11	68	50.75	258	55.01		
Unmarried	41	33.61	100	46.95	64	47.76	205	43.71		
Divorced	2	1.64	2	0.94	2	1.49	6	1.28		
Total	122 26.01 213 45.41 134 28.57 469 100									
Pearson Chi-Square Value = 7.101, df = 4, P Value = 0.131										

From the above result, it comes to know that, among the 469 respondents, 68 married, 64 unmarried and 2 divorced respondents agreed with the statement. Likewise, 79 married, 41 unmarried and 2 divorced respondents disagreed with the statement about the negative impact of advertisement on children's behavior.

Following hypothesis was formulated regarding association between marital status and their opinions regarding negative behavior of children.

H₀: There is no association between marital status and their opinions regarding negative behavior of children.

 H_1 : There is association between marital status and their opinions regarding negative behavior of children.

In the above table, p value is 0.131 which is higher than 0.05. So, it can be concluded that null hypothesis is accepted at 5% level of significant and there is no relationship between marital status and their opinion regarding the negative impact of advertisement on children's behavior.

Family	Advertise							
ганну Туре	children		Total					
I ypc	Negative	%	Neutral	%	Positive	%	Total	%
Single	90	73.77	173	81.22	87	64.93	350	74.63
Joint	32	26.23	40	18.78	47	35.07	119	25.37

45.41 134

28.57

469

100

Table 4.13.5 Association between Types of Family and Advertisements impactnegatively to behavior of your children

Pearson Chi-Square Value = 11.599, df = 2, P Value = 0.003

213

26.01

Total

122

The above table shows the family type wise opinion of 469 respondents regarding negative impact of advertising on children's behavior. In the above table, 87 respondents from single family and 47 respondents from joint family agreed with the statement and 90 respondents from single family and 32 respondents from joint family disagreed with statement.

Following hypothesis was formulated regarding association between family type and their opinions regarding negative behavior of children.

H₀: There is no association between family type and their opinions regarding negative behavior of children.

 H_1 : There is association between family type and their opinions regarding negative behavior of children.

In the above result, p value is 0.003 which is smaller than 0.05, it can be concluded that null hypothesis is rejected at 1% level of significant and there is strong association between type of family and their opinion about the negative impact of adverting on children's behavior.

No of	No. of Advertisements impact negatively to behavior of your									
NO. 01 Children	children		Total							
Cillidieli	Negative	%	Neutral	%	Positive	%	Total	%		
One	33	27.27	55	25.94	31	23.31	119	25.54		
Two	61	50.41	92	43.40	54	40.60	207	44.42		
Three	16	13.22	29	13.68	26	19.55	71	15.24		
Four	5	4.13	17	8.02	14	10.53	36	7.73		
Five	3	2.48	14	6.60	2	1.50	19	4.08		
No	3	2.48	5	2.36	6	4.51	14	3.00		
Total	121	25.96	212	45.49	133	28.54	466	100		
Pearson C	Pearson Chi-Square Value = 15.207, df = 10, P Value = 0.125									

 Table 4.13.6 Association between No. Children and Advertisements impact

 negatively to behavior of your children

The above table shows relationship between number of children in the family and respondents' perception on negative impact of advertising on children's behavior. In the above table, 31 respondents with one child, 54 respondents with two children, 26 respondents with three children, 14 respondents with four children, 2 respondents with five children and 6 respondents with no children agreed with the statement. Similarly, 33 respondents with one child, 61 respondents with two children, 16 respondents with three children, 5 respondents with four children, 3 respondents with five children and 3 respondents with no children disagreed with the above statement.

Following hypothesis was formulated regarding association between number of children in family and their opinions regarding negative behavior of children.

 H_0 : There is no association between number of children in family and their opinions regarding negative behavior of children.

 H_1 : There is association between number of children in family and their opinions regarding negative behavior of children.

As p value is 0.125 which is higher than 0.05, it can be concluded that null hypothesis is accepted at 5% level of significant and there is no association among the number of children wise perception of respondents about negative impact of advertising on children's behavior.

 Table 4.13.7 Association between Qualification and Advertisements impact

 negatively to behavior of your children

Qualificat	Advertise	ments in	npact nega	atively to	behavior	of your		
Quanneat	children		Total					
1011	Negative	%	Neutral	%	Positive	%	Total	%
SLC	9	7.38	24	11.27	6	4.48	39	8.32
+2	35	28.69	96	45.07	48	35.82	179	38.17
Bachelors	27	22.13	44	20.66	55	41.04	126	26.87
Masters	35	28.69	36	16.90	17	12.69	88	18.76
M Phil	7	5.74	5	2.35	6	4.48	18	3.84
Ph D	9	7.38	8	3.76	2	1.49	19	4.05
Total	122	26.01	213	45.41	134	28.57	469	100
Pearson Ch	ni-Square Va	lue = 42	.063 , df =	10, P Va	alue $= 0.00$	00		

The above table shows the qualification wise response of 469 respondents about their care for children's choice while making purchase decision. 6 SLC graduates, 48 plus two graduates, 55 bachelors, 17 masters, 6 M Phil and 2 Ph D holders agreed with the about the negative impact of advertising on children's behavior. Similarly 9 SLC graduates, 35 plus two graduates, 27 bachelors, 35 masters, 7 M Phil and 9 Ph D holders disagreed with the statement. Following hypothesis was formulated regarding association between qualification and their opinions regarding negative behavior of children.

H₀: There is no association between qualification and their opinions regarding negative behavior of children.

H₁: There is association between qualification and their opinions regarding negative behavior of children.

Since the p value is 0.000 which is smaller than 0.05, indicates that null hypothesis is rejected at 1% level of significance and there is significance association between the qualification of respondent and their opinion about the negative impact of advertising on children's behavior.

There is parent-child conflict due to TV ads										
	Frequency	Percent	Valid Percent	Cumulative Percent						
Negative	112	23.8	23.9	23.9						
Neutral	105	22.3	22.4	46.3						
Positive	252	53.6	53.7	100.0						
Total 469 99.8 100.0										
Pearson Chi-	Pearson Chi-Square Value=87.970, df =2, P Value = 0.000									

Table 4.14: There is parent-child conflict due to TV ads

The above table shows the opinion of 469 respondents about impact of advertising as parent-child conflict. As majority of respondents i.e. 252 respondents agreed with the statement and 112 respondents disagreed with about the parent-child conflicts due to television advertisements.

Following hypothesis was formulated regarding association between advertising and parent-child conflicts in the family.

H₀: There is no association between advertising and parent-child conflicts in family.

 H_1 : There is association between advertising and parent-child conflict in family.

The above table shows that p value is 0.000 which is smaller than 0.05. That means null value is rejected at 1% level of significance. Thus, it can be concluded that there is strong association between advertising and parent-child conflicts in the family.

Table 4.14.1: Association between Age and parent-child conflict due to TV ads

Age	Q23: There is parent-child conflict due to TV ads							Total
Age	Negative	%	Neutral	%	Positive	%	Total	%
Below 25	22	19.64	44	41.90	131	51.98	197	42.00
25-34	26	23.21	27	25.71	44	17.46	97	20.68
35-44	41	36.61	13	12.38	41	16.27	95	20.26
45 & above	23	20.54	21	20.00	36	14.29	80	17.06
Total	112	23.88	105	22.38	252	53.73	469	100
Pearson Chi-Square Value = 44.643, df =6, P Value = 0.000								

The above table shows the association between age of respondents and their perception towards parent-child conflict due to advertising. In the above table, 131 respondent of below 25 age, 44 respondents 25-34 age group, 41 respondents of 35 to 44 age group, 36 respondents of 45 and above age group agreed with the statement that there is parent-child conflicts due to advertisements. Similarly, 22 respondent from below 25 age, 26 respondents of 25-34 age group, 41 respondents from 35-44

age group and 23 respondents from 45 & above age group disagreed with the statement.

Following hypothesis was formulated regarding association between ages and there perception towards parent-child conflicts in the family because of advertising.

H₀: There is no association between ages and their perception towards parentchild conflicts in the family because of advertising.

 H_1 : There is association between ages and their perception towards parentchild conflicts in the family because of advertising.

The above table shows that p value is 0.000 which is smaller than 0.05. That means null value is rejected at 1% level of significance. Thus, it is concluded that there is strong association between the age of respondents and their perception towards the parent child conflicts in the family due to advertising.

 Table 4.14.2 Association between Gender and parent-child conflict due to TV ads

Gondor	Q23: There is parent-child conflict due to TV ads							Total
Gender	Negative	%	Neutral	%	Positive	%	Total	%
Male	73	65.18	48	45.71	119	47.22	240	51.17
Female	39	34.82	57	54.29	133	52.78	229	48.83
Total	112	23.88	105	22.38	252	53.73	469	100
Pearson Chi-square Value = 11.619 , df = 2, P Value = 0.003								

The above table explains the association between the gender and their perception about parent child conflict in family due to advertising. By observing the above table, among the total 469 respondents, 119 male and 133 female agreed with

the statement and 73 male and 39 female disagreed with the statement that there is parent-child conflict in the family due to advertising.

Following hypothesis was formulated regarding association between gender and their perception towards parent-child conflicts in the family because of advertising.

H₀: There is no association between gender and their perception towards parent-child conflicts in the family because of advertising.

H₁: There is association between gender and their perception towards parentchild conflicts in the family because of advertising.

The p value is 0.003 which is lower than 0.05. Thus it can be concluded that null hypothesis is rejected at 5% level of significance and there is significant different between the perception of male and female about the parent child conflicts in the family due to advertising.

	There is p	arent-chi	ld conflict	due to 7	TV ads			Total
Occupation	Negative	%	Neutral	%	Positive	%	Total	%
Employed	40	35.71	42	40.00	81	32.14	163	34.75
Professional	24	21.43	11	10.48	22	8.73	57	12.15
Unemployed	9	8.04	24	22.86	53	21.03	86	18.34
Trade	14	12.50	2	1.90	15	5.95	31	6.61
Housewife	12	10.71	10	9.52	24	9.52	46	9.81
Others	13	11.61	16	15.24	57	22.62	86	18.34
Total	112	23.88	105	22.38	252	53.73	469	100

Table 4.14.3 Association between Occupation and parent-child conflictto TV ads

The above result shows the occupation wise opinion of 469 respondents about the parent-child conflict due to advertisement. In the above table, 81 employed, 22 professional, 53 unemployed, 15 trader, 24 housewives, and 57 with others occupation agreed with the above statement. Likewise, 40 employed, 24 professional, 9 unemployed, 14 traders, 12 housewives, and 13 with other occupation disagreed about the parent-child conflicts due to advertising.

Following hypothesis was formulated regarding association between occupation and their perception towards parent-child conflicts in the family because of advertising.

H₀: There is no association between occupation and their perception towards parent-child conflicts in the family due to advertising.

H₁: There is association between occupation and their perception towards parent-child conflicts in the family due to advertising.

As p value is 0.000 which is smaller than 0.05, it can be concluded that null hypothesis is rejected at 1% level of significance. Thus, there is significant different among the occupation wise responses of 469 respondents regarding parent-child conflicts due to advertising.

Table 4.14.4 Association between Marital Status and parent-child conflict dueto TV ads

Marital	There is pa	arent-chi	ild conflict	due to 7	ΓV ads			Total
status	Negative	%	Neutral	%	Positive	%	Total	%
Married	84	75.00	55	52.38	120	47.62	259	55.22
Unmarried	26	23.21	50	47.62	128	50.79	204	43.50
Divorced	2	1.79	0	0.00	4	1.59	6	1.28
Total	112	23.88	105	22.38	252	53.73	469	100
Pearson Chi-Square Value = 26.567 , df = 4, P Value = 0.000								

From the above result, it comes to know that 120 married, 128 unmarried and 4 divorced respondents agreed with the statement. Likewise, 84 married, 26 unmarried and 2 divorced respondents disagreed with the statement that they is parent-child conflicts in the family due to advertising.

Following hypothesis was formulated regarding association between marital status and their perception towards parent-child conflicts in the family because of advertising.

 H_0 : There is no association between marital status and their perception towards parent-child conflicts in the family due to advertising.

H₁: There is association between occupation and their perception towards parent-child conflicts in the family due to advertising.

In the above table, p value is 0.000 which is lower than 0.05. So, it can be concluded that null hypothesis is rejected at 5% level of significance. Thus, there is significant association between occupation and their perception regarding parent child conflict in the family due to advertising.

Table 4.14.5 Association between Family Type and parent-child conflict due toTV ads

Family	There is p	There is parent-child conflict due to TV ads							
Туре	Negative	%	Neutral	%	Positive	%	Total	%	
Single	80	71.43	83	79.05	187	74.21	350	74.63	
Joint	32	28.57	22	20.95	65	25.79	119	25.37	
Total	112	23.88	105	22.38	252	53.73	469	100	
Pearson Chi-Square Value = 1.712 , df = 2 , P Value = 0.425									

The above table shows the family type wise opinion of 469 respondents regarding parent child conflict in the family due to advertising. In the above table,

187 respondents from single family and 65 respondents from joint family agreed with the statement and 80 respondents from single family and 32 respondents from joint family disagreed with statement.

Following hypothesis was formulated regarding association between family type and their perception towards parent-child conflicts in the family because of advertising.

H₀: There is no association between family type and their perception towards parent-child conflicts in the family due to advertising.

 H_1 : There is association between family type and their perception towards parent-child conflicts in the family due to advertising.

In the above result, p value is 0.425 which is higher than 0.05, it can be concluded that null hypothesis is accepted at 5% level of significance. Thus there is no association between type of family and their opinion about parent child conflict in the family due to advertising.

Table 4.14.6	Association	between No.	of Children	and	parent-child	conflict du
to TV ads						

No. of	There is pa	arent-chi	ld conflict	due to T	V ads			Total		
Children	Negative	%	Neutral	%	Positive	%	Total	%		
One	29	26.13	26	24.76	63	25.20	118	25.32		
Two	46	41.44	52	49.52	110	44.00	208	44.64		
Three	22	19.82	19	18.10	30	12.00	71	15.24		
Four	9	8.11	1	0.95	26	10.40	36	7.73		
Five	5	4.50	3	2.86	11	4.40	19	4.08		
No	0	0.00	4	3.81	10	4.00	14	3.00		
Total	111	23.81	105	22.53	250	53.64	466	100		
Pearson C	Pearson Chi-Square Value = 18.148, df = 10, P Value = 0.053									

The above table shows relationship between number of children in the family and respondents' perception on parent-child conflict in the family due to advertising. In the above table, 63 respondents with one child, 110 respondents with two children, 30 respondents with three children, 26 respondents with four children, 11 respondents with five children and 10 respondents with no children agreed with the statement. Similarly, 29 respondents with one child, 46 respondents with two children, 22 respondents with three children, 9 respondents with four children, 5 respondents with five children and zero respondents with no children disagreed with the above statement.

Following hypothesis was formulated regarding association number of children in family and their perception towards parent-child conflicts in the family because of advertising.

H₀: There is no association between number of children in family and their perception towards parent-child conflicts in the family due to advertising.

 H_1 : There is association between number of children in family and their perception towards parent-child conflicts in the family due to advertising.

As p value is 0.053 which is higher than 0.05, it can be concluded that null hypothesis is accepted at 5% level of significance. Thus, there is no significant difference among the number of children in the family and their perception about the parent-child conflict in the family due to advertising.

Qualification	TV ads			Total				
Quantication	Negative	%	Neutral	%	Positive	%	Total	%
SLC	11	9.82	7	6.67	21	8.33	39	8.32
+2	36	32.14	39	37.14	104	41.27	179	38.17
Bachelors	26	23.21	33	31.43	67	26.59	126	26.87
Masters	30	26.79	14	13.33	44	17.46	88	18.76
M Phil	5	4.46	6	5.71	7	2.78	18	3.84
Ph D	4	3.57	6	5.71	9	3.57	19	4.05
Total	112	23.88	105	22.38	252	53.73	469	100
Pearson Chi-S	quare Valu	e = 12.21	14 , df =10	, P Val	ue = 0.271			

 Table 4.14.7: Association between Qualification and Parent-child conflict

due to TV ads

The above table shows the qualification wise response of 469 respondents about parent-child conflict in the family due to advertising. In the above table, 21 SLC graduates, 104 plus two graduates, 67 bachelors, 44 masters, 7 M Phil and 9 Ph D holders agreed with the statement that there is parent-child conflict in the family due to advertising. Similarly 11 SLC graduates, 36 plus two graduates, 26 bachelors, 30 masters, 5 M Phil and 4 Ph D holders disagreed with the statement.

Following hypothesis was formulated regarding association between qualification and their perception towards parent-child conflicts in the family because of advertising.

H₀: There is no association between qualification and their perception towards parent-child conflicts in the family due to advertising.

H₁: There is association between qualification and their perception towards parent-child conflicts in the family due to advertising.

Since the p value is 0.271 which is higher than 0.05, indicates that null hypothesis is accepted at 5% level of significance. Thus, there is no association between qualification of respondent and their opinion about parent-child conflict in the family due to advertising.

	Frequency	Percent	Valid Percent	Cumulative Percent
Negative	128	27.2	27.3	27.3
Neutral	126	26.8	26.9	54.2
Positive	215	45.7	45.8	100.0
Total	469	99.8	100.0	
Missing System	1	.2		
Total	470	100.0		
Pearson Chi-Squar	e Value =33.	036, df = 2	2, P Value = 0.00	0

Table 4.15: Advertisements Influence Children's Education Adversely

The above table exhibits the opinion of 469 respondents about the impact of advertising on children's education. In the table, 215 respondents agreed, and 215 respondents disagreed with the statement. The majority of the respondents i.e. 45.7 percent agreed with the statement.

Following hypothesis was formulated regarding association between advertising and children's adverse education.

 H_0 : There is no association between advertising and children's adverse education.

 H_1 : There is association between advertising and children's adverse education.

As p value is 0.000 which is lower than 0.05, it is concluded that null hypothesis is rejected at 1% level of significance. Thus, there is strong association between adverting and children's adverse education.

 Table 4.15.1: Association between Age and Advertisements influence children's

 education adversely

	Advertise	ements	influenc	e child	lren's e	ducation		
Age	adversely							Total
	Negative	%	Neutral	%	Positive	%	Total	%
Below 25	42	32.81	62	49.21	93	43.26	197	42.00
25-34	23	17.97	26	20.63	48	22.33	97	20.68
35-44	28	21.88	27	21.43	40	18.60	95	20.26
45 & above	35	27.34	11	8.73	34	15.81	80	17.06
Total	128	27.29	126	26.86	215	45.84	469	100
Pearson Chi-Square Value = 18.745, df =6, P Value = 0.005								

The above table shows the association between age of respondents and their perception about the impact of advertising on the children's education. In the above table, 93 respondents belongs to below 25 age group, 48 respondents belongs to 25-34 age group, 40 respondents belongs to 35-44 age group, 34 respondents belongs to 45 & above age groups agreed with the statement. Similarly, 42 respondents belongs to below 25 age group, 28 respondents belongs to 35-44 age group, 28 respondents belongs to 35-44 age group, 35 respondents belongs to 45 & above age groups disagreed with the statement.

Following hypothesis was formulated regarding association between age and their perception towards children's adverse education because of advertising.

 H_0 : There is no association between age and their perception towards children's adverse education due to advertising.

H₁: There is association between age and their perception towards children's adverse education due to advertising.

Since the value of p is 0.005 which is smaller than 0.05 it can be concluded that null hypothesis is rejected at 1% level of significant. Thus, there is significant difference among the perception of the respondents about the negative impact of advertising on children's education.

 Table 4.15.2:
 Association between Gender and Advertisements influence

 children's education adversely

Gender	Advertisen	nents infl	uence child	dren's ed	ucation ad	versely		Total
Ochidei	Negative	%	Neutral	%	Positive	%	Total	%
Male	74	57.81	59	46.83	107	49.77	240	51.17
Female	54	42.19	67	53.17	108	50.23	229	48.83
Total	128	27.29	126	26.86	215	45.84	469	100
Pearson Chi-square Value = 3.381 , df = 2 , P Value = 0.184								

The above table explains the association between the gender and adverse impact of advertising on children's education. By observing the above table, among the total 469 respondents, 107 male and 108 female agreed with the statement and 74 male and 54 female disagreed with the statement that advertisements influence children's education adversely.

Following hypothesis was formulated regarding association between gender and their perception towards children's adverse education because of advertising.

 H_0 : There is no association between gender and their perception towards children's adverse education due to advertising.

 H_1 : There is association between gender and their perception towards children's adverse education due to advertising.

The p value is 0.184 which is higher than 0.05. Thus it can be concluded that null hypothesis is accepted at 5% level of significant. Thus, there is no association between the perception of male and female regarding negative impact of advertising on children's education.

influence children's education adversely											
	Advertise	ments infl	uence chil	dren's edu	cation adv	rsely		Total			
Occupation	Negative	%	Neutral	%	Positive	%	Total	%			
Employed	55	42.97	38	30.16	70	32.56	163	34.75			

9.52

16.67

8.73

7.14

27.78

26.86

27

51

16

22

29

215

12.56

23.72

7.44

10.23

13.49

45.84

57

86

31

46

86

469

12.15

18.34

6.61

9.81

18.34

100

Table 4.15.3: Association between Occupation and Advertisements influence children's education adversely

18

14

4

15

22

128

Professional

Unemployed

Housewife

Trade

Others

Total

14.06

10.94

3.13

11.72

17.19

27.29

Pearson Chi-Square Value =25.927, df =10, P value = 0.004

12

21

11

9

35

126

The above result shows the occupation wise opinion of 469 respondents about
the negative impact of advertising on children's education. In the above table, 70
employed, 27 professional, unemployed, 16 traders, 22 housewives, and 29 with
others occupation agreed with the above statement. Likewise, 55employed, 18
professional, 14 unemployed, 4 traders, 15 housewives, and 22 with other occupation
disagreed about the negative impact of advertising on children's education.

Following hypothesis was formulated regarding association between occupation and their perception towards children's adverse education because of advertising.

H₀: There is no association between occupation and their perception towards children's adverse education due to advertising.

H₁: There is association between occupation and their perception towards children's adverse education due to advertising.

As p value is 0.004 which is smaller than 0.05, it can be concluded that null hypothesis is rejected at 1% level of significant. Thus there is significant difference among the occupation and their perception towards the negative impact of advertising on children's education.

 Table 4.15.4.
 Association between Marital Status and Advertisements influence

 children's education adversely

Marital	Advertisements influence children's education adversely							Total	
status	Negative	%	Neutral	%	Positive	%	Total	%	
Married	79	61.72	62	49.21	118	54.88	259	55.22	
Unmarried	47	36.72	63	50.00	94	43.72	204	43.50	
Divorced	2	1.56	1	0.79	3	1.40	6	1.28	
Total	128	27.29	126	26.86	215	45.84	469	100	
Pearson Chi-Square Value = 4.723 , df = 4 , P Value = 0.317									

From the above result, it comes to know that 118 married, 94 unmarried and 3 divorced respondents agreed with the statement. Likewise, 79 married, 47 unmarried and 2 divorced respondents disagreed with the statement that adverting influence children's education adversely.

Following hypothesis was formulated regarding association between marital status and their perception towards children's adverse education because of advertising.

 H_0 : There is no association between marital status and their perception towards children's adverse education due to advertising.
H₁: There is association between occupation and their perception towards children's adverse education due to advertising.

In the above table, p value is 0.317 which is higher than 0.05. So, it can be concluded that null hypothesis is accepted at 5% level of significant. Thus, there is no relationship between marital status and their opinion regarding the negative impact of advertising on children's education.

 Table 4.15.5: Association between Family Type and Advertisements influence

 children's education adversely

Family	Advertisen	Advertisements influence children's education adversely							
Туре	Negative	%	Neutral	%	Positive	%	Total	%	
Single	93	72.66	99	78.57	158	73.49	350	74.63	
Joint	35	27.34	27	21.43	57	26.51	119	25.37	
Total	128	27.29	126	26.86	215	45.84	469	100	
Pearson (Chi-Square Value = 1.445, df = 2 , P Value = 0.486								

The above table shows the family type wise opinion of 469 respondents regarding the negative impact of advertising on children's education. In the above table, 158 respondents from single family and 57 respondents from joint family agreed with the statement and 93 respondents from single family and 35 respondents from joint family disagreed with statement.

Following hypothesis was formulated regarding association between family type and their perception towards children's adverse education because of advertising.

H₀: There is no association between family type and their perception towards children's adverse education due to advertising.

 H_1 : There is association between family type and their perception towards children's adverse education due to advertising.

In the above result, p value is 0.486 which is higher than 0.05, it can be concluded that null hypothesis is accepted at 5% level of significant. Thus, there is no association between type of family and their opinion about the negative impact of advertising on children's education.

 Table 4.15.6: Association between No. of Children and Advertisements influence

 children's education adversely

No. of	Advertise	ments	influence	child	ren's ed	ucation		
Children	adversely							Total
Cillidicii	Negative	%	Neutral	%	Positive	%	Total	%
One	27	21.43	34	26.98	57	26.64	118	25.32
Two	65	51.59	55	43.65	88	41.12	208	44.64
Three	25	19.84	18	14.29	28	13.08	71	15.24
Four	3	2.38	10	7.94	23	10.75	36	7.73
Five	6	4.76	6	4.76	7	3.27	19	4.08
No	0	0.00	3	2.38	11	5.14	14	3.00
Total	126	27.03	126	27.03	214	45.92	466	100
Pearson Ch	i-Square V	alue $= 20$	0.525, df =	= 10 , P	Value $= 0$.	025		

The above table shows relationship between number of children in the family and respondents' perception on negative impact of advertising on children's education. In the above table, 57 respondents with one child, 88 respondents with two children, 28 respondents with three children, 23 respondents with four children, 7 respondents with five children and 11 respondents with no children agreed with the statement. Similarly, 27 respondents with one child, 65 respondents with two children, 25 respondents with three children, 3 respondents with four children, 6 respondents with five children and zero respondents with no children disagreed with the above statement. Following hypothesis was formulated regarding association between number of children in family and their perception towards children's adverse education because of advertising.

H₀: There is no association between family number of children in family and their perception towards children's adverse education due to advertising.

H₁: There is association between number of children in family and their perception towards children's adverse education due to advertising.

As p value is 0.025 which is smaller than 0.05, it can be concluded that null hypothesis is rejected at 1% level of significant. Thus, there is significant difference among the number of children wise perception of respondents about the negative impact of advertising on children's education.

Table 4.15.7:Association between Qualification and Advertisements influencechildren's education adversely

Qualificat	Advertise	Advertisements influence children's education adversely Total									
ion	Negative	%	Neutral	%	Positive	%	Total	%			
SLC	7	5.47	8	6.35	24	11.16	39	8.32			
+2	44	34.38	56	44.44	79	36.74	179	38.17			
Bachelors	38	29.69	31	24.60	57	26.51	126	26.87			
Masters	28	21.88	24	19.05	36	16.74	88	18.76			
M Phil	2	1.56	4	3.17	12	5.58	18	3.84			
Ph D	9	7.03	3	2.38	7	3.26	19	4.05			
Total	128	27.29	126	26.86	215	45.84	469	100			
Pearson Chi-Square Value = 15.173, df = 10, P Value = 0.126											

The above table shows the qualification wise response of 469 respondents about negative impact of advertising on children's education. 24 SLC graduates, 79 plus two graduates, 57 bachelors, 36 masters, 12 M Phil and 7 Ph D holders agreed with the statement that advertisements influence children's education adversely. Similarly 7 SLC graduates, 44 plus two graduates, 38 bachelors, 28 masters, 2 M Phil and 9 Ph D holders disagreed with the statement.

Following hypothesis was formulated regarding association between family type and their perception towards children's adverse education because of advertising.

H₀: There is no association between qualification and their perception towards children's adverse education due to advertising.

H₁: There is association between qualification and their perception towards children's adverse education due to advertising.

Since the p value is 0.126 which is higher than 0.05, it indicates that null hypothesis is accepted at 5% level of significance. Thus, there is no association between qualification of respondents and the negative impact of advertising on children's education.

	Frequency	Percent	Valid Percent	Cumulative Percent
Negative	86	18.3	18.3	18.3
Neutral	181	38.5	38.6	56.9
Positive	202	43.0	43.1	100.0
Total	469	99.8	100.0	
Missing System	1	.2		
Total	470	100.0		
Pearson Chi-Square	Value = 48.874	4, $df = 2$, P	Value = 0.000	

 Table 4.16: Advertisements influence the children's talent positively

The above table shows the association between advertising and its impact on children's talent. Among the 469 respondents, majority of respondents agreed with

the statement. In the above table, 202 agreed, 181 neutral and 86 disagreed that advertising influences the children's talent positively.

Following hypothesis was formulated regarding association between advertising and children's talent.

H₀: There is no association between advertising and children's latent.

H₁: There is association between advertising and children's talent.

In the table, p value is 0.000 which is smaller than 0.05. Thus, it can be concluded that null hypothesis is rejected at 1% level of significant and there is strong association between and advertising and children's talent.

	Advertise	ments	influence	the	children's	talent		
Age	positively							Total
	Negative	%	Neutral	%	Positive	%	Total	%
Below 25	32	37.21	72	39.78	93	46.04	197	42.00
25-34	13	15.12	43	23.76	41	20.30	97	20.68
35-44	17	19.77	39	21.55	39	19.31	95	20.26
45&	24	27.91	27	14.92	29	14.36	80	17.06
above								
Total	86	18.33	181	38.59	202	43.07	469	100
Pearson Ch	ni-Square Va	lue = 11	.131, df =6	5, P Valı	ue = 0.084			

 Table 4.16.1: Age and Advertisements influence the children's talent positively

The above table depicts the association between age of respondents their perception about the influence of advertisements on children's talent. In the above table, 93 respondent of below 25 age, 41 respondents of 25-34 age group, 39 respondents of 35 to 44 age group, 29 respondents of 45 and above age group agreed with the statement that advertisements influence children's talent positively while 32 respondent from below 25 age, 13 respondents of 25-34 age group, 17 respondents

from 35-44 age group and 24 respondent from 45 & above age group disagreed with the statement.

Following hypothesis was formulated regarding association between family type and their perception towards increase in children's talent because of advertising.

H₀: There is no association between age and their perception towards increase in children's talent due to advertising.

 H_1 : There is association between age and their perception towards increase in children's talent due to advertising.

Since the p value is 0.084 which is higher than 0.05, it is concluded that null hypothesis is accepted at 5% level of significant. Thus, there is no association between the age of respondents and their perception towards the impact of advertising on children's talent.

 Table 4.16.2: Association between Gender and Advertisements influence the

 children's talent positively

Gender	Advertise	ments infl	uence the	children's	talent pos	itively		Total
Gender	Negative	%	Neutral	%	Positive	%	Total	%
Male	58	67.44	77	42.54	105	51.98	240	51.17
Female	28	32.56	104	57.46	97	48.02	229	48.83
Total	86	18.33	181	38.59	202	43.07	469	100
Pearson Chi-square Value = 14.560 , df = 2, P Value = 0.001								

The above table explains the association between the gender and their opinion about the impact of advertising on children's talent. By observing the above table, among the total 469 respondents, 105 male and 97 female agreed with the statement and 58 male and 28 female disagreed with the statement that advertisements influence children's talent positively.

Following hypothesis was formulated regarding association gender and their perception towards increase in children's talent because of advertising.

 H_0 : There is no association between gender and their perception towards increase in children's talent due to advertising.

 H_1 : There is association between gender and their perception towards increase in children's talent due to advertising.

The p value is 0.001 which is lower than 0.05. Thus it can be concluded that null hypothesis is rejected at 1% level of significant. Thus, there is significance difference between the perception of male and female regarding impact of advertising on children's talent.

 Table 4.16.3: Association between Occupation and Advertisements influence the

 children's talent positively

	Advertise	ements	influence	the	children's	talent		
	positively							Total
Occupation	Negative	%	Neutral	%	Positive	%	Total	%
Employed	24	27.91	66	36.46	73	36.14	163	34.75
Professional	11	12.79	12	6.63	34	16.83	57	12.15
Unemployed	17	19.77	34	18.78	35	17.33	86	18.34
Trade	7	8.14	14	7.73	10	4.95	31	6.61
Housewife	11	12.79	24	13.26	11	5.45	46	9.81
Others	16	18.60	31	17.13	39	19.31	86	18.34
Total	86	18.33	181	38.59	202	43.07	469	100
Pearson Chi-S	Square Valu	e =18.50	04, df =10	, P value	e = 0.047			

The above result shows the occupation wise opinion of 469 respondents about the impact of advertising on children's talent. In the above table, 73 employed, 34 professional, 35 unemployed, 10 trader, 11 housewives, and 39 with others occupation agreed with the above statement. Likewise, 24 employed, 11 professional, 17 unemployed, 7 trader, 11 housewives, and 16 with other occupation disagreed about the impact of advertising on children's talent.

Following hypothesis was formulated regarding association between occupation and their perception towards increase in children's talent because of advertising.

H₀: There is no association between occupation and their perception towards increase in children's talent due to advertising.

 H_1 : There is association between occupation and their perception towards increase in children's talent due to advertising.

As p value is 0.047 which is lower than 0.05, it can be concluded that null hypothesis is rejected at 5% level of significant. Thus, there is strong association between occupation and their perception towards the impact of advertising on children.

Morital	Advertise	ements	influence	the	children's	talent		
status	positively							Total
status	Negative	%	Neutral	%	Positive	%	Total	%
Married	50	58.14	108	59.67	101	50.00	259	55.22
Unmarried	36	41.86	70	38.67	98	48.51	204	43.50
Divorced	0	0.00	3	1.66	3	1.49	6	1.28
Total	86	18.33	181	38.59	202	43.07	469	100
Pearson Chi	-Square Va	lue = 5.3	38, $df = 4$,	, P Value	e = 0.254			

 Table 4.16.4: Association between Marital Status and Advertisements influence

 the children's talent positively

From the above result, it comes to know that 101 married, 98 unmarried and 3 divorced respondents agreed with the statement that advertisements influence the children's talent positively. Likewise, 50 married, 36 unmarried and zero divorced respondents disagreed with the above mentioned statement.

Following hypothesis was formulated regarding association between marital status and their perception towards increase in children's talent because of advertising.

 H_0 : There is no association between marital status and their perception towards increase in children's talent due to advertising.

H₁: There is association between marital status and their perception towards increase in children's talent due to advertising.

In the above table, p value is 0.254 which is higher than 0.05. Thus, it can be concluded that null hypothesis is accepted at 5% level of significant and there is no relationship between marital status and their opinion regarding the impact of advertisements on children's talent.

Family	Advertise	ements	influence	the	children's	talent		
	positively		Total					
Type	Negative	%	Neutral	%	Positive	%	Total	%
Single	64	74.42	134	74.03	152	75.25	350	74.63
Joint	22	25.58	47	25.97	50	24.75	119	25.37
Total	86	18.33	181	38.59	202	43.07	469	100
Pearson (Chi-Square	Value =	0.077, df	= 2 , P V	Value $= 0.9$	962		

Table 4.16.5: Association between Family Type and Advertisements influence the children's talent positively

The above table shows the family type wise opinion of 469 respondents regarding the impact of advertisements on children's talent. In the above table, 152 respondents from single family and 50 respondents from joint family agreed with the statement and 64 respondents from single family and 22 respondents from joint family disagreed with statement.

Following hypothesis was formulated regarding association between family type and their perception towards increase in children's talent because of advertising.

H₀: There is no association between family type and their perception towards increase in children's talent due to advertising.

 H_1 : There is association between family type and their perception towards increase in children's talent due to advertising.

In the above result, p value is 0.962 which is higher than 0.05, it can be concluded that null hypothesis is accepted at 5% level of significant. Thus, there is no association between type of family and their opinion on the impact of advertisements on children's talent.

No. of	Advertise	Advertisements influence the children's talent positively Total								
Children	Negative	%	Neutral	%	Positive	%	Total	%		
One	16	18.82	40	22.10	62	31.00	118	25.32		
Two	39	45.88	85	46.96	84	42.00	208	44.64		
Three	16	18.82	27	14.92	28	14.00	71	15.24		
Four	9	10.59	10	5.52	17	8.50	36	7.73		
Five	3	3.53	12	6.63	4	2.00	19	4.08		
No	2	2.35	7	3.87	5	2.50	14	3.00		
Total	85	18.24	181	38.84	200	42.91	466	100		
Pearson Chi-Square Value = 14.199, df = 10, P Value = 0.164										

 Table 4.16.6: Association between No. of Children and Advertisements influence

 the children's talent positively

The above table shows relationship between number of children in the family and respondents' perception on positive impact of advertising on children's talent. In the above table, 62 respondents with one child, 84 respondents with two children, 28 respondents with three children, 17 respondents with four children, 4 respondents with five children and 5 respondents with no children agreed with the statement. Similarly, 16 respondents with one child, 39 respondents with two children, 16 respondents with three children, 9 respondents with four children, 3 respondents with five children and 2 respondents with no children disagreed with the above statement.

Following hypothesis was formulated regarding association between number of children in family and their perception towards increase in children's talent because of advertising.

H₀: There is no association between number of children in family and their perception towards increase in children's talent due to advertising.

 H_1 : There is association between number of children in family and their perception towards increase in children's talent due to advertising.

As p value is 0.164 which is greater than 0.05, it can be concluded that null hypothesis is accepted at 5% level of significant. Thus, there is no significant difference among the number of children wise perception of respondents about the positive impact of advertising on children's talent.

 Table 4.16.7: Association between Qualification and Advertisements influence

 the children's talent positively

Qualification	Advertise	ments inf	luence the	children	's talent po	sitively		Total
Quanneation	Negative	%	Neutral	%	Positive	%	Total	%
SLC	7	8.14	19	10.50	13	6.44	39	8.32
+2	33	38.37	78	43.09	68	33.66	179	38.17
Bachelors	31	36.05	43	23.76	52	25.74	126	26.87
Masters	12	13.95	33	18.23	43	21.29	88	18.76
M Phil	2	2.33	5	2.76	11	5.45	18	3.84
Ph D	1	1.16	3	1.66	15	7.43	19	4.05
Total	86	18.33	181	38.59	202	43.07	469	100
Pearson Chi-S	quare Value	e = 21.768	3, df = 10	, P Value	e = 0.016			

The above table shows the qualification wise response of 469 respondents about the positive impact of advertising on children's talent. 13 SLC graduates, 68 plus two graduates, 52 bachelors, 43masters, 11 M Phil and 15 Ph D holders agreed with the statement. Similarly, 7 SLC graduates, 33 plus two graduates, 31 bachelors, 12 masters, 2 M Phil and 1 Ph D holder disagreed with the statement.

Following hypothesis was formulated regarding association between qualification and their perception towards increase in children's talent because of advertising. H₀: There is no association between qualification and their perception towards increase in children's talent due to advertising.

H₁: There is association between qualification and their perception towards increase in children's talent due to advertising.

Since the p value is 0.016 which is lower than 0.05, indicates that null hypothesis is rejected at 5% level of significant. Thus, there is significant difference among the qualification wise responses regarding the positive impact of adverting on children's talent.

				Cumulative
	Frequency	Percent	Valid Percent	Percent
Negative	37	7.9	7.9	7.9
Neutral	39	8.3	8.3	16.2
Positive	393	83.6	83.8	100.0
Total	469	99.8	100.0	
Missing System	1	.2		
Total	470	100.0		
Pearson Chi-Squar	re Value = , df	537.433 =	= 2, P Value $= 0.0$	000

Table 4.17: Children insist on buying advertised products

The above table exhibits the opinion of 469 respondents about the impact of advertising on children where children insist on buying advertised products. In the above table, 393 respondents agreed with the statement that children insist on buying advertising products. Similarly, 37 respondents disagreed with the statement.

Following hypothesis was formulated regarding association between advertising and children's insisting behavior to purchase advertising product H_0 : There is no association between advertising and children's insisting behavior to purchase advertised products.

H₁: There is association between advertising and children's insisting behavior to purchase advertised products.

In the table, p value is 0.000 which is smaller than 0.05. Thus, it can be concluded that null hypothesis is rejected at 1% level of significant. Thus, there is strong association between adverting and children's insisting behavior to purchase advertised product.

 Table 4.17.1 Association between Age and Children insist on buying advertised

 products

٨٥٩	Children	insist on	buying a	lvertised p	products			Total	
Age	Negative	%	Neutral	%	Positive	%	Total	%	
Below 25	10	27.03	11	28.21	176	44.78	197	42.00	
25-34	3	8.11	9	23.08	85	21.63	97	20.68	
35-44	14	37.84	14	35.90	67	17.05	95	20.26	
45 & above	10	27.03	5	12.82	65	16.54	80	17.06	
Total	37	7.88	39	8.31	393	83.79	469	100	
Pearson Chi-Square Value = 22.555, df =6, P Value = 0.001									

The above table shows the association between age of respondents and their perception toward the statement that children insist on buying advertising product. In the above table, 176 respondent of below 25 age, 85 respondents 25-34 age group, 67 respondents of 35 to 44 age group, 65 respondents of 45 and above age group agreed with the above mentioned statement that while 10 respondent from below 25 age, 3 respondents of 25-34 age group, 14 respondents from 35-44 age group and 10 respondent from 45 & above age group disagreed with the statement.

Following hypothesis was formulated regarding association between age and their perception towards children's insisting behavior to purchase advertised products due to advertising.

.H₀: There is no association between age and their perception towards children's insisting behavior to purchase advertised products due to advertising.

H₁: There is association between age and their perception towards children's insisting behavior to purchase advertised products due to advertising.

Since the p value is 0.001 which is lower than 0.05, it is concluded that null hypothesis is rejeced at 1% level of significant. Thus, there is strong association between the age of respondents and their perception towards the given statement.

 Table 4.17.2: Association between Gender and Children insist on buying advertised products

Gender	Children ir	Children insist on buying advertised products								
Uchider	Negative	Total	%							
Male	30	81.08	23	58.97	187	47.58	240	51.17		
Female	7	18.92	16	41.03	206	52.42	229	48.83		
Total	37	7.88	39	8.31	393	83.79	469	100		
Pearson Chi-square Value = 16.223, df = 2, P Value = 0.000										

The above table exhibits the association between the gender and their perception toward the statement that children insist on buying advertising product. By observing the above table, among the total 469 respondents, 187 male and 206 female agreed with the statement and 30 male and 7 female disagreed with the statement that their perception toward the statement that children insist on buying advertising product.

Following hypothesis was formulated regarding association between gender and their perception towards children's insisting behavior to purchase advertised products due to advertising.

.H₀: There is no association between gender and their perception towards children's insisting behavior to purchase advertised products due to advertising.

H₁: There is association between gender and their perception towards children's insisting behavior to purchase advertised products due to advertising.

In the above table, p value is 0.000 which is smaller than 0.05 that indicates null hypothesis is rejected at 1% level of significant. Thus it can be concluded that there is significance difference between the perception of male and female regarding the above mentioned statement i.e. children's insisting behavior to purchase advertised products due to advertising.

 Table 4.17.3: Association between Occupation and Children insist on buying advertised products

	Children	insist on	buying adv	vertised p	roducts			Total
Occupation	Negative	%	Neutral	%	Positive	%	Total	%
Employed	14	37.84	12	30.77	137	34.86	163	34.75
Professional	10	27.03	8	20.51	39	9.92	57	12.15
Unemployed	3	8.11	5	12.82	78	19.85	86	18.34
Trade	0	0.00	4	10.26	27	6.87	31	6.61
Housewife	0	0.00	4	10.26	42	10.69	46	9.81
Others	10	27.03	6	15.38	70	17.81	86	18.34
Total	37	7.88	39	8.31	393	83.79	469	100
Pearson Chi-S	Square Valu	e =23.098	8, df =10, 1	P value =	0.010			

The above result shows the occupation wise opinion of 469 respondents that children insist on buying advertising product. In the above table, 137 employed, 39 professional, 78 unemployed, 27 traders, 42 housewives, and 70 with others occupation agreed with the above statement. Likewise, 14 employed, 10 professional, 3 unemployed, and 10 with other occupation disagreed with the given statement.

Following hypothesis was formulated regarding association between occupation and their perception towards children's insisting behavior to purchase advertised products due to advertising.

.H₀: There is no association between occupation and their perception towards children's insisting behavior to purchase advertised products due to advertising.

H₁: There is association between occupation and their perception towards children's insisting behavior to purchase advertised products due to advertising.

As p value is 0.010 which is smaller than 0.05, it can be concluded that there null hypothesis is rejected at 1% level of significant and thus there is significance difference between the occupation and their perception towards the children's insisting behavior to purchase advertised products due to advertising.

Table 4.17.4: Marital Status and Children insist on buying advertised products

Marital	Children	Children insist on buying advertised products							
status	Negative	%	Neutral	%	Positive	%	Total	%	
Married	27	72.97	24	61.54	208	52.93	259	55.22	
Unmarried	10	27.03	15	38.46	179	45.55	204	43.50	
Divorced	0	0.00	0	0.00	6	1.53	6	1.28	
Total	37	7.88	39	8.31	393	83.79	469	100	
Pearson Chi-Square Value = 6.843, df = 4, P Value = 0.144									

From the above result, it comes to know that 208 married, 179 unmarried and 6 divorced respondents agreed with the statement that children insist on buying advertised products. Likewise, 27 married, 10 unmarried respondents disagreed with the statement.

Following hypothesis was formulated regarding association between marital status and their perception towards children's insisting behavior to purchase advertised products due to advertising.

.H₀: There is no association between marital sttus and their perception towards children's insisting behavior to purchase advertised products due to advertising.

H₁: There is association between marital status and their perception towards children's insisting behavior to purchase advertised products due to advertising.

On the above table, p value is 0.144 which is higher than 0.05. So, it can be concluded that null hypothesis is accepted at 5% level of significance. Thus, there is no relationship between marital status and their opinion regarding the statement that children insist on buying advertised products.

 Table 4.17.5: Association between Family Type and Children insist on buying advertised products

Family	Children i	Children insist on buying advertised products							
Туре	Negative	%	Neutral	%	Positive	%	Total	%	
Single	25	67.57	24	61.54	301	76.59	350	74.63	
Joint	12	32.43	15	38.46	92	23.41	119	25.37	
Total	37	7.88	39	8.31	393	83.79	469	100	
Pearson Chi-Square Value = 5.302 , df = 2 , P Value = 0.071									

The above table shows the family type wise opinion of 469 respondents regarding the statement that children insist on buying advertised products. In the above table, 301 respondents from single family and 92 respondents from joint family agreed with the statement and 25 respondents from single family and 12 respondents from joint family disagreed with statement.

Following hypothesis was formulated regarding association between types of family and their perception towards children's insisting behavior to purchase advertised products due to advertising.

.H₀: There is no association between types of family and their perception towards children's insisting behavior to purchase advertised products due to advertising.

H₁: There is association between types of family and their perception towards children's insisting behavior to purchase advertised products due to advertising.

In the above result, p value is 0.071 which is higher than 0.05, it can be concluded that null hypothesis is accepted at 5% level of significant. Thus, there is no association between type of family and their opinion about the statement that children insist on buying advertised products.

 Table 4.17.6: Association between No. of Children and Children insist on

 buying advertised products

No. of	Children i	nsist on b	uying adv	ertised pro	oducts			Total		
Children	Negative	%	Neutral	%	Positive	%	Total	%		
One	6	16.22	8	20.51	104	26.67	118	25.32		
Two	18	48.65	22	56.41	168	43.08	208	44.64		
Three	8	21.62	3	7.69	60	15.38	71	15.24		
Four	4	10.81	4	10.26	28	7.18	36	7.73		
Five	1	2.70	1	2.56	17	4.36	19	4.08		
No	0	0.00	1	2.56	13	3.33	14	3.00		
Total	37	7.93	39	8.36	390	83.69	466	100		
Pearson C	Pearson Chi-Square Value = 8.529, df = 10, P Value = 0.577									

The above table shows relationship between number of children in the family and respondents' perception on statement that children insist on buying advertised products. In the above table, 104 respondents with one child, 168 respondents with two children, 60 respondents with three children, 28 respondents with four children, 17 respondents with five children and 13 respondents with no children agreed with the statement. Similarly, 6 respondents with one child, 18 respondents with two children, 8 respondents with three children, 4 respondents with four children, 1 respondent with five children and zero respondents with no children disagreed with the above statement.

Following hypothesis was formulated regarding association between number of children in family and their perception towards children's insisting behavior to purchase advertised products due to advertising.

.H₀: There is no association between number of children in family and their perception towards children's insisting behavior to purchase advertised products due to advertising.

 H_1 : There is association between number of children in family and their perception towards children's insisting behavior to purchase advertised products due to advertising.

As p value is 0.577 which is greater than 0.05, it can be concluded that null hypothesis is accepted at 5% level of significance. Thus, there is no significant difference among the number of children wise perception that children insist on buying advertised products.

Qualificat	Children i	nsist on b	ouying adv	ertised pr	oducts			Total	
ion	Negative	%	Neutral	%	Positive	%	Total	%	
SLC	3	8.11	6	15.38	30	7.63	39	8.32	
+2	8	21.62	10	25.64	161	40.97	179	38.17	
Bachelors	9	24.32	9	23.08	108	27.48	126	26.87	
Masters	11	29.73	12	30.77	65	16.54	88	18.76	
M Phil	2	5.41	0	0.00	16	4.07	18	3.84	
Ph D	4	10.81	2	5.13	13	3.31	19	4.05	
Total	37	7.88	39	8.31	393	83.79	469	100	
Pearson Chi-Square Value = 20.996, df = 10, P Value = 0.021									

 Table 4.17.7: Association between Qualification and Children insist on buying advertised products

The above table shows the qualification wise response of 469 respondents about the statement that children insist on buying advertised products. In the above table, 30 SLC graduates, 161 plus two graduates, 108 bachelors, 65 masters, 16 M Phil and 13 Ph D holders agreed with the statement that children insist on buying advertised products. Similarly, 3 SLC graduates, 8 plus two graduates, 9 bachelors, 11 masters, 2 M Phil and 4 Ph D holders disagreed with the statement.

Following hypothesis was formulated regarding association between qualification and their perception towards children's insisting behavior to purchase advertised products due to advertising.

.H₀: There is no association between qualification and their perception towards children's insisting behavior to purchase advertised products due to advertising.

H₁: There is association between qualification and their perception towards children's insisting behavior to purchase advertised products due to advertising.

Since the p value is 0.021 which is lower than 0.05, indicates that null hypothesis is rejected at 5% level of significance. Thus, there is significant difference among the qualification of respondent and their perception towards the statement that children insist on buying advertised products.

	Frequency	Percent	Valid Percent	Cumulative Percent					
Negative	73	15.5	15.5	15.5					
Neutral	146	31.1	31.1	46.6					
Positive	251	53.4	53.4	100.0					
Total	470	100.0	100.0						
Pearson C	Pearson Chi-Square Value = 102.209 , df = 2, P Value = 0.000								

 Table 4.18: Advertisements make children clever

The above table shows the opinion of 470 respondents about the statement that advertisements make children clever. In the above table, 251 respondents agreed, 146 neither agreed nor disagreed and 73 respondents disagreed that advertisements make children clever.

Following hypothesis was formulated regarding association between advertising and clever children

H₀: There is no association between advertising and clever.

H₁: There is association between advertising and clever children.

As majority of respondents are agreed with the statement and p value is 0.000 which is smaller than 0.05 indicates that null hypothesis is rejected at 1% level of significance. So there is strong evidence that advertisements make children clever.

Age	Advertise	ments ma	ake childro	en Clevei	-			Total	
Age	Negative	%	Neutral	%	Positive	%	Total	%	
Below 25	28	38.36	78	53.42	92	36.65	198	42.13	
25-34	15	20.55	27	18.49	55	21.91	97	20.64	
35-44	12	16.44	25	17.12	58	23.11	95	20.21	
45 & above	18	24.66	16	10.96	46	18.33	80	17.02	
Total	73	15.53	146	31.06	251	53.40	470	100	
Pearson Chi-Square Value = 15.127, df =6, P Value = 0.019									

 Table 4.18. 1 Association between Age and Advertisements make children Clever

The above table shows the association between the age of respondents and their opinion regarding the statement that advertisements make children clever. In the above table, 92 respondent of below 25 age, 55 respondents 25-34 age group, 58 respondents of 35 to 44 age group, 46 respondents of 45 and above age group agreed with the statement that advertisements make children clever. Again, 28 respondent from below 25 age, 15 respondents of 25-34 age group, 12 respondents from 35-44 age group and 18 respondent from 45 & above age group disagreed with the statement.

Following hypothesis was formulated regarding association between age and their perception towards clever children due to advertising.

.H₀: There is no association between age and their perception towards clever children due to advertising.

 H_1 : There is association between age and their perception towards clever children due to advertising.

Since the p value is 0.019 which is lower than 0.05, it is concluded that null hypothesis is rejected at 5% level of significance. Thus, there is strong association

between the age of respondents and their perception towards the statement that advertisements make children clever.

Table 4.18.	2: Association	between	Gender	and	Advertisements	make	children
Clever							

Gender	Advertise	nents m	ake childr	en Cleve	r			Total		
Ochidei	Negative	%	Neutral	%	Positive	%	Total	%		
Male	39	53.42	68	46.58	134	53.39	241	51.28		
Female	34	46.58	78	53.42	117	46.61	229	48.72		
Total	73 15.53 146 31.06 251 53.4 470 100									
Pearson Chi-square Value = 1.874 , df = 2 , P Value = 0.392										

The above table exhibits the association between the gender and their perception on the statement that advertisements make children clever. By observing the above table, among the total 470 respondents, 134 male and 117 female agreed with the statement and 39 male and 34 female disagreed with the statement that advertisements make children clever.

Following hypothesis was formulated regarding association between gender and their perception towards clever children due to advertising.

 H_0 : There is no association between gender and their perception towards clever children due to advertising.

 H_1 : There is association between gender and their perception towards clever children due to advertising.

The p value is 0.392 which is higher than 0.05. Thus it can be concluded that null hypothesis is accepted at 5% level of significance. Thus, there is no association between the perception of male and female regarding the statement that advertisements make children clever.

	Advertise	ements r	nake child	ren Clev	er			Total	
Occupation	Negative	%	Neutral	%	Positive	%	Total	%	
Employed	27	36.99	49	33.56	88	35.06	164	34.89	
Professional	8	10.96	10	6.85	39	15.54	57	12.13	
Unemployed	11	15.07	34	23.29	41	16.33	86	18.30	
Trade	4	5.48	11	7.53	16	6.37	31	6.60	
Housewife	11	15.07	12	8.22	23	9.16	46	9.79	
Others	12	16.44	30	20.55	44	17.53	86	18.30	
Total	73	15.53	146	31.06	251	53.4	470	100	
Pearson Chi-Square Value =12.464, df =10, P value = 0.255									

 Table 4.18.3: Association between Occupation and Advertisements make

 children Clever

The above result shows the occupation wise opinion of 470 respondents about the statement that advertisements make children clever. In the above table, 88 employed, 39 professional, 41 unemployed, 16 traders, 23 housewives, and 44 with others occupation agreed with the above statement. Likewise, 27 employed, 8 professional, 11 unemployed, 4 traders, 11 housewives, and 12 with other occupation disagreed about the statement that advertisements make children clever.

Following hypothesis was formulated regarding association between occupation and their perception towards clever children due to advertising.

 H_0 : There is no association between occupation and their perception towards clever children due to advertising.

 H_1 : There is association between occupation and their perception towards clever children due to advertising.

As p value is 0.255 which is higher than 0.05, it can be concluded that null hypothesis is accepted at 5% level of significance. Thus, there is no association

between occupation and their perception towards the statement that advertisements make children clever.

Marital	Advertise	ements m	ake childr	en Clever				Total
status	Negative	%	Neutral	%	Positive	%	Total	%
Married	39	53.42	68	46.58	134	53.39	241	51.28
Unmarried	34	46.58	78	53.42	117	46.61	229	48.72
Divorced	1	1.37	2	1.37	3	1.20	6	1.28
Total	73	15.53	146	31.06	251	53.4	470	100
Pearson Chi-Square Value = 4.445, df = 4, P Value = 0.349								

 Table 4.18.4: Association between Marital Status and Advertisements make

 children Clever

From the above result, it comes to know that 134 married, 117 unmarried and 3 divorced respondents agreed with the statement. Likewise, 39 married, 34 unmarried and 1 divorced respondents disagreed with the statement that advertisements make children clever.

Following hypothesis was formulated regarding association between marital status and their perception towards clever children due to advertising.

 H_0 : There is no association between marital status and their perception towards clever children due to advertising.

H₁: There is association between marital status and their perception towards clever children due to advertising.

In the above table, p value is 0.349 which is greater than 0.05. So, it can be concluded that null hypothesis is accepted at 5% level of significance. Thus, there is no significant relationship between marital status and their opinion regarding the given statement i.e. advertising makes children clever.

Family	Advertiser	ments m	ake childro	en Clever				Total
Туре	Negative	%	Neutral	%	Positive	%	Total	%
Single	53	72.60	109	74.66	189	75.30	351	74.68
Joint	20	27.40	37	25.34	62	24.70	119	25.32
Total	73	15.53	146	31.06	251	53.4	470	100
Pearson Chi-Square Value = 0.217 , df = 2, P Value = 0.897								

 Table 4.18.5: Association between Family Type and Advertisements make

 children Clever

The above table shows the family type wise opinion of 470 respondents towards the statement that advertisements make children clever. In the above table, 189 respondents from single family and 62 respondents from joint family agreed with the statement and 53 respondents from single family and 20 respondents from joint family disagreed with statement.

Following hypothesis was formulated regarding association between types of family and their perception towards clever children due to advertising.

.H₀: There is no association between types of family and their perception towards clever children due to advertising.

H₁: There is association between types of family and their perception towards clever children due to advertising.

In the above result, p value is 0.897 which is higher than 0.05, it can be concluded that null hypothesis is accepted at 5% level of significance. Thus, there is no association between type of family and their opinion on the statement that advertisements make children clever.

No. of	Advertiser	ments m	ake childro	en Cleve	r			Total
Children	Negative	%	Neutral	%	Positive	%	Total	%
One	13	17.81	31	21.53	75	30.00	119	25.48
Two	32	43.84	65	45.14	111	44.40	208	44.54
Three	18	24.66	21	14.58	32	12.80	71	15.20
Four	3	4.11	16	11.11	17	6.80	36	7.71
Five	5	6.85	3	2.08	11	4.40	19	4.07
No	2	2.74	8	5.56	4	1.60	14	3.00
Total	73	15.63	144	30.83	250	53.53	467	100
Pearson Chi-Square Value = 21.167, df = 10, P Value = 0.020								

 Table 4.18.6: Association between No. of Children and Advertisements make

 children Clever

The above table shows relationship between number of children in the family and respondents' perception on the statement that advertisements make children clever. In the above table, 75 respondents with one child, 111 respondents with two children, 32 respondents with three children, 17 respondents with four children, 11 respondents with five children and 4 respondents with no children agreed with the statement. Similarly, 13 respondents with one child, 32 respondents with two children, 18 respondents with three children, 3 respondents with four children, 5 respondents with five children and 2 respondents with no children disagreed with the above statement.

Following hypothesis was formulated regarding association between number of children in family and their perception towards clever children due to advertising.

.H₀: There is no association between number of children in family and their perception towards clever children due to advertising.

 H_1 : There is association between number of children in family and their perception towards clever children due to advertising.

As p value is 0.020 which is smaller than 0.05, it can be concluded that null hypothesis is rejected at 5% level of significance. Thus, there is significant difference among the number of children wise perception of respondents about the statement that advertisements make children clever.

Qualificati	Advertise	ments m	ake childr	en Clever	•			Total
on	Negative	%	Neutral	%	Positive	%	Total	%
SLC	8	10.96	15	10.27	16	6.37	39	8.30
+2	23	31.51	59	40.41	98	39.04	180	38.30
Bachelors	27	36.99	43	29.45	56	22.31	126	26.81
Masters	11	15.07	24	16.44	53	21.12	88	18.72
M Phil	2	2.74	3	2.05	13	5.18	18	3.83
Ph D	2	2.74	2	1.37	15	5.98	19	4.04
Total	73	15.53	146	31.06	251	53.4	470	100
Pearson Chi-Square Value = 18.134, df = 10, P Value = 0.053								

 Table 4.18.7: Association between Qualification and Advertisements make

 children Clever

The above table shows the qualification wise opinion of 470 respondents about the statement that advertisements make children clever. In the above table, 16 SLC graduates, 98 plus two graduates, 56 bachelors, 53 masters, 13 M Phil and 15 Ph D holders agreed with the statement that advertisements make children clever. Similarly, 8 SLC graduates, 23 plus two graduates, 27 bachelors, 11 masters, 2 M Phil and 2 Ph D holders disagreed with the statement.

Following hypothesis was formulated regarding association between qualification and their perception towards clever children due to advertising.

.H₀: There is no association between qualification and their perception towards clever children due to advertising.

 H_1 : There is association between qualification and their perception towards clever children due to advertising.

Since the p value is 0.053 which is higher than 0.005, indicates that null hypothesis is accepted at 5% level of significance. Thus, there is no association between qualification of respondent and their opinion about the statement that advertisements make children clever.

	Frequency	Percent	Valid Percent	Cumulative Percent			
Negative	365	77.7	77.7	77.7			
Neutral	72	15.3	15.3	93.0			
Positive	33	7.0	7.0	100.0			
Total	470	100.0	100.0				
Pearson Chi-Square Value = 420.413, df = 2, P Value = 0.000							

Table: 4.19: All TV ads in children program must be banned

The above table depicts the opinion of 470 respondents about the statement that all ads in children program must be banned. Majority of the respondents did not agree with the statement. In the above table, 365 respondents disagreed with the statement and only 33 respondents agreed.

Following hypothesis was formulated regarding the statement that all TV ads in children program must be banned

H₀: TV ads in children program must be banned.

H₁: There is no need to ban TV ads in children program.

Since the p value is 0.000 which is smaller than 0.05, null hypothesis is rejected at 5% level of significance. Thus, it is concluded that there is no need to ban advertisement in children's program.

Δge	All TV ad	s in child	lren progra	am must	be banned		Tot	Total
nge	Negative	%	Neutral	%	Positive	%	al	%
Below	159	43.56	30	41.67	9	27.27	198	42.13
25								
25-34	75	20.55	12	16.67	10	30.30	97	20.64
35-44	78	21.37	14	19.44	3	9.09	95	20.21
45 &	53	14.52	16	22.22	11	33.33	80	17.02
above								
Total	365	77.65	72	15.31	33	7.02	470	100
Pearson C	hi-Square V	alue $= 1$	3.882, df	=6, P Va	lue = 0.03	1		

 Table 4.19.1: Association between Age and All TV ads in children program must

 be banned

The above table explains the association between the gender and their opinion on statement that all ads in children program must be banned. By observing the above table, among the total 470 respondents, 25 male and 8 female agreed with the statement and 181 male and 184female disagreed with the statement that all ads in children program must be banned.

Following hypothesis was formulated regarding association between gender and their perception towards statement that all TV ads in children program must be banned.

 H_0 : There is no association between gender and their perception towards the statement that all TV ads in children program must be banned.

 H_1 : There is association between gender and their perception towards the statement that all TV ads in children program must be banned.

The p value is 0.014 which is smaller than 0.05 which indicates null hypothesis is rejected at 5% level of significance. Thus it can be concluded that on the

basis of gender, there is significant difference among the perception of respondents about the statement that all ads in children program must be banned.

Table 4.19.3:	Association	between	Occupation	and	All	ΤV	ads	in	children
program must b	e banned								

	All TV ac	ds in chi	ldren prog	ram mu	st be banne	ed		Total
Occupation	Negative	%	Neutral	%	Positive	%	Total	%
Employed	129	35.34	22	30.56	13	39.39	164	34.89
Professional	47	12.88	5	6.94	5	15.15	57	12.13
Unemployed	67	18.36	11	15.28	8	24.24	86	18.30
Trade	22	6.03	7	9.72	2	6.06	31	6.60
Housewife	32	8.77	13	18.06	1	3.03	46	9.79
Others	68	18.63	14	19.44	4	12.12	86	18.30
Total	365	77.65	72	15.31	33	7.02	470	100
Pearson Chi-Square Value =12.589, df =10, P value = 0.248								

The above result shows the occupation wise opinion of 469 respondents about the statement that all ads in children program must be banned. In the above table, 13 employed, 5 professional, 8 unemployed, 2 trader, 1 housewife, and 4 with others occupation agreed with the above statement. Likewise, 129 employed, 47 professional, 67 unemployed, 22 traders, 32 housewives, and 68 with other occupation disagreed about the statement.

Following hypothesis was formulated regarding association between occupation and their perception towards statement that all TV ads in children program must be banned.

 H_0 : There is no association between occupation and their perception towards the statement that all TV ads in children program must be banned.

H₁: There is association between occupation and their perception towards the statement that all TV ads in children program must be banned.

As p value is 0.248 which is higher than 0.05, it can be concluded that null hypothesis is accepted at 5% level of significance. Thus, there is no association between occupation and their perception towards the statement that all ads in children program must be banned.

 Table 4.19.4:
 Marital Status and All TV ads in children program must be banned

Marital	All TV ac	ds in chil	d		Total			
status	Negative	%	Neutral	%	Positive	%	Total	%
Married	193	52.88	45	62.50	21	63.64	259	55.11
Unmarried	166	45.48	27	37.50	12	36.36	205	43.62
Divorced	6	1.64	0	0.00	0	0.00	6	1.28
Total	365	77.65	72	15.31	33	7.02	470	100
Pearson Chi-Square Value = 4.511 , df = 4 , P Value = 0.341								

From the above result, it comes to know that 21 married, 12 unmarried and zero divorced respondents agreed with the statement. Likewise, 193 married, 166 unmarried and 6 divorced respondents disagreed with the statement that all ads in children program must be banned.

Following hypothesis was formulated regarding association between marital status and their perception towards statement that all TV ads in children program must be banned.

 H_0 : There is no association between marital status and their perception towards the statement that all TV ads in children program must be banned.

 H_1 : There is association between marital status and their perception towards the statement that all TV ads in children program must be banned.

In the above table, p value is 0.341 which is higher than 0.05. So, it can be concluded that null hypothesis is accepted at 5% level of significance. Thus, there is no relationship between marital status and their opinion about the given statement that all ads in children program must be banned.

 Table 4.19.5: Association between Family Type and All TV ads in children program must be banned

Family	All TV ac	ds in chi	ldren prog	ram must	be banned			Total			
Туре	Negative	%	Neutral	%	Positive	%	Total	%			
Single	280	76.71	51	70.83	20	60.61	351	74.68			
Joint	85	23.29	21	29.17	13	39.39	119	25.32			
Total	365	65 77.65 72 15.31 33 7.02 470 100									
Pearson Chi-Square Value = 4.818, df = 2, P Value = 0.090											

The above table shows the family type wise opinion of 469 respondents regarding the statement that all ads in children program must be banned. In the above table, 20 respondents from single family and 13 respondents from joint family agreed with the statement and 280 respondents from single family and 85 respondents from joint family disagreed with statement.

Following hypothesis was formulated regarding association between types of family and their perception towards statement that all TV ads in children program must be banned.

 H_0 : There is no association between types of family and their perception towards the statement that all TV ads in children program must be banned.

H₁: There is association between types of family and their perception towards the statement that all TV ads in children program must be banned.

In the above result, p value is 0.090 which is higher than 0.05, it can be concluded that null hypothesis is accepted at 5% level of significance. Thus, there is no association between type of family and their opinion about the above mentioned statement.

No. of	All TV ad	ds in chile	lren progra	am must b	be banned			Total
Children	Negative	%	Neutral	%	Positive	%	Total	%
One	90	24.73	21	29.58	8	25.00	119	25.48
Two	166	45.60	28	39.44	14	43.75	208	44.54
Three	57	15.66	8	11.27	6	18.75	71	15.20
Four	23	6.32	10	14.08	3	9.38	36	7.71
Five	17	4.67	1	1.41	1	3.13	19	4.07
No	11	3.02	3	4.23	0	0.00	14	3.00
Total	364	77.94	71	15.20	32	6.85	467	100
Pearson Chi-Square Value = 9.820, df = 10, P Value = 0.456								

 Table 4.19.6: Association between No. of Children and All TV ads in children program must be banned

The above table shows relationship between number of children in the family and their opinion about the statement that all ads in children program must be banned. In the above table, 8 respondents with one children, 14 respondents with two children, 6 respondents with three children, 3 respondents with four children, 1 respondents with five children and zero respondents with no children agreed with the statement . Similarly, 90 respondents with one child, 166 respondents with two children, 57 respondents with three children, 23 respondents with four children, 17 respondents with five children and 11 respondents with no children disagreed with the above statement. Following hypothesis was formulated regarding association between number of children in family and their perception towards statement that all TV ads in children program must be banned.

 H_0 : There is no association between number of children in family and their perception towards the statement that all TV ads in children program must be banned.

 H_1 : There is association between number of children in family and their perception towards the statement that all TV ads in children program must be banned.

As p value is 0.456 which is greater than 0.05, it can be concluded that null hypothesis is accepted at 5% level of significance. Thus, there is no significant difference among the number of children wise perception of respondents about the statement that all ads in children program must be banned.

 Table 4.19.7: Qualification and All TV ads in children program must be banned

Qualificat	All TV ads	s in child	ren progra	ım must b	e banned			Total
ion	Negative	%	Neutral	%	Positive	%	Total	%
SLC	28	7.67	9	12.50	2	6.06	39	8.30
+2	150	41.10	21	29.17	9	27.27	180	38.30
Bachelors	89	24.38	28	38.89	9	27.27	126	26.81
Masters	68	18.63	10	13.89	10	30.30	88	18.72
M Phil	17	4.66	0	0.00	1	3.03	18	3.83
Ph D	13	3.56	4	5.56	2	6.06	19	4.04
Total	365	77.65	72	15.31	33	7.02	470	100
Pearson Chi-Square Value = 17.666, df = 10, P Value = 0.061								

The above table shows the qualification wise response of 469 respondents about the statement that all ads in children program must be banned. In the given table 2 SLC graduates, 9 plus two graduates, 9 bachelors, 10 masters, 1 M Phil and 2
Ph D holders agreed with the statement. Similarly, 28 SLC graduates, 150 plus two graduates, 89 bachelors, 68 masters, 17 M Phil and 13 Ph D holders disagreed with the statement.

Following hypothesis was formulated regarding association between qualification and their perception towards statement that all TV ads in children program must be banned.

 H_0 : There is no association between qualification and their perception towards the statement that all TV ads in children program must be banned.

 H_1 : There is association between qualification and their perception towards the statement that all TV ads in children program must be banned.

Since the p value is 0.061 which is higher than 0.05, indicates that null hypothesis is accepted at 5% level of significance. Thus, there is no association between qualification of respondent and their opinion about the statement that all ads in children program must be banned.

	Frequency	Percent	Valid Percent	Cumulative Percent
Negative	337	71.7	71.9	71.9
Neutral	89	18.9	19.0	90.8
Positive	43	9.1	9.2	100.0
Total	469	99.8	100.0	
Missing System	1	.2		
Total	470	100.0		
Pearson Chi-Squar	re = 319.949,	df = 2, P V	alue $= 0.000$	

Table 4.20: Advertisements targeted to children must be banned in TV

The above table exhibits the opinion of 469 respondents about the statement that advertisement targeted to children must be banned in television. In the table, only 43 respondents agreed with the statement and 337 respondents disagreed with the statement.

Following hypothesis was formulated regarding the statement that advertisement targeted to children must be banned on TV

H₀: advertisement targeted to children must be banned on TV

H₁: There is no need to ban advertisement targeted to children on TV

Since the p value is 0.000 which is smaller than 0.05, it is concluded that null hypothesis is rejected at 1% level of significance. Thus, there is no need to ban television advertisement targeted to children.

Table 4.20.1: Association between	een Age and	Advertisements	targeted to	children
must be banned in TV				

Advertisements targeted to children must be banned								Total
Age	Negative	%	Neutral	%	Positive	%	Total	%
Below 25	157	46.59	30	33.71	10	23.26	197	42.00
25-34	60	17.80	25	28.09	12	27.91	97	20.68
35-44	67	19.88	20	22.47	8	18.60	95	20.26
45 & above	53	15.73	14	15.73	13	30.23	80	17.06
Total	337	71.85	89	18.97	43	9.16	469	100
Pearson Chi-	Square Val	ue = 16.	653, df =6	, P Value	= 0.011			

The above table shows the association between age of respondents and their opinion about the statement that advertisement targeted to children must be banned in television. In the above table, 10 respondent of below 25 age, 12 respondents 25-34 age group, 8 respondents of 35 to 44 age group, 13 respondents of 45 and above age group agreed with the statement. Similarly, 157 respondent from below 25 age, 60

respondents of 25-34 age group, 67 respondents from 35-44 age group and 53 respondent from 45 & above age group disagreed with above mentioned statement.

Following hypothesis was formulated regarding association between age and their perception towards statement that advertisements targeted to children must be banned.

 H_0 : There is no association between age and their perception towards the statement that advertisements targeted to children must be banned on TV .

 H_1 : There is association between age and their perception towards the statement that advertisements targeted to children must be banned on TV.

Since the p value is 0.011 which is lower than 0.05, it is concluded that null hypothesis is rejected at 5% level of significance. Thus, there is strong association between the age of respondents and their perception towards about the statement that advertisement targeted to children must be banned in television.

 Table 4.20.2:
 Gender and Advertisements targeted to children must be banned

 in TV

Gender	Advertise	ements ta	argeted to	children n	nust be bai	nned		Total		
Ochidei	Negative%Neutral%Positive%									
Male	165	48.96	46	51.69	29	67.44	240	51.17		
Female	172	51.04	43	48.31	14	32.56	229	48.83		
Total	337	337 71.85 89 18.97 43 9.16 469 100								
Pearson (Chi-Square Value = 5.224 , df = 2, P Value = 0.073									

The above table explains the association between the gender and their perception towards the statement that advertisement targeted to children must be banned in television. By observing the above table, among the total 469 respondents, 29 male and 14 female agreed with the statement and 165 male and 172 female disagreed with the statement.

Following hypothesis was formulated regarding association between gender and their perception towards statement that advertisements targeted to children must be banned.

H₀: There is no association between gender and their perception towards the statement that advertisements targeted to children must be banned on TV.

 H_1 : There is association between gender and their perception towards the statement that advertisements targeted to children must be banned on TV.

The p value is 0.073 which is higher than 0.05. Thus, it can be concluded that null hypothesis is accepted at 5% level of significance. Thus, there is no association between the perception of male and female regarding the above mentioned statement.

Table 4.20.3: Occupation and Advertisements targeted to children must bebanned in TV

	Ads targe	eted to ch	/		Total			
Occupation	Negative	%	Neutral	%	Positive	%	Total	%
Employed	116	34.42	30	33.71	18	41.86	164	34.97
Professional	39	11.57	12	13.48	6	13.95	57	12.15
Unemployed	62	18.40	10	11.24	13	30.23	85	18.12
Trade	19	5.64	10	11.24	2	4.65	31	6.61
Housewife	35	10.39	10	11.24	1	2.33	46	9.81
Others	66	19.58	17	19.10	3	6.98	86	18.34
Total	337	71.85	89	18.97	43	9.16	469	100
Pearson Chi-S	Square Valu	ue =16.5	21, df =10), P valu	e = 0.086			

The above result shows the occupation wise opinion of 469 respondents about the statement that advertisement targeted to children must be banned in television. In the above table, 18 employed, 6 professional, 13 unemployed, 2 trader, 1 housewife, and 3 with others occupation agreed with the above statement. Likewise, 116 employed, 39 professional, 62 unemployed, 19 traders, 35 housewives, and 66 with other occupation disagreed with the above mentioned statement.

Following hypothesis was formulated regarding association between occupation and their perception towards statement that advertisements targeted to children must be banned.

 H_0 : There is no association between occupation and their perception towards the statement that advertisements targeted to children must be banned on TV.

H₁: There is association between occupation and their perception towards the statement that advertisements targeted to children must be banned on TV.

As p value is 0.086 which is higher than 0.05, it can be concluded that null hypothesis is accepted at 5% level of significance. Thus, there is no association between occupation and their perception towards advertisement targeted to children must be banned in television.

 Table 4.20.4: Association between Marital Status and Advertisements targeted to

 children must be banned in TV

Marital	Advertise	Advertisements targeted to children must be banned							
status	Negative	%	Neutral	%	Positive	%	Total	%	
Married	178	52.82	51	57.30	30	69.77	259	55.22	
Unmarried	154	45.70	38	42.70	12	27.91	204	43.50	
Divorced	5	1.48	0	0.00	1	2.33	6	1.28	
Total	337	71.85	89	18.97	43	9.16	469	100	

Pearson Chi-Square Value = 6.477, df = 4, P Value = 0.166

From the above result, it comes to know that 30 married, 12 unmarried and 1 divorced respondents agreed with the statement advertisement targeted to children must be banned in television. Likewise, 178 married, 154 unmarried and 5 divorced respondents disagreed with the statement.

Following hypothesis was formulated regarding association between marital status and their perception towards statement that advertisements targeted to children must be banned.

 H_0 : There is no association between marital status and their perception towards the statement that advertisements targeted to children must be banned on TV.

 H_1 : There is association between marital status and their perception towards the statement that advertisements targeted to children must be banned on TV.

In the above table, p value is 0.166 which is greater than 0.05. So, it can be concluded that null hypothesis is accepted at 5% level of significance. Thus, there is no association between marital status and their opinion regarding the advertisement targeted to children must be banned in television.

 Table 4.20.5: Association between Family Type and Advertisements targeted to

 children must be banned in TV

Family	Advertisements targeted to children must be banned in TV							
rype	Negative	%	Neutral	%	Positive	%	Total	%
Single	256	75.96	65	73.03	29	67.44	350	74.63
Joint	81	24.04	24	26.97	14	32.56	119	25.37
Total	337	71.85	89	18.97	43	9.16	469	100
Pearson C	hi-Square V	/alue= 1	.610, df = $($	2, P Val	ue = 0.447	1		

The above table shows the family type wise opinion of 469 respondents regarding their opinion on advertisement targeted to children must be banned in television. In the above table, 29 respondents from single family and 14 respondents from joint family agreed with the statement and 8 respondents from single family and 3 respondents from joint family disagreed with statement.

Following hypothesis was formulated regarding association between types of family and their perception towards statement that advertisements targeted to children must be banned.

 H_0 : There is no association between types of family and their perception towards the statement that advertisements targeted to children must be banned on TV .

H₁: There is association between types of family and their perception towards the statement that advertisements targeted to children must be banned on TV.

In the above result, p value is 0.447 which is higher than 0.05, it can be concluded that null hypothesis is accepted at 5% level of significance. Thus, there is no association between type of family and their opinion on advertisement targeted to children must be banned in television.

No. Ads targeted to children must be banned in TV of Total Negative Neutral % % Children % Positive Total % 84 9 One 25.07 26 29.21 21.43 119 25.54 Two 156 46.57 34 38.20 18 42.86 208 44.64 Three 48 14.33 16 17.98 7 16.67 71 15.24 19 9 10.11 8 19.05 36 7.73 Four 5.67 Five 17 5.07 2 2.25 0 0.00 19 4.08 2.79 No 11 3.28 2 2.25 0 0.00 13 Total 335 71.88 89 19.09 42 9.01 466 100 Pearson Chi-Square Value= 16.863, df = 10, P Value = 0.077

Table 4.20.6: No. of Children and Ad targeted to children must be banned in TV

The above table shows relationship between number of children in the family and respondents' perception on advertisement targeted to children must be banned in television. In the above table, 9 respondents with one children, 18 respondents with two children, 7 respondents with three children, 8 respondents with four children, zero respondent with five children and zero respondent with no children agreed with the statement . Similarly, 84 respondents with one child, 156 respondents with two children, 48 respondents with three children, 19 respondents with four children, 17 respondents with five children and11 respondents with no children disagreed with the above statement.

Following hypothesis was formulated regarding association between number of children in family and their perception towards statement that advertisements targeted to children must be banned.

 H_0 : There is no association between number of children in family and their perception towards the statement that advertisements targeted to children must be banned on TV.

 H_1 : There is association between number of children in family and their perception towards the statement that advertisements targeted to children must be banned on TV.

As p value is 0.077 which is greater than 0.05, it can be concluded that null hypothesis is accepted at 5% level of significance. Thus, there is no significant difference among the number of children wise perception on above mentioned statement.

Qualificat	Advertise	Advertisements targeted to children must be banned									
ion	Negative	%	Neutral	%	Positive	%	Total	%			
SLC	27	8.01	5	5.62	7	16.28	39	8.32			
+2	137	40.65	31	34.83	12	27.91	180	38.38			
Bachelors	84	24.93	32	35.96	9	20.93	125	26.65			
Masters	59	17.51	16	17.98	13	30.23	88	18.76			
M Phil	16	4.75	1	1.12	1	2.33	18	3.84			
Ph D	14	4.15	4	4.49	1	2.33	19	4.05			
Total	337	71.85	89	18.97	43	9.16	469	100			
Pearson Ch	Pearson Chi-Square Value = 16.252 , df = 10 , P Value = 0.093										

 Table 4.20.7: Association between Qualification and Advertisements targeted to

 children must be banned in TV

The above table shows the qualification wise response of 469 respondents on advertisement targeted to children must be banned in television. In the above table, 7 SLC graduates, 12 plus two graduates, 9 bachelors, 13 masters, 1 M Phil and 1 Ph D holders agreed with the statement and 27 SLC graduates, 137 plus two graduates, 84 bachelors, 59 masters, 16 M Phil and 14 Ph D holders disagreed with the statement.

Following hypothesis was formulated regarding association between qualification and their perception towards statement that advertisements targeted to children must be banned.

 H_0 : There is no association between qualification and their perception towards the statement that advertisements targeted to children must be banned on TV .

 H_1 : There is association between qualification and their perception towards the statement that advertisements targeted to children must be banned on TV.

Since the p value is 0.093 which is higher than 0.005, indicates that null hypothesis is accepted at 5% level of significance. Thus, there is no association

between qualification of respondent and their opinion on advertisement targeted to children must be banned in television.

	Frequency	Percent	Valid Percent	Cumulative Percent
Negative	81	17.2	17.2	17.2
Neutral	84	17.9	17.9	35.1
Positive	305	64.9	64.9	100.0
Total	470	100.0	100.0	
Pearson Chi	-Square Valu	e = 210.6	94, df = 2 , P Value	= 0.000

Table 4.21: TV ads affect vision power of children

The above table shows the opinion of 470 respondents about the statement that television advertisements affect the vision power of children. In the above table, 305 respondents agreed and 81 respondents disagreed with the statement.

Following hypothesis was formulated regarding the statement that television affects vision power of children

H₀: There is no association between advertising and vision power of children

H₁: There is association between advertising and vision power of children

As majority of respondents agreed and p value is also 0.000 which is smaller than 0.05, it can be concluded that null hypothesis is rejected at 5% level of significance. Thus, there is association between television advertisements and vision power of children.

Age	TV ads af	TV ads affect vision power of children								
Age	Negative	%	Neutral	%	Positive	%	Total	%		
Below 25	34	41.98	32	38.10	132	43.28	198	42.13		
25-34	16	19.75	14	16.67	67	21.97	97	20.64		
35-44	18	22.22	21	25.00	56	18.36	95	20.21		
45 & above	13	16.05	17	20.24	50	16.39	80	17.02		
Total	81	17.23	84	17.87	305	64.89	470	100		
Pearson Chi-	Pearson Chi-Square Value = 3.612, df =6, P Value = 0.729									

Table 4.21.1: Association between Age and TV ads affect vision power of children

The above table shows the association between age of respondents and their perception about the statement that television advertisements affect the vision power of children. In the above table, 132 respondent of below 25 age, 67 respondents 25-34 age group, 56 respondents of 35 to 44 age group, 50 respondents of 45 and above age group agreed with the statement that statement that television advertisements affect the vision power of children. Likewise, 34 respondent from below 25 age, 16 respondents of 25-34 age group, 18 respondents from 35-44 age group and 13 respondent from 45 & above age group disagreed with the statement.

Following hypothesis was formulated regarding association between age and their perception towards statement that TV advertisements affect the vision power of children.

 H_0 : There is no association between age and their perception towards the statement that TV advertisements affect the vision power of children.

 H_1 : There is association between qualification and their perception towards the statement that TV advertisements affect the vision power of children.

Since the p value is 0.729 which is greater than 0.05, it is concluded that null hypothesis is accepted at 5% level of significance. Thus, there is no association between the age of respondents and their perception towards above mentioned statement.

Gender	TV ads affe		Total						
Gender	Negative	%	Neutral	%	Positive	%	Total	%	
Male	49	60.49	41	48.81	151	49.51	241	51.28	
Female	32	39.51	43	51.19	154	50.49	229	48.72	
Total	81	17.23	84	17.87	305	64.89	470	100	
Pearson Chi-square Value = 3.341 , df = 2, P Value = 0.188									

 Table 4.21.2: Association between Gender and TV ads affect vision power of children

The above table explains the association between the gender and their opinion about television advertisements affect the vision power of children. By observing the above table, among the total 470 respondents, 151 male and 154 female agreed with the statement and 49 male and 32 female disagreed with the statement that television advertisements affect the vision power of children.

Following hypothesis was formulated regarding association between gender and their perception towards statement that TV advertisements affect the vision power of children.

H₀: There is no association between gender and their perception towards the statement that TV advertisements affect the vision power of children.

H₁: There is association between gender and their perception towards the statement that TV advertisements affect the vision power of children.

The p value is 0.188 which is higher than 0.05. Thus it can be concluded that null hypothesis is accepted at 5% level of significance. Thus, there is no association between the perception of male and female regarding the vision power of children and television advertisement.

	TV ads at			Total						
Occupation	Negative	%	Neutral	%	Positive	%	Total	%		
Employed	29	35.80	26	30.95	109	35.74	164	34.89		
Professional	8	9.88	4	4.76	45	14.75	57	12.13		
Unemployed	14	17.28	13	15.48	59	19.34	86	18.30		
Trade	5	6.17	9	10.71	17	5.57	31	6.60		
Housewife	11	13.58	10	11.90	25	8.20	46	9.79		
Others	14	17.28	22	26.19	50	16.39	86	18.30		
Total	81	17.23	84	17.87	305	64.89	470	100		
Pearson Chi-S	Pearson Chi-Square Value =15.419, df =10, P value = 0.118									

 Table 4.21.3: Association between Occupation and TV ads affect vision power of children

The above result shows the occupation wise opinion of 470 respondents about the vision power of children and television advertisement. In the above table, 109 employed, 45 professional, 59 unemployed, 17 traders, 25 housewives, and 50 with others occupation agreed with the above statement. Likewise, 29 employed, 8 professional, 14 unemployed, 5 traders, 11 housewives, and 14 with other occupation disagreed with the above mentioned statement.

Following hypothesis was formulated regarding association between occupation and their perception towards statement that TV advertisements affect the vision power of children.

 H_0 : There is no association between occupation and their perception towards the statement that TV advertisements affect the vision power of children.

H₁: There is association between occupation and their perception towards the statement that TV advertisements affect the vision power of children.

As p value is 0.118 which is higher than 0.05, it can be concluded that null hypothesis is accepted at 5% level of significance. Thus, there is no association between vision power of children and television advertisements.

 Table 4.21.4: Association between marital status and TV ads affect vision power

 of children

Marital	TV ads at	ffect visi			Total			
Status	Negative	%	Neutral	%	Positive	%	Total	%
Married	48	59.26	45	53.57	166	54.43	259	55.11
Unmarried	33	40.74	37	44.05	135	44.26	205	43.62
Divorced	0	0.00	2	2.38	4	1.31	6	1.28
Total	81	17.23	84	17.87	305	64.89	470	100
Pearson Chi-Square Value = 2.341 , df = 4, P Value = 0.673								

From the above result, it comes to know that 166 married, 135 unmarried and 4 divorced respondents agreed that television advertisements affect vision power of children. Likewise, 48 married, 33 unmarried and zero divorced respondents disagreed with the statement.

Following hypothesis was formulated regarding association between marital status and their perception towards statement that TV advertisements affect the vision power of children.

 H_0 : There is no association between marital status and their perception towards the statement that TV advertisements affect the vision power of children.

 H_1 : There is association between marital status and their perception towards the statement that TV advertisements affect the vision power of children.

In the above table, p value is 0.673 which is lower than 0.05. So, it can be concluded that null hypothesis is accepted at 5% level of significance. Thus, there is no association between marital status and their opinion on vision power of children and television advertisements.

Table 4.21.5:	Association	between	Family	Туре	and '	ΓV	ads	affect	vision	power
of children										

Family	TV ads at	ffect visi	on power	of child	ren			Total
Туре	Negative	%	Neutral	%	Positive	%	Total	%
Single	62	76.54	65	77.38	224	73.44	351	74.68
Joint	19	23.46	19	22.62	81	26.56	119	25.32
Total	81	17.23	84	17.87	305	64.89	470	100
Pearson Chi-Square Value= 0.720, df = 2, P Value = 0.698								

The above table shows the family type wise opinion of 470 respondents regarding television advertisement and vision power of children. In the above table, 224 respondents from single family and 81 respondents from joint family agreed with the statement and 62 respondents from single family and 19 respondents from joint family disagreed with statement.

Following hypothesis was formulated regarding association between types of family and their perception towards statement that TV advertisements affect the vision power of children.

 H_0 : There is no association between types of family and their perception towards the statement that TV advertisements affect the vision power of children.

H₁: There is association between types of family and their perception towards the statement that TV advertisements affect the vision power of children.

In the above result, p value is 0.698 which is higher than 0.05, it can be concluded that null hypothesis is accepted at 5% level of significance. Thus, there is no association between type of family and their opinion about vision power of children and television advertisements.

No. of	TV ads at	ffect visi	on power	of childre	en			Total	
Children	Negative	%	Neutral	%	Positive	%	Total	%	
One	23	28.75	18	21.68	78	25.65	119	25.48	
Two	26	32.5	44	53.01	138	45.39	208	44.53	
Three	19	23.75	10	1.20	42	13.81	71	15.20	
Four	4	5	3	3.61	29	9.53	36	7.70	
Five	5	6.25	8	9.63	6	1.97	19	4.06	
No	3	3.75	0	0	11	3.61	14	2.99	
Total	80	100	83	100	304	100	467	100	
Pearson C	Pearson Chi-Square Value= 27.033, df = 10, P Value = 0.003								

Table 4.21.6: Association between No. of Children and TV ads affect visionpower of children

The above table shows relationship between number of children in the family and respondents' perception on vision power of children and television advertisement. In the above table, 78 respondents with one child, 138 respondents with two children, 42 respondents with three children, 29 respondents with four children, 6 respondents with five children and 11 respondents with no children agreed with the statement. Similarly, 23 respondents with one child, 26 respondents with two children, 19 respondents with three children, 4 respondents with four children, 5 respondents with five children and 3 respondents with no children disagreed with the above statement.

Following hypothesis was formulated regarding association between number of children in family and their perception towards statement that TV advertisements affect the vision power of children.

 H_0 : There is no association between number of children in family and their perception towards the statement that TV advertisements affect the vision power of children.

 H_1 : There is association between number of children in family and their perception towards the statement that TV advertisements affect the vision power of children.

As p value is 0.003 which is smaller than 0.05, it can be concluded that null hypothesis is rejected at 1% level of significance. Thus, there is significant difference among the number of children wise perception of respondents about the statement TV ads affect vision power of children.

Qualificat	TV ads aff	fect visio	on power o	f childre	n			Total
ion	Negative	%	Neutral	%	Positive	%	Total	%
SLC	3	3.70	4	4.76	32	10.49	39	8.30
+2	25	30.86	42	50.00	113	37.05	180	38.30
Bachelors	26	32.10	21	25.00	79	25.90	126	26.81
Masters	24	29.63	14	16.67	50	16.39	88	18.72
M Phil	2	2.47	1	1.19	15	4.92	18	3.83
Ph D	1	1.23	2	2.38	16	5.25	19	4.04
Total	81	17.23	84	17.87	305	64.89	470	100
Pearson Chi-Square Value= 22.762, df = 10, P Value = 0.012								

 Table 4.21.7: Qualification and ads affect vision power of children

The above table shows the qualification wise response of 470 respondents about TV ads affect vision power of children. 32 SLC graduates, 113 plus two graduates, 79 bachelors, 50 masters, 15 M Phil and 16 Ph D holders agreed with the statement that TV ads affect vision power of children. Similarly, 3 SLC graduates, 25 plus two graduates, 26 bachelors, 24 masters, 2 M Phil and 1 Ph D holder disagreed with the statement.

Following hypothesis was formulated regarding association between qualification and their perception towards statement that TV advertisements affect the vision power of children.

 H_0 : There is no association between qualification and their perception towards the statement that TV advertisements affect the vision power of children.

 H_1 : There is association between qualification and their perception towards the statement that TV advertisements affect the vision power of children.

Since the p value is 0.012 which is smaller than 0.05, indicates that null hypothesis is rejected at 5% level of significance. Thus, there is significant difference among the perception of respondents about TV ads affect vision power of children.

Table 4.22: Children prefer to watch TV while eating

	Frequency	Percent	Valid Percent	Cumulative Percent				
Negative	25	5.3	5.3	5.3				
Neutral	48	10.2	10.2	15.5				
Positive	397	84.5	84.5	100.0				
Total	470	100.0	100.0					
Pearson Chi-Square Value= 554.711 , df = 10, P Value = 0.000								

The above table shows the opinion of 470 respondents about the statements that children prefer to watch television while eating. In the table, 397 respondents agreed and 25 respondents disagreed with the statement.

Following hypothesis was formulated regarding the statement that children prefer to watch TV while eating.

H₀: Children are indifferent while eating and watching TV

H₁: Children prefer to watch TV while eating.

Again, p value is 0.000 which is smaller than 0.05, it is concluded that null hypothesis is rejected at 1% level of significance. As majority of the respondents agreed with the statement; there is strong association between television and eating habit of children.

 Table 4.22.1: Association between Age and Children prefer to watch TV while

 eating

Age	Children	prefer to	watch TV	while ea	ting			Total	
Age	Negative	%	Neutral	%	Positive	%	Total	%	
Below 25	5	20.00	12	25.00	181	45.59	198	42.13	
25-34	7	28.00	14	29.17	76	19.14	97	20.64	
35-44	10	40.00	8	16.67	77	19.40	95	20.21	
45 & above	3	12.00	14	29.17	63	15.87	80	17.02	
Total	25	5.32	48	10.21	397	84.47	470	100	
Pearson Chi-Square Value= 20.269, df =6, P Value = 0.002									

The above table shows the association between age of respondents and their perception about the statement that children prefer to watch television while eating. In the above table, 181 respondent of below 25 age, 76 respondents 25-34 age group, 77 respondents of 35 to 44 age group, 63 respondents of 45 and above age group agreed with the statement that children prefer to watch television while eating.

Similarly, 5 respondent from below 25 age, 7 respondents of 25-34 age group, 10 respondents from 35-44 age group and 3 respondent from 45 & above age group disagreed with the statement.

Following hypothesis was formulated regarding association between age and their perception towards statement that children prefer to watch television while eating.

 H_0 : There is no association between age and their perception towards the statement that children prefer to watch television while eating.

.H₁: There is association between age and their perception towards the statement that children prefer to watch television while eating.

Since the p value is 0.002 which is lower than 0.05, it is concluded that null hypothesis is rejected at 1% level of significance. Thus, there is strong association between the age of respondents and their perception towards the statement that children prefer to watch television while eating.

 Table 4.22.2: Association between Gender and Children prefer to watch TV

 while eating

Gender	Children p	orefer to	watch TV v	while eati	ng			Total
	Negative	%	Neutral	%	Positive	%	Total	%
Male	18	72.00	33	68.75	190	47.86	241	51.28
Female	7	28.00	15	31.25	207	52.14	229	48.72
Total	25	5.32	48	10.21	397	84.47	470	100
Chi-square Value = 12.019 , df = 2, P Value = 0.002								

The above table explains the association between the gender and the statement about the children's preference to watch television while eating. By

observing the above table, among the total 470 respondents, 190 male and 207 female agreed with the statement and 18 male and 7 female disagreed with the statement that children's preference to watch television while eating.

Following hypothesis was formulated regarding association between gender and their perception towards statement that children prefer to watch television while eating.

H₀: There is no association between gender and their perception towards the statement that children prefer to watch television while eating.

.H₁: There is association between gender and their perception towards the statement that children prefer to watch television while eating.

The p value is 0.002 which is smaller than 0.05. Thus it can be concluded that null hypothesis is rejected at 1% level of significance. Thus, there is strong association between the perception of male and female regarding children's preference to watch television while eating.

	Children	prefer to v	watch TV	while ea	ting			Total	
Occupation	Negative	%	Neutral	%	Positive	%	Total	%	
Employed	11	44.00	19	39.58	134	33.75	164	34.89	
Professional	1	4.00	10	20.83	46	11.59	57	12.13	
Unemployed	5	20.00	1	2.08	80	20.15	86	18.30	
Trade	5	20.00	4	8.33	22	5.54	31	6.60	
Housewife	1	4.00	5	10.42	40	10.08	46	9.79	
Others	2	8.00	9	18.75	75	18.89	86	18.30	
Total	25	5.32	48	10.21	397	84.47	470	100	
Pearson Chi-Square Value =23.322, df =10, P value = 0.010									

 Table 4.22.3: Association between Occupation and Child prefers to watch TV

 while eating

The above result shows the occupation wise opinion of 470 respondents about the children preference to watch television while eating. In the above table, 134 employed, 46 professional, 80 unemployed, 22 traders, 40 housewives, and 75 with others occupation agreed with the above statement. Likewise, 11 employed, 1 professional, 5 unemployed, 5 traders, 1 housewife, and 2 with other occupation disagreed with above mentioned statement.

Following hypothesis was formulated regarding association between occupation and their perception towards statement that children prefer to watch television while eating.

 H_0 : There is no association between occupation and their perception towards the statement that children prefer to watch television while eating.

.H₁: There is association between occupation and their perception towards the statement that children prefer to watch television while eating.

As p value is 0.010 which is smaller than 0.05, it can be concluded that null hypothesis is rejected at 1% level of significance. Thus, there is significant difference among the various occupations and their perception towards the given statement.

Table 4.22.4: Association between Marital Status and watch TV while eating

Marital	Children	prefer to	watch TV	while ea	ting			Total
status	Negative	%	Neutral	%	Positive	%	Total	%
Married	20	80.00	36	75.00	203	51.13	259	55.11
Unmarried	5	20.00	12	25.00	188	47.36	205	43.62
Divorced	0	0.00	0	0.00	6	1.51	6	1.28
Total	25	5.32	48	10.21	397	84.47	470	100
Pearson Chi-Square Value = 16.782 , df = 4, P Value = 0.002								

From the above result, it comes to know that 203 married, 188 unmarried and

6 divorced respondents agreed with the statement that children prefer to watch TV

while eating. Likewise, 20 married, 5 unmarried and no divorced respondents disagreed with the statement.

Following hypothesis was formulated regarding association between marital status and their perception towards statement that children prefer to watch television while eating.

 H_0 : There is no association between marital status and their perception towards the statement that children prefer to watch television while eating.

.H₁: There is association between marital status and their perception towards the statement that children prefer to watch television while eating.

In the above table, p value is 0.002 which is lower than 0.05. So, it can be concluded that null hypothesis is rejected at 1% level of significance. Thus, there is association between marital status and their opinion with the statement that children prefer to watch TV while eating.

 Table 4.22.5: Association between Family Type and Children prefer to watch TV

 while eating

Family	Children	prefer to	watch TV	V while e	ating			Total
Туре	Negative	%	Neutral	%	Positive	%	Total	%
Single	17	68.00	32	66.67	302	76.07	351	74.68
Joint	8	32.00	16	33.33	95	23.93	119	25.32
Total	25	5.32	48	10.21	397	84.47	470	100
Pearson Chi-Square Value= 2.626, df = 2, P Value = 0.269								

The above table shows the family type wise opinion of 470 respondents regarding children preference to watch TV while eating. In the above table, 302 respondents from single family and 95 respondents from joint family agreed with the

statement and 17 respondents from single family and 8 respondents from joint family disagreed with statement.

Following hypothesis was formulated regarding association between types of family and their perception towards statement that children prefer to watch television while eating.

 H_0 : There is no association between types of family and their perception towards the statement that children prefer to watch television while eating.

.H₁: There is association between types of family and their perception towards the statement that children prefer to watch television while eating.

In the above result, p value is 0.269 which is higher than 0.05, it can be concluded that null hypothesis is accepted at 5% level of significance. Thus, there is no association between type of family and their opinion that children prefer to watch TV while eating.

				I.	1			
No. of	Children	prefer to	watch TV	while e	ating			Total
Children	Negative	%	Neutral	%	Positive	%	Total	%
One	7	28.00	11	22.92	101	25.63	119	25.48
Two	12	48.00	24	50.00	172	43.65	208	44.54
Three	4	16.00	8	16.67	59	14.97	71	15.20
Four	2	8.00	2	4.17	32	8.12	36	7.71
Five	0	0.00	0	0.00	19	4.82	19	4.07
No	0	0.00	3	6.25	11	2.79	14	3.00
Total	25	3.35	48	10.27	394	84.36	467	100
Pearson Chi-Square Value= 7.629, df = 10, P Value = 0.665								

 Table 4.3.22.6: Association between No. of Children and prefer to watch TV

 while eating

The above table shows relationship between number of children in the family and respondents' perception on children prefer to watch TV while eating. In the above table, 101 respondents with one child, 172 respondents with two children, 59 respondents with three children, 32 respondents with four children, 19 respondents with five children and 11 respondents with no children agreed with the statement. Similarly, 7 respondents with one child, 12 respondents with two children, 4 respondents with three children, 2 respondents with four children, zero respondents with five children and zero respondents with no children disagreed with the above statement.

Following hypothesis was formulated regarding association between number of children in family and their perception towards statement that children prefer to watch television while eating.

 H_0 : There is no association between number of children in family and their perception towards the statement that children prefer to watch television while eating.

.H₁: There is association between number of children in family and their perception towards the statement that children prefer to watch television while eating.

As p value is 0.665 which is greater than 0.05, it can be concluded that null hypothesis is rejected at 5% level of significance. Thus, there is no significant difference among the number of children wise perception of respondents about children prefers to watch TV while eating.

Qualificat	Children prefer to watch TV while eating							Total
ion	Negative	%	Neutral	%	Positive	%	Total	%
SLC	4	16.00	9	18.75	26	6.55	39	8.30
+2	6	24.00	14	29.17	160	40.30	180	38.30
Bachelors	5	20.00	6	12.50	115	28.97	126	26.81
Masters	9	36.00	13	27.08	66	16.62	88	18.72
M Phil	0	0.00	4	8.33	14	3.53	18	3.83
Ph D	1	4.00	2	4.17	16	4.03	19	4.04
Total	25	5.32	48	10.21	397	84.47	470	100
Pearson Chi-Square Value= 27.462 , df = 10 , P Value = 0.002								

 Table 4.22.7: Association between Qualification and Children prefer to watch

 TV while eating

The above table shows the qualification wise response of 470 respondents about the children's preference to watch TV while eating. In the above result, 26 SLC graduates, 160 plus two graduates, 115 bachelors, 66 masters, 14 M Phil and 16 Ph D holders agreed with the statement that children prefer to watch TV while eating. Similarly, 4 SLC graduates, 6 plus two graduates, 5 bachelors, 9 masters, zero M Phil and 1 Ph D holder disagreed with the statement.

Following hypothesis was formulated regarding association between qualification and their perception towards statement that children prefer to watch television while eating.

 H_0 : There is no association between qualification and their perception towards the statement that children prefer to watch television while eating.

.H₁: There is association between qualification and their perception towards the statement that children prefer to watch television while eating.

Since the p value is 0.002 which is smaller than 0.05, indicates that null hypothesis is rejected at 1% level of significance. Thus, there is significant differences between the qualification of respondent and their opinion with the statement that children prefer to watch TV while eating.

On the basis of above analysis major findings, summary, conclusions and recommendations are discussed in chapter five.

CHAPTER - FIVE DISCUSSION

Findings of the study, based on the analysis of the data obtained through the self administered questionnaires, conclusions, recommendations and directions for future researchers are described and discussed in this chapter. The chapter discusses about the television viewing habits of the urban adults of the Kathmandu Valley and their perception towards the impact of advertising on children.

5.1 Major Findings

5.1.1 Watching Television with Children

It is observed that majority of the audience sometimes watch television with children. Among the 470 respondents, most of the audience(76.2%) sometimes watch television with children followed by 16% always and 7.6% never watch television with children.

On the basis of gender, among the 358 respondents who sometimes watch television with children are 55.11% male and 48.88% female. Again, among the 37 respondents who never watch television with children are 56.75% male and 43.24% are female.

Similarly, among the 358 respondents who sometimes watch television with children 154 respondents i.e.43% belong to below 25 of age, 63 respondents i.e. 18% belong to age group of 25-34, 75 respondents i.e. 21% belong to 35-44 age group and 66 respondents i.e. 18% belong to the age group of 45 or above. Thus,

majority of the respondents who watch television with children belongs to age group below 24 and 25-34 respectively.

Again, among the 75 respondents who always watch television with children are 64% married and 36% unmarried. Similarly, among the 358 respondents who sometimes watch television watch with children are 55.58% married, 43.29% unmarried.

From the family size perspective, majority of the respondent i.e. 208 respondents have two children in their family and among them 18.75% respondents always watch television with children , 74.51% respondents sometimes watch television with children and 6.73% respondents never watch television with children. Again, 119 respondents have one child in their family where 14.29 % always, 71.15% always and 7.56% never watch television with their children.

Similarly, from the angle of family type, among the total 470 respondents 74.86% belongs to single family and 25.31% belongs to joint family. Among the 351 respondents who belong to single family, 15.09% always watch television with children, 77.49% sometimes watch television with children and 7.4% never watch television with children. Similarly, among the 119 respondents who belong to joint family, 18.48% always watch television with children, 77.49% sometimes watch television with children.

From the view point of qualification of respondents, the study reveals that among the 470 total respondents, 38.29% who constitute the major group are +2graduates and then 26.8% are Bachelors. Among the 180 respondents who are +2graduates, 15.55% always watch television with children, 76.66% sometimes watch television with children and 7.77% never watch television with children. Similarly, among the 126 respondents who have Bachelors degree, 21.44% always watch television with children, 69.84% sometimes watch television with children and 8.73% never watch television with children.

5.1.2 Separate Room for Television

The study reveals that 62.97% have separate room for watching television, and 37.02% have not separate room to watch television. Among the 198 respondents who are below 25 of age, 65.65% have separate room for television and 34.34% have not separate room for television. Similarly, among the 97 respondents who belongs to 25 to 35 age group, 58.76% have separate room for television and 41.23% have not separate room to watch television. Again, 95 respondents who belongs to 35-45 age group, 58.94% have separate room and 41.05% have not separate room for watching television. Likewise, among the 80 respondents who are 45 and above age group, 66.25% have separate room and 33.75% have not separate room for watching television.

Similarly from gender perspective, among the 470 respondents, 62.97% have separate room for television and 37.02% do not have separate room to watch television. Among the 214 male respondents, 68.46% have separate room and 31.53% do not have separate room for television. Similarly, among the 229 female respondents, 57.20% have separate room and 42.79% do not have separate room for watching television.

From the family type perspective, among the 351 respondents who live in single family, 64.95% respondents have separate room for watching television and 35.04% response do not have separate room for watching television. Similarly, among the 119 respondents who live in joint family, 57.14% have separate room for

watching television and 42.85% do not have separate room for watching television. Thus, it is clear that in comparison to joint family single family have separate room for watching television.

5.1.3 Shopping with Children

The study examined the shopping behavior of respondents with children. Among the 470 respondents, only 14.47% disagreed with the statement. i.e. 201 respondents said yes, 68 respondents said no and remaining 201 said sometimes regarding shopping behavior which constitute 42.77%, 14.47% and 42.77% respectively.

Impact of advertising on children is also based on their shopping behavior with children. Thus, respondents were asked whether they go shopping with children or not. Among the 241 male respondents, 45.83% respondents said yes, 41.07% respondents said sometimes and 13.27% said no regarding shopping with children. Similarly, among the 229 female respondents, 39.73% said yes, 44.54% said sometimes and 15.72% said no about the shopping with children.

On the basis of family type, Among the 351 respondents who belong to single family, 39.03% said yes, 45.01% said sometimes and 15.95% said no regarding their shopping trip with children. Similarly, among the 119 respondents who belongs to joint family, 53.78% said yes, 36.13% said sometimes and 10.08% said no about the statement.

5.1.4 Impact of advertising on purchase decision

The study reveals that advertisement helps purchase decision. Among the 470 total respondents, only 9.79% did not agree with the statement, majority of the respondents fully (49.57%) or partially (40.64%) agreed with the statement.

From the view point of age of the respondents, among the 470 respondents, 42.12% belongs to below 25 which constitute the largest group where only 3.03% said no and 60.60% said yes and 36.36% said advertisements sometimes help them in making purchase decision.

From the gender-wise opinion of 470 respondents about advertisement and purchase decision whether it helps or not, only 9.78% respondents said no in which 9.95% male and 9.6% female denied the statement. Among the 241 male, 48.13% said yes and 41.9% said sometimes ads help them in making purchase decision. Similarly, among the 229 female respondents, 51.09% said yes, and 39.3% said sometimes it helps in purchase decision.

On the basis of marital status, among the 470 respondents only 9.78% disagreed with the statement and 49.57 agreed and 40.63% partially agreed that advertisements help them in their purchase decision. Among the 259 married 44.4% agreed and 42.08% partially agreed with the statement. Similarly, among the 205 unmarried respondents, 57.56% agreed and 38.04% partially agreed with the statement.

On the basis of type of family wise impact of advertising on purchase decision, among the 351 respondents who belong to single family, 49% said yes, 43.58% said sometimes and 7.4% said no impact of advertising on purchase decision

where as 119 respondents who belongs to joint family, 51.26% said yes, 31.93% said sometimes and 16.80% said no about the impact of advertising on purchase decision.

From the view point the occupation wise responses on impact of advertising in making purchase decision, majority of respondents are employed. Among the 164 employed respondents, 51.21% expressed their view as yes, 38.41% expressed their view as sometimes and 10.36% respondents expressed their view as no impact of advertising on purchase decision. Similarly, among the 86 respondents who are unemployed, 56.97% expressed their view as yes, 38.37% expressed their view as sometimes and 4.65% said no impact of advertising in their purchase decision.

From the number of children in family wise responses on impact of advertising in making purchase decision, among the 119 respondents with one children only 7.56% disagreed. Among the 208 respondents with two children, only 9.61% disagreed. And among the 71 respondents with three children, only 15.49% disagreed. Remaining all others fully or partially agreed with the statements.

From the view point of qualification of the respondents, among the 180 higher secondary passed respondents, 48.88% said yes, 45.55% said sometimes and 23.07% said no help in purchase decision by advertisements. Similarly, among the 126 bachelors passed respondents, 53.96% said yes, 35.71% said sometimes and 10.31% said no impact of advertising in purchase decision.

Among the 470 respondents, 63% have separate room for watching television and 37% do not have separate room to watch television in their house.

5.1.5 Media Preferred by Children

In the opinion of 470 respondents about the media preferred by children whether children prefer television or newspaper, 93.4% gave positive opinion that

children prefer television to newspaper, followed by 4.9% gave negative opinion that they disagreed with the statement and 1.7% respondents were neutral about the statement.

There is no association between age of the respondent and their perception about the media preferred by children.

From the gender perspective, 50.11% male and 49.89% agreed that children prefer television to newspaper. Although male respondents are slightly higher than female respondents, there is no significant difference between the perception of male and female respondents regarding the media preference of children.

On the basis of occupation-wise response of perception about the media preferred by children, 39% of professional disagreed and 34% employed agreed with the statement where P value is 0.004 which is lower than 0.05, it can be concluded that there is significance difference between occupation and their responses regarding media preferred my children.

Talking about the perception towards the media preferred by children, as P value is higher than 0.05, it gives strong evidence that there is no association between marital status, family type, number of children in family and their perception about the media preferred by children.

The study revealed that there is strong relationship between qualification of respondents and their perception towards children's preference to television or newspaper as the p value is lower than 0.05.

5.1.6 Advertisements help on buying children's product

In the opinion of 470 respondents about the statement whether the advertisements helps on buying children's product or not, 80% respondents agreed with the statement and only 3.4% of the respondents disagree with the statement, Since the p value is 0.000 which lower than 0.05, it is concluded that there is strong relationship between advertisement and buying children's products. Hence, there is significance influence of advertising on parent's purchase decision.

The study concluded that there is significance relationship between the age of respondents and their perception about impact of advertisements on buying children's product as P value is 0.006 which is lower than 0.05.

Again the study also concluded that there is no significance relationship between the gender, occupation, marital status, family type, no. of children in family and qualification of respondents and their perception about impact of advertisements on buying children's product as P value is higher than 0.05.

5.1.7 Advertising and care for children's choice while making a purchase decision

In the opinion of 469 respondents about the impact of advertising on respondents' care for children's choice while making purchase decision, 81.4% agreed, 16.2% neutral and only 2.3% disagreed with the given statement. Since the p value is 0.000 which is lower than 0.05, it indicates that there is strong association between advertising and respondents' care for their children's choice while making purchase decision.

The study concluded that there is no association between the age, gender, occupation, marital status, types of family and qualification of respondents and their perception towards the impact of advertising about their care while making purchase decision as P value is higher than 0.05. But is concluded that there is strong association between the number of children in respondents' family and their perception towards the impact of advertising about their care while making purchase decision as P value is 0.002 which is lower than 0.05.

5.1.8 Impact of Advertising on Children's Buying Choice

In the opinion of 470 respondents about the influence of advertising in children's buying choice, 83.6% agreed, 13% neutral and 3.4% disagreed with the statement. Thus, it comes to know that majority of the respondents agreed that advertisements influence children's buying choice. Since the p value is 0.000 which is lower than 0.05, it can be concluded that there is strong association between advertising and children's buying choices.

The study revealed that there is strong association between age of the respondents and their perception towards the impact of adverting on children's buying choice. The study also revealed that there is no association between gender, occupation, marital status, family type, no. of children in family, qualification of respondents and their perception toward the impact of advertising on children's buying choices as P values are higher than 0.05.

5.1.9 Children Recall the Content of the Ad

In the view of 469 respondents, majority of the respondents felt that children recall content from the television advertisements. 77.6% respondents agreed, 14.3% neutral and 8.1% disagreed with the above mentioned statement. Since p value is
0.000 which is lower than 0.05, it is concluded that there is strong relationship between television advertisement and children's recall capacity of television ad contents.

The study depicted that there is strong association between age, gender, occupation, marital status, number of children in family of respondents and their opinion regarding children recall content form TV ads as the p values are lower than 0.05.

The study depicted that there is no association between types of family, qualification of respondents and their opinion regarding children recall content form TV ads as P values are higher than 0.05.

5.1.10 Children try to Copy the Advertisements

Respondents were asked whether children try to copy the television advertisement. Among the 470 respondents, 75.7% respondents agreed, 17.2% respondents neither agreed nor disagreed and 7% respondents disagreed with the above mentioned statement that children try to copy advertisements. Since p value is 0.000 which is lower than 0.05, it can be concluded that there is strong evidence of impact of advertising on children as majority of the respondents have opined that children try to copy the ads.

The study revealed that there is strong association between age, gender, marital status, no. of children of the respondents and their perception towards the statement that children try to copy the television advertisements as P values are lower than 0.05.

Again, the study also revealed that there is no association between occupation, family type, qualification of the respondents and their perception about the children's behavior to copy the advertisements as p values are higher than 0.05.

5.1.11 Advertisements Enhance the Knowledge of Children

The study tried to examine the opinion of 470 respondents about the impact of advertising on children's knowledge. Majority of the respondents strongly agreed that advertisements enhance the knowledge of their children as 55.7% agreed, 10.9% disagreed and 33.4% neither agreed nor disagreed with the statement. As P value is 0.000 which is lower than 0.05. Thus, it can be concluded that there is strong association between television advertising and children's knowledge.

The study showed that there is strong association between gender and qualification of respondents and their opinion regarding impact of advertisements in children's knowledge as P values are lower than 0.05.

The study also showed there is no association between age, occupation, marital status, family type, no. of children of respondents and their opinion regarding advertisements and children's knowledge as P values are higher than 0.05.

5.1.12 Advertisements Impact Negatively to Behavior of Children

The study tried to explain the perception of respondents about the negative impact of advertising on children's behavior. In their opinion, 28.6% agreed, 45.5% neither agreed nor disagreed and 26% disagreed with the statement. Since the p value is 0.000 which is smaller than 0.05, it can be concluded there is significant relationship between advertisement and negative behavior of children.

The study showed that there is strong association between the age, gender, types of family, qualification of respondents and their opinion regarding negative behavior of children as the P values are lower than 0.05 but he study showed that there is the no association between the occupation, marital status, no. of children of respondents and their opinion regarding negative behavior of children as P values are higher than 0.05.

5.1.13 There is Parent-Child Conflict due to TV ads

In the opinion of 469 respondents about the impact of advertising as parentchild conflict, majority of respondents i.e. 53.6% respondents agreed, 23.8% respondents disagreed and 22.3% neither agreed nor disagreed about the parent-child conflicts due to television advertisements. P value is 0.000 which is smaller than 0.05, thus, it can be concluded that there is strong relationship between advertising and parent-child conflicts.

The study revealed that there is strong association between age, gender, occupation, marital status of respondents and their perception towards parent-child conflict due to advertising because P values are smaller than 0.05.

It is also revealed that there is no association between family type, no. of children, qualification of respondents and their perception towards parent-child conflict due to advertising because P values are higher than 0.05.

5.1.14 Advertisements Influence Children's Education Adversely

The study examined the opinion of 469 respondents about the impact of advertising on children's education. The study showed that, 215 respondents agreed, and 128 respondents disagreed with the statement. The majority of the respondents

i.e. 45.7% agreed with the statement. As p value is 0.000 which is lower than 0.05, there is strong association between adverting and children's adverse education.

The study showed the strong association between age, occupation, no. of children in respondents' family and their perception about the impact of advertising on the children's education as P values are smaller than 0.05 and the study also showed that there is no association between gender, marital status, family type, qualification of respondents and their perception about the impact of advertising on the children's education as P values are higher than 0.05.

5.1.15 Advertisements Influence the Children's Talent Positively

The study showed relationship between advertising and its impact on children's talent. Among the 469 respondents, majority of respondents agreed with the statement. In the study 43% agreed, 38.5% neutral and 18.3% disagreed that advertising influences the children's talent positively. Since the P value is 0.000 which is smaller than 0.05. Thus, it can be concluded that there is strong association between and advertising and children's talent.

The study depicted the strong association between gender, occupation, qualification of respondents and their perception about the influence of advertisements on children's talent because P values are smaller than 0.05. Again the study also depicted there is no association between age, marital status, family type, no. of children in the family of respondents their perception about the influence of advertisements on children's talent because P value is higher than 0.05.

5.1.16 Children Insist on Buying Advertised Products

The study tried to exhibit the opinion of 469 respondents about the impact of advertising on children where children insist on buying advertised products. In the study, 393 (83.6%) respondents agreed with the statement that children insist on buying advertising products. Similarly, 37 (7.9%) respondents disagreed with the statement. As the P value is 0.000 which is smaller than 0.05. Thus, it can be concluded that there is strong association between adverting and children's insisting behavior to purchase advertised product.

The study revealed that there is strong association between age, gender, occupation, qualification of respondents and their perception toward the statement that children insist on buying advertising product because P values are lower than 0.05. Similarly, the study also revealed that there is no association between marital status, family type, no. of children of respondents and their perception toward the statement that children insist on buying advertising product as P values are higher than 0.05.

5.1.17 Advertisements Make Children Clever

The study tried to show the relationship between the opinions of 470 respondents about the statement that advertisements make children clever. In the study, 251 (53.4%) respondents agreed, 146 (31.1%) neither agreed nor disagreed and 73 (15.5%) respondents disagreed that advertisements make children clever. As majority of respondents are agreed with the statement and p value is 0.000 which is smaller than 0.05, there is strong evidence that advertisements make children clever.

The study revealed that there is strong the association between the age, no. of children of respondents and their opinion regarding the statement that advertisements make children clever because P values are smaller than 0.05. Similarly, the study also revealed that there is no association between the gender, occupation, marital status, family type, qualification of respondents and their opinion regarding the statement that advertisements make children clever as P values are higher than 0.05.

5.1.18 All TV ads in Children's Program must be banned

The study depicted the opinion of 470 respondents about the statement that all ads in children's program must be banned. Majority of the respondents did not agree with the statement. In the study , 365 (77.7%) respondents disagreed, 72 (15.3%) neither agreed nor disagreed and only 33 (7%) respondents agreed with the statement. Since the p value is 0.000 which is smaller than 0.05 it is concluded that there is no need to ban advertisement in children's program.

The study showed that there is strong association between age, gender of respondents and their opinion about the statement that all ads in children program must be banned as P values are lower than 0.05.

The study showed that there is no association between occupation, marital status, family type, no. of children, qualification of respondents and their opinion about the statement that all ads in children program must be banned as P values are higher than 0.05.

5.1.19 Advertisements Targeted to Children must be Banned in TV

The study analyzed the opinion of 469 respondents about the statement that advertisement targeted to children must be banned in television. In the study only 43 (9.1%) respondents agreed,89 (18.9%) neither agreed nor agreed and 337

(71.7%)respondents disagreed with the statement. Since majority of the respondents disagreed with the statement and p value is 0.000 which is smaller than 0.05, it is concluded that there is no need to ban television advertisement targeted to children.

The study revealed that there is strong association between age of respondents and their opinion about the statement that advertisement targeted to children must be banned in television as p value is 0.011 which is smaller than 0.05. The study also revealed that there is no association between gender, occupation, marital status, family type, no. of children, qualification of respondents and their opinion about the statement that advertisement targeted to children must be banned in television as P values are higher than 0.05.

5.1.20 TV ads Affect Vision Power of Children

The study showed the opinion of 470 respondents about the statement that television advertisements affect the vision power of children. In the study, 305 (64.9%) respondents agreed,84 (17.9%) neither agreed nor agreed and 81(17.2%) respondents disagreed with the statement. As majority of respondents agreed and p value is also 0.000 which is smaller than 0.05, it can be concluded that there is strong association between television advertisements and vision power of children.

The study showed the strong association between no. of children, qualification of respondents and their perception about the statement that television advertisements affect the vision power of children as P values are smaller than 0.05. Again, he study also showed that there is no association between age, gender, occupation, family type, of respondents and their perception about the statement that television advertisements affect the vision power of children as P values are higher than 0.05.

5.1.21 Children Prefer to Watch TV While Eating

The study examined the opinion of 470 respondents about the statements that children prefer to watch television while eating. In the study, 397 (84.5%) respondent agreed, 48 (10.2%) neither agreed nor disagreed and 25 (5.3%) respondents disagreed with the statement. Again, p values is 0.000 which is smaller than 0.05 and majority of the respondents agreed with the statement; there is strong association between television and eating habit of children.

The study showed the strong association between age, gender, occupation, marital status, qualification of respondents and their perception about the statement that children prefer to watch television while eating as P values are lower than 0.05. Again, he study also showed the no association between family type, no. of children of respondents and their perception about the statement that children prefer to watch television while eating as P values are higher than 0.05

5.2 Summary

5.1.1 Marketing

Most people believe that marketing is only about the advertising and selling of products and services. Advertising and selling, however, are just two of the many marketing activities. In today's context, marketing must be understood not in the old sense of making a sale- "telling and selling"- but in the new sense of meeting customer needs profitably. In general, marketing activities are all those associated with identifying the particular wants and needs of a target market of customers, and then going about satisfying those customers better than the competitors. This involves doing marketing research on customers, analyzing their needs and then making strategic decisions about product design, pricing, promotion, and distribution. Thus, marketing deals with identifying and meeting human and social needs.

Thus, marketing is managing long term customer relationship by meeting their needs profitably to achieve organizational objectives.

5.1.2 Marketing Communication

Communication is transmitting, receiving, and processing information. Elements of communication are sender, encoding, message, channel, decoding, receiver, response, feedback and noise. Marketing communication or promotion is the coordination of all seller-initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea. Promotion is communicating information between seller and potential buyer or others in the channel to influence attitudes and behavior. It is one of the important P of marketing mix. It involves all the activities concerned with effectively communication mix is the set of all tools to promote a product. A company's total marketing communication mix – also called its promotion mix – consists of specific blend of advertising, sales promotion, public relations and direct marketing tools that the company uses to pursue its advertising and marketing objectives.

5.1.3 Advertising

Advertising is one of them. Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. It is mass communication process of persuading the prospects by convincing them to buy

products or services with increased satisfaction to the consumers and profit to the sponsors.

Advertisers have chosen television as the predominant medium for reaching customers to market to sell their products for long run. Television is not only the most important medium of advertising but is also the most important source of information and recreation for the masses. TV's superiority over other mediums of advertising is due to its tri-sensory appeal; auditory; visual and a kind of aesthetic that influences mentality of customers more strongly than any other media and its effects are enduring and everlasting. Television is the most visible medium of advertising.

Primary functions of advertising are: to increase sales, to persuade, dealers, to support middlemen, to increase per-capita use, receptiveness of new product or brand, insurance for manufacturer's business, confidence in quality, elimination of seasonal fluctuations, more business for all, rising of standard of living. Similarly, secondary functions of advertising are to encourage salesperson, to furnish information, to impress executives, feelings of security, to secure better employees etc.

Advertising is classified in various bases. On the basis of geographical spread, advertising can be classified as national advertising, regional advertising, local advertising and global advertising. On the basis of target audience, advertising is classified as consumer advertising, industrial advertising, trade advertising and professional advertising. On the basis of demand, advertising is classified as primary demand advertising and secondary demand advertising. On the basis of desired action, advertising is classified as direct action advertising and indirect action advertising. On the basis of media used, advertising is classified as indoor advertising outdoor advertising, direct advertising and display advertising. In addition to that other types of advertising are: advocacy advertising, comparative advertising, cooperative advertising, direct-mail advertising, informational advertising, institutional advertising, persuasive advertising, reminder advertising, specialty advertising etc.

History of media in Nepal is not very long as compared to other developing and developed countries. Nepal Television was started on 1985 January 20. According to MOIC there are 82 television station . 617 radio station and 6570 newspaper and magazine. Similarly, Nepal government has also issued licensed for the permission of 126 downlink channels. Number of cable service providers are 786.

Advertising market in Nepal is comparatively very small in comparison to developing and developed countries. According to AAN (2012), total adverting budget of Nepalese advertising industry is NRs. 4320 millions where share of television advertising is NRs. 865 millions.

Advertising is a tip of marketing iceberg. Television is a most powerful and influential media which offers latest, widest and most frequently used source of information for our children. Even though, most of the urban children have regular access with other media, only television is regarded as means of information and entertainment with strong human appeal irrespective of age, gender, education or income. Television is such a medium which attracts the attention of children from the age of three months, as it has edge of sight, sound, color, motion as compared to other media. Watching television is a prime leisure time activities for our urban children. This study will helpful to the advertisers to take the advertising decisions regarding message, media and money in advertising. Obviously it can facilitate government to determine act, rules and policies regarding advertising and media related decisions. This study will provide inputs for the researchers for further studies regarding these issues.

5.1.4 Statement of Problem

The study especially will surround and leads with the following aspects of advertising.

- What media is preferred my Nepalese children, television or newspaper?
- What is the television viewing habit of Nepalese audience?
- What about the cable television or dish home availability?
- What are the positive and negative impacts of advertisement on children about purchase, education, knowledge, parent-child conflict etc?
- What is the perception of people about advertisement and how they react to them?
- Should we ban television advertisement targeted to children?
- Is there is any relationship between television and eating habit of children?

5.1.5 Objectives to the Study

The specific objectives of the current study are as follows:

- i. To examine the television viewing behavior of Nepalese audiences
- To investigate the perception of audiences towards television advertising targeted at children and its impact on purchase behavior.
- To investigate the perception of audiences towards television advertising targeted at children and analyze its positive and negative impact on children.
- iv. To study the relationship between demographics and their opinion regarding impact of television advertising on children.
- v. To find out the Nepalese perception about restricting television advertising targeted to children.

5.1.6 Research methodology

This study is based on descriptive research which describes the audience's perception towards the impact of television advertisements on Nepalese children. The population of the study comprises of elder family members from urban areas of Kathmandu Valley who have at least SLC passed. Kathmandu Valley has chosen as the locale of the study where the maximum numbers of educated families are resided. Five hundred respondents, from the target audience, were selected from the twenty different locations of the urban areas of the Kathmandu Valley. The selected areas consist of ten prime locations from Kathmandu District and five prime locations from Bhaktapur District and Lalitpur district each. It was planned to select 500 respondents as sample size on the basis of convenience and judgmental basis. Because of the response error only 470 samples are included in the research. Data for the current research were collected mainly from primary sources. Field Survey method was used to collect primary data from the selected 500 respondents with the help of a self administered well framed set of closed ended questionnaires. Secondary data was also collected from various sources. The hypothesis and questionnaire were developed accordingly with the help of reviewed literature. The questionnaire was based on five point rating scale. Responses were collected and measured on a five point rating scale indicating 5 for "strongly agree", 4 for "agree", 3 for "neither agree nor disagree", 2 for "disagree" and indicating 1 for "strongly disagree". Preliminary draft of questionnaire was pre-tested on 50 respondents and finalized by addressing the feedback received from those respondents. The reliability of the questions for each variable were checked by the Cronbach's coefficient alpha which was 0.874. . It showed that the tool used to collect the primary data was reliable.

Among the 470 respondents, 241 respondents were male and remaining 229 were female. On the basis of age, 198 respondents were below 25 of age, 97 respondents were 25-34 years of age, 95 respondents were 35-44 years of age and 80 respondents were 45 and above. Similarly, on the basis of occupation, 164 respondents were employed, 57 respondents were professionals, 86 respondents were unemployed, 31 respondents were traders, 46 respondents were housewives and remaining 86 respondents were others group. On the basis marital status, 259 respondents were married, 205 respondents were unmarried and remaining 6 respondents were divorced. On the basis of types of family, 351 respondents belonged to single family and remaining 119 respondents belonged to joint family. On the basis of number of children in family, 119 respondents had one child, 208 respondents had two children, 71 respondents had three children, 36 respondents had four children, 19 respondents had five children and 14 respondents had no children. Likewise, on the basis of qualification, 39 respondents were SLC passed, 180 respondents were Plus 2 passed, 126 respondents were Bachelors level passed, 88 were Masters level passed, 18 respondents were M Phil passed and respondents remaining 19 respondents were Ph D holders.

Out of the 500 questionnaires distributed to the respondents, who participated in the survey, 25 questionnaires were not returned and 5 questionnaires were not in usable form as they did not provide complete responses demanded by the study. The response rate was 94% which was highly satisfactory as questionnaires were self administered. For data analysis, mathematical tool like percentage and statistical tools like mean and chi-square test were used for data analysis. The responses received was measured in 5 point rating scale, i.e. "5" strongly agree , "4" agree, "3" neither agree nor disagree, "2" disagree and "1" strongly disagree. After collecting data, strongly agree and agree were merged and strongly disagree and disagree were merged for the convenience of data interpretation. Thus, result is shown as agreed "3", neutral "2" and disagree "1" Computer software SPSS 18th version was used for data analysis.

5.1.7 Discussions

On the basis of above study, various conclusions were drawn regarding television viewing behavior and impact of television advertising on Nepalese children.

Most of the parents watch television with their children. Majority of the respondents have separate room for watching television. In comparison to joint family, single family has more separate room for watching television. Majority of the respondents go shopping with their children. Maximum number of married respondents goes to shopping with children in comparison to unmarried respondents.

It is concluded from the study that advertisements helps on purchase decision as majority of the respondents agreed with the statement. There is significance difference between age and impact of advertising on purchase decision. Impact on purchase decision is highest among the age group of below 25. And impact on unmarried is higher than married audiences.

The majority of audiences spend up to 3 hours each day for watch television. Television is the most popular medium as more than 93% respondents opined that children prefer television to newspaper. In the opinion of the elder people of the family, advertisements help on buying children product. And because of the advertisement, most of the people care for their children's choice while making purchase decision. On the basis of opinion of the majority of the respondents, the study concluded that advertisements influence children's buying choice.

Nepalese children recall content from the television advertisement as more than 77% respondents agreed with the statement. Most of the children try to copy the advertisement as more than 75% respondents expressed their view positively that children try to copy advertisements.

The study concluded from the study that advertisement enhance knowledge of our children. It also makes children clever. Thus, television advertisement has positive impact on Nepalese children as it is believed that television advertisement makes children clever and it also helps to enhance the knowledge of children. Male respondents are strongly agreed in this regard in comparison to female respondents.

One of the major issues in our society is about negatively behavior of our children because of television and advertisement it is concluded from the study that there is association between children's negative behavior and television advertisements. Children are highly influenced by television advertising and children also copy them. Thus, these facts also support to draw the conclusion that television advertisement impact negatively to the behavior of children. Children insist on buying advertised products and one of the reasons in family for parent child conflict is advertisement. There is strong relationship between advertising and parent-child conflict. Number of female response is higher than male in this matter.

Advertisement adversely affects children's education as majority respondents agreed with the statement and there is strong association between advertising and children's adverse education. Number of female response is higher than male in this matter also. Every parent wants their children to be talent. The study concluded that there is strong association between advertising and children's talent. Advertisements influence the children's talent positively. Male respondents are highly convinced about this statement in comparison to female respondents.

There is no need to ban television advertisement in children's program and there is no need to ban advertisement targeted to children as most of the respondents disagreed with the statement. Because of the television viewing behavior of children, on the basis of the opinion of respondents it is concluded that advertisement affects vision power of children. This conclusion is based only of the respondents perception and conclusion has drawn without medical evidence. Although there is no significant difference between the opinion of male and female response, Female positive response rate is slightly higher than male positive response.

Most of the people believe that children prefer to watch television while eating as there is strong association between television and eating habit of children.

Thus, in nutshell, television advertising has both positive as well as negative impact on children. Advertising is good servant but bad master.

5.3 Conclusion

On the basis of above discussion, various conclusions were drawn regarding television viewing behavior and impact of television advertising on Nepalese children.

• The study indicates that most of the parents watch television with their children.

- Majority of the respondents have separate room for watching television. It is clear from the study that in comparison to joint family, single family have more separate room for watching television.
- Majority of the respondents go shopping with their children. Maximum number of married respondents goes to shopping with children in comparison to unmarried respondents.
- It is concluded from the study that advertisements helps on purchase decision as majority of the respondents agreed with the statement. It is also concluded that there is significance difference between age and impact of advertising on purchase decision. Impact on purchase decision is highest among the age group of below 25. And impact on unmarried is higher than married audiences.
- The study concluded that majority of audiences spend up to 3 hours each day for watch television.
- Television is the most popular medium as more than 93% respondents opined that children prefer television to newspaper.
- It is concluded from the study that in the opinion of the elder people of the family, advertisements help on buying children product. And because of the advertisement, most of the people care for their children's choice while making purchase decision.
- On the basis of opinion of the majority of the respondents, the study concluded that advertisements influence children's buying choice.
- The study also concluded that children recall content from the television advertisement as more than 77% respondents agreed with the statement.

- Most of the children try to copy the advertisement as more than 75% respondents expressed their view positively that children try to copy advertisements.
- Knowledge is power. On the basis of opinion of the majority of the respondents, it is concluded from the study that advertisement enhance knowledge of our children. It also makes children clever. Thus, television advertisement has positive impact on Nepalese children as it is believed that television advertisement makes children clever and it also helps to enhance the knowledge of children. On the basis of study, it is also concluded that male respondents are strongly agreed in this regard in comparison to female respondents.
- One of the major issues in our society is about negatively behavior of our children because of television and advertisement it is concluded from the study that there is association between children's negative behavior and television advertisements. As most of the people agreed with the statement. Children are highly influenced by television advertising and children also copy them. Thus, these facts also support to draw the conclusion that television advertisement impact negatively to the behavior of children.
- It is also concluded form the study that children insist on buying advertised products and one of the reasons in family for parent child conflict is advertisement. The study concluded that there is strong relationship between advertising and parent-child conflict. Number of female response is higher than male in this matter.
- The study also concluded that advertisement adversely affects children's education as majority respondents agreed with the statement and there is

strong association between advertising and children's adverse education. Number of female response is higher than male in this matter also.

- Every parent wants their children to be talent. The study concluded that there
 is strong association between advertising and children's talent.
 Advertisements influence the children's talent positively. Male respondents
 are highly convinced about this statement in comparison to female
 respondents.
- There is no need to ban television advertisement in children's program and there is no need to ban advertisement targeted to children as most of the respondents disagreed with the statement.
- Because of the television viewing behavior of children, on the basis of the opinion of respondents it is concluded that advertisement affects vision power of children. This conclusion is based only of the respondents perception and conclusion has drawn without medical evidence. Although there is no significant difference between the opinion of male and female response. Female positive response rate is slightly higher than male positive response.
- It is also concluded form the study that most of the people believe that children prefer to watch television while eating. As there is strong association between television and eating habit of children.

Thus, in nutshell, television advertising has both positive as well as negative impact on children. Advertising is good servant but bad master.

5.4 Recommendations

On the basis of the study, following recommendations are worked out which will go in a line way to improve and enhance the areas covered during the study.

- i. As, the study reveals that most of the parents prefer to watch television with their children, they should interact with their children about the advertisements to minimize the negative impact of advertising. To minimize the negative the negative impact it is recommended to watch television with their children and always interact with them about the subject matter of the advertisement.
- ii. As most of the parents opined that advertisements influence children's education adversely, it is recommended to parents that they should watch educational program with their children which also enhance their knowledge and makes them clever. Parents should also control television watching hours and encourage their children to take part in other educational and sports related activities.
- iii. All advertisers should give due attention to above findings while designing advertising message. If advertisers are self-disciplined, most of the negative perception towards impact of television advertising on children will be eliminated.
- Till date, there is no separate advertising policy in Nepal. Thus, Nepal Government must prepare separate advertising policy as soon as possible and that policy must address various issued raised by parents.
- v. Nepal Government should not ban adverting targeted to children and advertising from children's television program, they should control and regulate it. Government should compel advertisers to use statutory directives to advertising targeted towards children like liquor and cigarette advertising

- vi. Advertising targeted to children from international channels must be controlled by Government to minimize the negative impact advertising.
- vii. Government, NGO and INGO should promote educational advertising to protect the children from the negative impact of advertising.
- viii. Media and Nepal Chalachitra Vikas Board must give sufficient attention to minimize the negative impact of advertising on children.

5.5 Directions for Future Researchers

Following are the recommendations for the further study who are interested to explore impact of advertising in Nepal:

- The scope of the study is limited to the geographical boundaries of Kathmandu Valley. Elaborative study can be carried out by including more geographical boundaries. Inter-city and comparative study can provide a better findings about the impact of television advertising on Nepalese children.
- ii. This study has considered only the educated and urban people of Kathmandu Valley. The study can be extended to rural as well as uneducated people to get the better picture about the perception about the impact of television advertising on Nepalese children.
- iii. This study has attempted to examine only the parental view about the impact of television advertising on children. Elaborative study can be conducted by including the view of children about the impact of television advertising.
- iv. This study is limited to the impact of television advertising on Nepalese children. The study can be further extended by considering radio

adverting, newspaper advertising, outdoor advertising or online advertising. Future researchers can also focus their study on teenagers, adults, females, senior citizens , students, employee, buyers etc. to examine the impact of advertising in Nepal.

- This study is time specific and brings out only the aspects of present era.
 Future researchers can conduct longitudinal studies or comparative study to get clear picture about the impact of advertising in Nepal
- vi. This study has attempted to examine the impact of television advertising from target audience perspective. Same study can be conducted from marketers' perspective, social perspective, economic perspective or environmental perspective.
- vii. Further research can also be conducted on message effectiveness, media effectiveness, money or advertisement budget effectiveness or sales impact.
- viii. Comparative study between the perception of parents and children about the impact of advertising can be conducted
- ix. Since the study has not been limited to specific brand or product, the study can be extended further focusing specific brand or product.

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Appendix I Questionnaires for pilot study

IMPACT OF TELEVISION ADVERTISING ON CHILDREN

Dear Sir/Madam,

Thank you for your attention towards my questionnaire.

This is a research questionnaire by a lecturer of Nepal Commerce Campus to prepare Ph D research work from K.N Modi University, Jaipur, Rajsthan, India . The research aims to learn about impact of television advertising on Nepalese children. The research aims to learn about impact of advertising in Nepal. Your opinion will represent the opinions of thousands of people much like yourself and will be great help of my research.

Your responses will be strictly confidential and data from this research will be reported only in the aggregate value. Your information will be coded and will remain confidential. If you have questions at any time about the survey or the procedures, you may contact me by email at the email address: thapazee@gmail.com.

Thank you very much for your time and support.

Gopal Thapa

Researcher

1. Name (Optional):							
2. Age : i. Below 25	ii. 25-	-34 Yrs	iii. 34-44	4 Yrs	iv. Above 45		
3. Gender:	i. Male		ii. Fema	le			
4. Occupation:	i. Employed	ii. Profession	al i	ii. Unemploy	red		
	iv. Trade	v. Ho	use wife	vi. Otl	hers		
5. Marital Status:	i. Married	ii. Un	married	iii. Divorced			
6. Types of Family:	i. Single Fam	ily	ii. Joint	Family			
7. No. of children in your fa	mily: i. One	e ii. Tv	vo i	ii. Three			
iv. Four v. Five iv							
8. Academic Qualification (Completed)	i. SLC.	i	i. +2	iii. Bachelors		
iv. Ma	asters	v. M Phil	iv. PhD	v. Oth	ers		
9. You watch TV with your	children	i. Always	ii. Some	times	iii. Never		
10. You have separate room	for TV in your	home.	i. Yes	ii. No			
11. You go for shopping wit	h your children	. i. Yes	i	i. No	iii. Sometimes		
12.Ads help you in making p	ourchase decision	on. i. Yes	i	i. No	iii. Sometimes		
13. Cable/dish home is avail	able at your ho	me. i. Yes	i	i. No			
14. Time spend for watching	g TV	i. Not more th	han 2 hrs	ii. 2-3	3 hours		
		iii. 3-4hrs	iv. More	e than 4hrs			

. For each item listed below, please, provide your level of agreement or disagreement on five-point scale:

5 = Strongly agree

- 2 = Agree
- **3** = Neither agree nor disagree
- 4 = Disagree
- 1 = Strongly disagree

Statements	Your Rating Score
15. Children prefer TV to Newspaper.	
16. Ads help on buying children's product.	
17. You care for your children's choice while making a purchase	
decision.	
18. Ads influence children's buying choices.	
19. Children try to copy the ads.	
20. Ads enhance the knowledge of your children.	
21. Ads impact negatively to behavior of your children.	
22. Ads influence children's education adversely.	
23. Ads influence the children's talent positively	
24. Children insist on buying advertising products.	

25. Ads make the children clever.	
26. All TV ads in children's program must be banned.	
27. Ads targeted to children must be banned in TV.	
28. TV ads affects vision power of children.	
29. Children prefer to watch TV while eating.	

Thank you for your kind cooperation

IMPACT OF TELEVISION ADVERTISING ON CHILDREN (Specimen of Questionnarie)

Dear Sir/Madam,

Thank you for your attention towards my questionnaire.

This is a research questionnaire by a lecturer of Nepal Commerce Campus to prepare Ph D research work from K.N Modi University, Jaipur, Rajsthan, India . The research aims to learn about impact of television advertising on Nepalese children. The research aims to learn about impact of advertising in Nepal. Your opinion will represent the opinions of thousands of people much like yourself and will be great help of my research.

Your responses will be strictly confidential and data from this research will be reported only in the aggregate value. Your information will be coded and will remain confidential. If you have questions at any time about the survey or the procedures, you may contact me by email at the email address: thapazee@gmail.com.

Thank you very much for your time and support.

Gopal Thapa

Researcher

1. Name (Optional):					
2. Age : i. Below 25	ii. 25-	34 Yrs	iii. 34-44 Yr	s iv. Above 45	5
3. Gender:	i. Male		ii. Female		
4. Occupation:	i. Employed	ii. Profession	al iii. U	nemployed	
	iv. Trade	v. Ho	use wife	vi. Others	
5. Marital Status:	i. Married	ii. Un	married iii. I	Divorced	
6. Types of Family:	i. Single Fami	ly	ii. Joint Fam	ily	
7. No. of children in your fa	mily: i. One	e ii. Tv	vo iii. T	hree	
	iv. Fou	ır v. Fiv	e iv		
8. Academic Qualification (Completed)	i. SLC.	ii. +2	iii. Bachelor	rs
iv. Ma	asters	v. M Phil	iv. PhD	v. Others	
9. You watch TV with your	children	i. Always	ii. Sometime	iii. Never	
10. You have separate room	for TV in your	home.	i. Yes	ii. No	
11. You go for shopping wit	h your children.	i. Yes	ii. No	iii. Sometim	nes
12.Ads help you in making p	ourchase decisio	on. i. Yes	ii. No	iii. Sometim	nes
13. Cable/dish home is avail	able at your hor	me. i. Yes	ii. No)	
14. Time spend for watching	; TV	i. Not more th	han 2 hrs	ii. 2-3 hours	
		iii. 3-4hrs	iv. More that	n 4hrs	

P.T.O.

.

For each item listed below, please, provide your level of agreement or disagreement on five-point scale:

5 = Strongly agree

- 2 = Agree
- **3** = Neither agree nor disagree
- 4 = Disagree
- 1 = Strongly disagree

Statements	Your Rating Score
15. Children prefer TV to Newspaper.	
16. Ads help on buying children's product.	
17. You care for your children's choice while making a	
purchase decision.	
18. Ads influence children's buying choices.	
19.Children recall content from the TV ads	
20. Children try to copy the ads.	
21. Ads enhance the knowledge of your children.	
22. Ads impact negatively to behavior of your children.	
23. There is parent-child conflict due to TV ads	
24. Advertisements influence children's education adversely	

25 Advertisements influence the children's talent positively	
26. Children insist on buying advertising products.	
27. Ads make the children clever.	
28. All TV ads in children's program must be banned.	
29. Ads targeted to children must be banned in TV.	
30. TV ads affect vision power of children.	
31. Children prefer to watch TV while eating.	

Thank you very much

ADVERTISING IN NEPAL: GOOD OR BAD

Gopal Thapa

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Abstract:

This study was undertaken to verify whether advertising is a waste of resources? 150 customers were randomly selected from Kathmandu Valley. The study revealed that more the advertising, more the demand and profit. However, firms do not share additional profit by reducing the prices but spend it further on advertising. They treat advertising expenditure as an investment and not the cost. Advertisements multiply needs of people by increasing unhealthy competition and forcing buyers to buy unnecessary products and promote artificial living, and at last it results in wasteful consumption of goods and services. Advertisements misinterpret facts to the consumer, use flowery language, make false comparisons and gives bogus testimonials to increase sale. Heavy advertisements create brand preferences, restrict free competition, eliminate small firms and encourages mightiest than best. Advertising create needless varieties and designs. It wastes natural, capital, and labour resources to a large extent. It also wastes stationary, time and energy. The paper suggests that the need of separate legislation governing advertising in Nepal

KEYWORDS:

Advertising, Hypothesis

INTRODUCTION:

In our day to day life, we find advertisements everywhere. Advertising is a paid form of nonpersonal presentation or promotion of ideas, goods or services, by an identified sponsor with a view to disseminate information concerning an idea, product or service. The form of advertisement differs from business to business. Advertisement has been defined differently by different persons.

According to William J. Stanton, "Advertising consists of all the activities involved in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding disseminated through one or more media and is paid for by an identified sponsor."

Advertisement is very important and powerful element of the promotion mix.

POSITIVE SIDES OF ADVERTISING:

Advertising has been praised for many things. The main need to advertising is that, it creates demand for the products of the company. It helps salesman to secure orders easily. It creates good image of the firm. It helps in introducing new product easily. It makes buying easy for the customer. It educates customers about the new products and their uses. It provides employment to a large number of people and sustains media. Mark Twain once said, "Many a small thing has been made large by the right kind of advertising."

NEGATIVE SIDES OF ADVERTISING:

On the other hand advertising has been criticized for many things. Donald R. Vance has once said "Advertising is selling Twinkies to adults." According to James Randolph Adams "The most common trouble with advertising is th, at it tries too hard to impress people." The main objection to advertising is that, it affects values, promotes materialism, and encourages new lifestyle not acceptable to society. Other objections include - It encourages sell of inferior and dubious products. Some advertisements are very bad in taste. They confuse rather than help. The advertisement costs are passed onto customers in the form of high prices. There is one poem on advertisements, It is found on findtheclient.com titled 'Why Is It?' A man wakes up after sleeping under an advertised blanket, on an advertised razor, brushes his teeth with advertised toothpaste, washes with advertised soap, puts on advertised clothes, drinks a cup of advertised coffee, drives to work in an advertised car, and then, refuses to advertise his business, believing it doesn't pay. Later when business is poor, he advertises it for sale. Why is it?

HYPOTHESIS:

Hypothesis is an assumption about a population parameter. This assumption may or may not be true. The following hypotheses are set and attempts are made to verify them.

Null Hypothesis (Ho): Advertising wastes valuable resources of the country.

Alternative Hypothesis (H1): Advertising doesn't waste valuable resources of the country.

OBJECTIVES OF THE STUDY:

Major objective of the study is to check whether advertisement is waste of TEMNOR i.e. time, energy, money, natural and other resources.

RESEARCH METHODOLOGY:

The focus of this study is primarily on discussing the wrong trends in advertising which result into wastage of national resources. A detailed questionnaire was developed aimed at determining the extent of usefulness of present day advertising in increasing sales volume and profitability. The respondents include 150 customers from Kathmandu Valley with different demographic profile. In the study, there are twenty one statements. The scale consists of five areas or dimensions. These dimensions consist of four to five items with response categories strongly disagree, disagree, undecided, agree, and strongly agree. The scoring is done following Likert's summated method. A score of 1,2,3,4, and 5 is assigned for favorable responses, and reversed for negative. In the end the scores are added to get the test score. High score indicates favorable attitude and vice versa. The data so collected is shown in tables and represented in the form of graphs for better understanding

DATA ANALYSIS AND INTERPRETATION:

ADVERTISEMENT AND COST OF DISTRIBUTION: It is common belief that advertisement results in increase in cost of distribution and thereby the price of goods and services offered to customers. However, industrialists and service providers argue that advertisements are very important in all types of businesses. They create demand, and force the industries to go for large scale of production, that in turn results in lower cost and the prices of goods and services. To test to what extent they are true, the survey is conducted which included four questions related to costs and prices of the product or service. The responses received are presented in table 1 as below.

		Strongly				Strongly	
S. No.	Particulars	disagree	Disagree	Neutral	Agree	agree	Total
1	Create demand	11	15	16	74	34	150
	Enable Large Scale						
2	Production	14	24	25	67	20	150
3	LSP result in lower cost	4	13	20	80	33	150
	Lower cost result in lower						
4	prices	8	21	35	60	26	150

Table No. 1: Advertisement Increases Prices

S.		Strongly	Don't	Neutra		Strongl	
No.	Particulars	disagree	agree	1	Agree	y agree	Total

Total	37	73	96	281	113	600
Percentage	6.20%	12.20%	16%	46.80%	18.80%	100%

Interpretation: From the table 1, it can be observed that aggregate 37 (6.2%) respondents strongly disagree, 73 (12.2%) respondents don't agree, 96 (16%) neutral, 281(46.8%) agree and 113 (18.8%) strongly agree to the statement that advertisements increase prices. It leads to a conclusion that most of the i.e. 281(46.8%) respondents agree to the statement that advertisements increase prices.

ADVERTISEMENT AND CONSUMPTION: It is common belief that advertisements encourage unhealthy consumption and persuade buyers to buy unnecessary products and services, by exploiting their sentiments. However, industrialists and service providers argue that advertisements educate them. To test to what extent they are true, the survey is conducted which included four questions related to wasteful consumption of the product or availing service. The responses received are presented in table 2 as below.

	Multiply needs of						
1	people	22	30	16	48	34	150
	Increase unhealthy						
2	competition	19	24	25	58	24	150
	Force buying						
	unnecessary						
3	products	15	21	20	59	35	150
	Promote artificial						
4	living	18	24	35	41	32	150
	Total	74	99	96	206	125	600
	Percentage	12.33%	16.50%	16%	34.33%	20.83%	100%

 Table 2: Advertisements result in wasteful consumption

Interpretation: From the table 2, it can be observed that aggregate 74 (12.3%) respondents strongly disagree, 99 (16.5%) don't agree, 96 (16%) neutral, 206 (34.3%) agree and 125 (20.8%) strongly agree to the statement that advertisements result in wasteful consumption of goods and services. It leads to a conclusion that most of the i.e. 206 (34.3%) respondents agree to the statement that advertisements result in wasteful consumption of goods and services.

ADVERTISEMENTS AND MISLEADING: It is common belief that advertisements misinterpret facts, use flowery language, make false comparisons and give bogus testimonials. However, the industrialists and service providers argue that advertisements lead them from routine to modern and to different goods and services. To check to what extent they are true, the survey is conducted that included four questions relating to factors which mislead consumers. The responses received are presented in table 3 as below.

S.		Strongly	Don't			Strongly	
No.	Particulars	disagree	agree	Neutral	Agree	agree	Total
1	RAVAHA: A Journal of Management Misinterpret facts	17	32	9	35	155N: 2350	-954)
2	Use flowery language	28	26	10	27	59	150
3	Make false comparisons	22	32	8	32	56	150
	Defraud through bogus						
4	testimonials	32	23	5	35	55	150
	Total	99	113	32	129	227	600
	Percentage	16.50%	18.80%	5.30%	21.50%	37.50%	100.00%

Table 3: Advertisement misleads consumers

Interpretation: From the table 3, it can be observed that aggregate 99 (16.5%) respondents strongly disagree, 113 (18.8%) don't agree, 32 (5.3%) neutral, 129(21.5%) agree and 227 (37.8%) strongly agree to the statement that advertisement results in misleading of consumers. It leads to a conclusion that most of the i.e. 227 (37.8%) respondents strongly agree to the statement mislead consumers to increase sale of goods and services.

ADVERTISEMENT AND MONOPOLY: It is common belief that advertising crates brand preferences and restrict free competition. Large firms which can afford huge amount of money on advertising eliminate small firms by creating brand monopoly. However, the industrialists and service providers argue that advertisements facilitate free flow of customers from one product to another because of competitive market. To check to what extent they are true, the survey is conducted which included four questions relating to monopoly of large firms created though aggressive advertisements. The responses received are presented in table 4 as below.

		Strongly	Don't			Strongly	
S. No.	Particulars	disagree	agree	Neutral	Agree	agree	Total
1	Create brand preferences	21	34	11	43	41	150
2	Restrict free competition	35	31	12	33	39	150
3	Eliminate small firms	27	39	10	39	35	150
	Project the worse appear						
4	the better	39	28	6	43	34	150
	Total	122	132	39	158	149	600
	Percentage	20.33%	22.00%	6.50%	26.33%	24.83%	100.00%

Table 4: Advertisement creates monopoly

Interpretation: From the table 4, it can be observed that aggregate 122 (20.3%) respondents strongly disagree, 132 (22.0%) don't agree, 39 (6.5%) neutral, 158 (26.3%) agree and 149 (24.8%) strongly agree to the statement that advertisement creates monopoly over the market. It leads to a conclusion that most of the i.e. 227 (37.8%) respondents agree to the statement that advertisement create monopoly over the market.

ADVERTISEMENT AND WASTE OF NATIONAL RESOURCES: It is common belief that advertising create needless varieties and designs. It wastes natural, capital, and labour resources. It also wastes stationary, time and energy. However, the industrialists and service providers argue that advertisements are an investment to increase the marketability and add value to the available resources. To check whether respondents agree to it, and if they do, to what extent, a survey is conducted which included five questions relating to excessive use of natural resources for advertising purpose. The responses received are presented in table 5 as below.

S.		Strongly	Don't			Strongly	
No.	Particulars	disagree	agree	Neutral	Agree	agree	Total
1	Create needless varieties	23	37	12	31	47	150
2	Waste natural resources	38	33	13	32	34	150
3	Waste capital resources	29	42	11	26	42	150
4	Waste labour resources	42	28	6	29	45	150
5	Waste stationary, time and energy	43	30	8	26	43	150
	Total	175	170	50	144	211	600
	Percentage	23.3%	22.7%	6.7%	19.2%	28.1%	100%

 Table 5: Advertisements waste national resources

Interpretation: From the table 5, it can be observed that aggregate 175 (23.3%) respondents strongly disagree, 170 (22.7%) don't agree, 50 (6.7%) neutral, 144 (19.2.3%) agree and 211 (28.1%) strongly agree to the statement that advertisements wastes national resources. It leads to a conclusion that most of the i.e. 211 (28.1%) respondents strongly agree to the statement that advertisements wastes national resources.

FINDINGS:

The research described above has resulted into following findings:

1.1.Advertisements create demand, and to meet the additional demand the industries have to go for large scale production, which in turn results in lower cost, and reduce the prices of goods and services. However, unfortunately consumer responses are against this belief and therefore the findings differ from what is traditionally believed.

1.2.Advertisements multiply needs of people by increasing unhealthy competition, forcing buyers to buy unnecessary products, and promoting artificial living, and in the last resulting in wasteful consumption of goods and services.

1.3.Advertisements misinterpret facts to the consumer by using flowery language, making false comparisons and giving bogus testimonials to increase sale of goods and services.

1.4.Heavy advertisements create brand preferences, restrict free competition, and eliminate small firms and project the worse appear the better.

1.5.Advertising create needless varieties and designs. It wastes natural, capital, and labour resources to a large extent. It also wastes stationary, time and energy.

HYPOTHESIS TESTING:

Hypothesis testing refers to the formal procedure used by researcher to accept or reject hypotheses. The researcher has aggregated the responses received to the individual questions and calculated percentage to check how many responses are in favour of null and alternative hypothesis, in the following summery table, for the purpose of hypothesis testing, as given below.

		Strongly	Don't			Strongly	
S. No.	Particulars	disagree	agree	Neutral	Agree	agree	Total
	Advertisements increase						
1	prices	37	73	96	125	269	600
	Advertisements result in						
2	wasteful consumption	74	99	96	125	206	600
	Advertisements mislead						
3	consumers	99	113	32	129	227	600

Table 6: Summary Table

	Advertisements create						
4	monopoly	122	132	39	158	149	600
	Advertisements waste						
5	national resources	175	170	50	211	144	750
	Total	507	587	313	748	995	3150
	Percentage	16.1%	18.63%	9.94%	23.75%	31.59%	100%

It can be easily understood from the summery table that aggregate 507 (16.10%) respondents strongly disagree, 587 (18.63%) don't agree, 313 (9.94%) neutral, 748 (23.75) agree and 995 (31.59%) strongly agree to the hypothesis that an advertisements waste valuable resources of the country.

Hypothesis Testing: Acceptance or rejection of hypothesis depends on the range of values. When the test statistic falls within the region of acceptance, the null hypothesis is accepted, otherwise rejected. In the present study the sample statistic falls within the region of acceptance as most of the i.e. 748 (23.75%) and 227 (37.8%) totaling 1743 (55.33%) respondents agree to the statement that an advertisements waste valuable resources of the country. This validates the Null hypothesis (Ho), hence the same is accepted.

CONCLUSION:

Advertisement is crucial in today's competitive arena. It is an essential part of marketing. Without proper advertising the company is more likely to fail in attracting a huge number of customers.

Advertisements should be more informative rather than being just attractive. It is not always necessary that taking benefit of anyone's stardom only companies can sell their product. The product should be sound and proper. Then only advertisement can help the company to increase sale of goods and services. Otherwise, it will result in wastage of valuable resources of the company and the country.

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Media and Advertising Preferences of Nepalese Audiences

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Abstract

No one can escape from death, tax and advertising. There are various media available for advertising. Advertising is used by different organization in different ways. Different customers have responded differently, to the different message and media. This article highlights on the consumers' preference towards the message and media on the basis of age, gender and education. This study is part of the pilot study of my PhD research work. It is a descriptive study based on survey method. Total 80 respondents consisting different gender, age and education background were taken as sample on judgmental basis. The result revealed that most of the Nepalese prefer television, television advertising and musical message.

Keywords: Advertisement, Audience, Consumer, Media television,

Introduction

Advertising

One of the popular tools of marketing communication is advertising. Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. Advertising is used by different organization in different ways. A large company set up its own advertising department for all or most of the advertising functions while those do not have separate department hires advertising agencies to promote their products. There are various types of media are available in the market for advertisers to conduct advertising functions.

Television Advertising

Among various media television is one which hold upper hand because of its unique audio and visual characteristics. According to Keller (2008), Television is generally acknowledged as the most powerful advertising medium as it allows for sight, sound, and motion and reaches a broad spectrum of consumers. The wide reach of TV advertising translates to low cost per exposure. From a brand equity perspective, TV advertising has two particularly important strengths. First,

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TV advertising can be effective means of vividly demonstrating product attributes and persuasively explaining their corresponding consumer benefits. Second, TV advertising can be compelling means for dramatically portraying non-product-related user and usage imagery, brand personality, and so on. Television is a common medium of information and is very effective in delivering a message or in a wide sense, for effective marketing communication. Kotler & Fox (1985) stated that television has advantages and disadvantages related to its effectiveness as a medium to broadcast advertising messages. The advantages are that the information can be easily viewed, listened to, and pictured. Belch & Belch (2004) stated that television is considered the ideal medium to advertise as advertisement exposure can showcase the most attractive side of the products. The disadvantage of TV advertising is the higher cost, that fact that it can be highly confusing medium that the audience is selective. In emerging market like Nepal, television is the most popular medium for information and entertainment

A television advertisement is a span of television programming produced and paid for by an organization that conveys a message fully controlled by an advertiser. Television advertising is also popularly known as television commercials. Television advertisement gives information to a large number of people than any other medium, comparatively at lower cost per audience. Due to its satellite facility, television programs are viewed globally. In today's glamorous world, we can show all aspects of products, services or organizations through advertisement with human appeal. The vast majority of television advertisements today consist of brief advertising spots, ranging in length from a few seconds to several minute infomercials. Advertisement of these sorts has been used to sell imaginable over the years, from the household products to political campaigns.

In today's world, the popularity of television is increasing day by day. It is useful for the advertisers to know the popularity of television among different people. Different types of advertisement appeal to the different customers differently. Careful analysis should be done in this regard for the success of any advertisement campaign. Hence, the main objective of this study is to provide useful information regarding the effectiveness of television advertising to different people in urban areas.

Objective

Main objective of this study is to analyze the media and advertising preferred by Nepalese audience on the basis of age, education, gender etc. It also analyzes the effectiveness of message preferred by different target audiences.

Method

This study is a descriptive research based on survey method. It is based on the pilot study of my ph d work. It is based on primary data. Self administered closed ended questionnaires were

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distributed between January 20, 2012 to February 25, 2012. Data was collected from students and faculty members of various colleges under Tribhuvan University within Kathmandu valley offering business education.100 questionnaire were distributed on the basis of judgmental sampling. Among them 80 questionnaires were returned. Among the 80 respondents from the urban areas of Kathmandu valley, 40 respondents were male and 40 were female. Simple descriptive statistical tools have used to analyze the data.

Result and discussion

Among the 80 respondents, collected data from various age and education background is presented as follows:

Education Level	Sample Size	Age Group	Sample Size
Below S. L. C.	16	Below 15	16
S. L. C.	16	16-25	16
Plus 2	16	26-35	16
Graduate	16	36-45	16
Post Graduate	16	Above 45	16
Total	80	Total	80

Table No. 1: Education and age of Respondents

Source: Field Survey 2012

Advertising and Customers' Preference

While taking advertising decisions, advertisers should be aware about the types of television advertisement preferred by the audiences. In this study all advertisements are divided into four categories consisting musical advertisement, glamorous advertisements, simple advertisements and all or mixed types of advertisements.

The table shows the age level and their advertisement preference.

 Table No. 2: Age and Advertisement Preference

	No. of	Musi		Glamor		Simp		All		Total
Age	Respondents	cal	%	ous	%	le	%	Types	%	%
Below			62.		18.		6.2		12.	
15	16	10	5	3	75	1	5	2	5	100
			56.		31.				12.	
16-25	16	9	25	5	25	0	0	2	5	100
26-35	16	6	37.	7	43.	0	0	3	18.	100

			5		75				75	
			31.		56.		6.2		6.2	
36-45	16	5	25	9	25	1	5	1	5	100
Above					43.				6.2	
45	16	8	50	7	75	0	0	1	5	100
Total	80	38		31		2		9		

Source: Field Survey 2012

It was found that 62.5% of people who are below 15 years, preferred musical ad mostly. Likewise, 56.25% of people who are 16-25 years also preferred musical ad but 43.75% of the people who are 26-35 years old and 56.25% of people who are 36-45 years old preferred glamorous advertising. Similarly, 50% of the people who are above 45 years old liked musical advertising.

Consumers' preferences on the basis of literacy level on Television advertising is presented in the following table.

	Sample	Musi		Glam				All		Tot
Education Level	Size	cal	%	orous	%	Simple	%	Types	%	al
Below SLC	16	11	68.75	3	18.75	1	6.25	1	6.25	16
SLC	16	9	56.25	4	25	2	12.5	1	6.25	16
Plus two	16	6	37.5	8	50	0	0	2	12.5	16
Graduate	16	5	31.25	9	56.25	0	0	2	12.5	16
Post Graduate	16	10	62.5	3	18.75	2	12.5	1	6.25	16
Total	80	41	51.25	27	33.75	5	6.25	7	8.75	180

Table No. 3: Literacy – wise Consumers' Preference on Television Advertising

Source: Field survey: 2012

The above table shows that people who belong to below SLC and SLC preferred to musical advertisement i.e. 68.75% and 56.25% respectively. Most of the plus 2 and graduate people i.e. 50% and 56.56% respectively preferred to glamorous advertisement. Again, people who belong to post graduate group preferred to musical advertisement are by 62.5%.

The above table shows that plus 2 and graduate people are influenced by glamorous advertisement and below SLC, SLC and post graduate people are influenced by musical advertisement.

Likewise consumer preference on television advertisement as per the gender is presented as follows:

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Gende	Sampl	Musica				Simpl		All		
r	e Size	1	%	Glamorous	%	e	%	Types	%	Total
					37.					
Male	40	20	50	15	5	3	7.5	2	5	40
			62.						1	
Female	40	25	5	10	25	1	2.5	4	0	40
Total	80	45		25		4		6		80

Table No. 4: Gender-wise Preference of Television Advertisements

Source: Field survey: 2012

The above table shows the preference of advertisement according to gender. Out of 40 male 50% of respondents are found to like the musical advertisements, 37.5% of respondents preferred to glamorous advertisements, 7.5% of respondents preferred simple advertisements and 5% respondents liked all types of advertisements. Regarding female respondents, 62.5% preferred musical advertisements, 25% preferred glamorous advertisements, 2.5% preferred simple advertisements and 10% preferred all types of advertisements.

From the above analysis, it can be concluded that female consumers seems to give more priority to musical advertisements than the glamorous advertisements. For more clarity the above information is presented in following diagram.



From above diagram, it is clear that out of the total 40 male respondents 50% respondents preferred to musical advertisements, 35% preferred to glamorous advertisements, 8% preferred to simple advertisements and 5% respondents preferred to all types of

advertisements. Similarly, among the 40 female respondents, 62.5% preferred to musical advertisements, 25% preferred to glamorous advertisements, 2.5% referred to simple advertisements and 10% preferred to all types of advertisements.

The table below presents the consumers way of watching television when advertisements arte telecasted.

Gender	Sample Size	Watching	%	Not watching	%
Male	40	30	75	10	25
Female	40	34	85	6	15
Total	80	64	80	16	20

Table No.	5:	Consumers	Television	Watching	Habit
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Source:	Field	survey:	2012
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The above table presents the habit of people watching television living in Kathmandu. Out of total 80% people are found to have the habit of watching television. Among them, 75% male and 85% female are found that they are watching television where female percentage is higher than male by 10%. Television watching habit of male and female is also explained by the following bar diagram.



From the above figures, it is clear that percentage of women watching television seems higher than male by 10%. Likewise, 25% of male are found not to have the habit of watching television whereas female percentage is only 15%.

Consumers' Preferences to the Product

Consumer prefers different product by considering various factors. Advertisement is one of the important factors which affect the consumers' preferences. The result of consumers' preferences to the various type of product is presented in the table below:

Table No. 6: Consumers' Preferences to the Product Advertised

Description	No. of Respondents	%
Product frequently advertised	65	81.25
Product not advertised	15	18.75
Total	80	100

Source: Field survey: 2012

The above table shows the number of consumers' preferences to the product. Out of the 80 respondents, 81.25% responded that they prefer the frequently advertised product whereas 18.75% respondents opined that they prefer to buy the product that is not advertised.

From the above analysis, it can be concluded that majority of the consumers give the priority to the frequently advertised product.

Consumers' Preferences to the Media

Consumers prefer different media according to their needs, interests and priority. There are various media available in the market like newspaper, magazine, radio, television, pamphlets and poster etc. The situation of consumers' preferences to the various media is presented in the table below:

Table No. 7: Consumers'	Preferences t	o the Media
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Media	No. of Respondents	%
Newspaper	10	12.5
Magazine	2	2.5
Television	63	78.75
Radio	4	5
Pamphlets & Posters	1	1.25
Total	80	100

Source: Field Survey 2012

The above information presents the number of respondents preferring the media. Out of the total 80 respondents, majority of respondents 78.75% preferred to television whereas rest of

the respondents opined that they prefer Newspaper, Magazine, Radio and Pamphlets & posters by 12.5%, 2.5%, 5% and 1.25% respectively.

From the above analysis, it can be concluded that Television advertisement seems to be the most popular media.

The present study was conducted to analyze the media and advertising preferred by Nepalese audience on the basis of age, education, gender. The result revealed that majority of the Nepalese audiences' preferred musical advertisements. This finding is in line with previous study of Bhandari (1984). Results also revealed that most of the audiences preferred to watch television. In the opinion of Agrawal and Singh (1985) nearly 70% of Indian customers prefer to watch television is higher than Indian customer. Mittal (1994) concluded this study that 75% urban customer purchase product because of advertising. Comparing these findings to the present study, majority of the customers (81.25%) preferred frequently advertised products which is higher than previous findings.

Conclusion

Majority of the respondents who belong to age group below 15 and 16 to 25 preferred musical advertisement by 62.5% and 56.25% respectively. In the context of age group 26 to 35 and 36 to 45 majority of the respondents preferred glamorous advertisement i.e. 43.75%, and 56.25% respectively. Again age group above 45, majority of the respondents i.e. 47.5% preferred musical advertisement.

In case of education-wise preferences to the advertisement indicate that most of the lower educated preferred to musical advertisement. Likewise most of the male as well as female customers preferred musical advertisements.

In relation to television watching habits, majority of the respondents (80%) found to have the habit of watching television. The percentage of women respondents seems to be higher than male respondents regarding television viewing habit.

Similarly, majority of the customers (81.25%) preferred frequently advertised products.

In relation to the consumers' preference towards media, most of the respondents (78.58%) responded that they preferred to television. Thus, television is the most popular media for advertisement.

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