

ABSTRACT

OF

ADVERTISING AND INDIAN CHILDREN: A STUDY OF SOCIO- ECONOMIC & POLITICAL IMPACT IN THE NATIONAL CAPITAL REGION

Thesis submitted to the Jamia Millia Islamia
in fulfilment of the requirement for
the award of the degree of

DOCTOR OF PHILOSOPHY IN POLITICAL SCIENCE

By

R. N. SHUKUL

Under the Supervision of

PROF. NISAR-UL-HAQ

Department of Political Science

DEPARTMENT OF POLITICAL SCIENCE

JAMIA MILLIA ISLAMIA

NEW DELHI – 110 025

AUGUST 2010

Table of Contents

ABSTRACT	3
SELECTED BIBLIOGRAPHY.....	12

ABSTRACT

The research explores the impact of television advertising on Indian urban children in the context of social, economic, and political values. The marketing to children is of concern because of their inherent vulnerability to commercial persuasion. Although, most children are, on an average, fairly perceptive and intelligent, the fact is that they are considerably less informed - as compared to adults – and, thereby, are a largely vulnerable audience for television advertising.

Advertising is as ubiquitous as the air we breathe. This study thus focuses on television advertising and its impact on Indian urban children (A case study of NCR of Delhi). The reasons are simple yet manifold. Firstly, Television uses aural and visual channels of communication, which occurs in real time, placing a much greater perceptual and cognitive burden on young audiences than does any other advertising. Secondly, Television today has emerged as the primary vehicle for delivering commercial messages to children. Thirdly, Television is a primary story teller. Fourthly, Television is an invasive medium which percolates under the radar of consciousness of young children. Television is a near omnipotent member of the family that portrays actions and far-flung settings to children daily for hours at a time. Finally, narrowing on television advertisements helps focus the research without significantly restricting its scope, for virtually anything that can be done linguistically in print and radio advertising is also applicable in television advertising.

The thesis thus addresses marketing to children and shows that although marketers have targeted children for decades, two recent trends have increased their interest in child consumers. First, both the discretionary income of children and their power to influence parent purchases have increased over time. Second, the enormous increase in the number of available television channels has led to smaller audiences for each channel, thereby creating a growing media space just for children and children's products.

The first chapter, introductory in nature, gives the motivation and background for the thesis. Continuing, the key issues are introduced, namely Advertising, Children, Television Advertising to Children, Laws governing the issue of Television Advertising to Children and the Indian Advertising Scenario. Further, the Significance & Rationale behind the thesis, definition of the problem, objectives and operative definitions for this study have been elaborated. The chapter deliberates on Advertising, a persuasive venture, as a complex phenomenon, which is an intrinsic part of society, culture, history, and the economy — which defies any simple or single definition. Some aspects of it are universal, while others are culturally specific. It is personal salesmanship metamorphosed into mediated communication. Most academicians agree that while it sometimes provides new information, it often cajoles, and always attempts to persuade. In addition to selling messages, advertising encodes cultural values and social ideals. Further, depending on one's point of view, it is a positive or negative force in society and the economy.

The second chapter presents the principal issues pertaining to advertising itself. It serves as a foundation to help understand the principal guiding forces behind Advertising: economic, social, technological, political, and commercial. The chapter also creates a platform to understand the background, nature, and some of the dynamics of Television Advertising. Therefore, the chapter looks into the issues in contemporary advertising. To survive, maintain and sustain itself Advertising seeks to generate profits, which in turn requires attracting sizeable audiences. Mass media audiences fulfil this requirement of a sizeable audience. While niche and segmented audiences also consume mediated messages it is the negotiation of text by mass media audiences which remains the major source of income for most advertisers.

The third chapter, which reviews literature, is based on the theories and literature studies of Television Advertising and its Impact on Children, concerning the research purpose and the research question. It serves as a foundation to help understand the definition and clarify the issues governing commercial messages and their influence on the perception, attitude, and behaviour of children; thereby, how the Law perceives

the situation. The purpose is to create a common platform of understanding for the thesis.

The review of literature, both in the global and Indian context, provides conceptual clarity and focus, which helps define the parameters of this research. Further, it discusses the parents' perception of television advertising and its impact on their children. Selected television advertisements have been analysed to understand reality as portrayed by the advertiser to offset against the comprehension of television adverts by children. In the Indian context, it is noted that though many studies exist they are staggered and do not form a cohesive literature addressing the issues pertaining to television advertising and its impact on children.

Surveying the research on children and television, the researcher found that many different social and market agents having economic and political stakes in the issue are active in the policy debate. Proponents as well as opponents of television advertising aimed at children have initiated and financed studies, the results of which often seem to serve their respective interests. Therefore, studies follow one of the two principal paradigms: the empowered child, and the vulnerable child. However, the findings of most of the secondary literature reviewed point in one direction, namely, that the older the child, the more the child seems to be able to grasp the intent behind advertising, even when it is implicit. It all depends on the individual child's cognitive development. Further, it was found that there is a definite impact, both intended and unintended, of television advertising on children. In most western countries, the governments have or plan to have some sort of a regulatory body to protect children from being exploited by the persuasive powers of advertising, an all-pervasive form of media.

The fourth chapter is on Research and Methodology, gives an overview of the methods that this research employs. The Research Questions were framed, Hypotheses formed, Research Design developed, Data Sources identified, Sampling designed, Instruments prepared, and Results of the Pilot Study discussed keeping the findings of the previous chapter in mind. Furthermore, the kind of Analysis used as well as Credibility issues are also discussed in this chapter, which concludes with the

Limitation of this research. The research design is based on the premise that advertising affects its viewers in several ways such as the way advertising causes intended change, causes unintended change, causes minor change in terms of form or intensity, facilitates change either intended or un-intended, reinforces what exists in the larger social reality, and finally prevents change. An exhaustive questionnaire covering the demographical profile of the children & parents, media habits, attitude & perception, understanding of the intent, value emphasis, influence on behaviour, and the role played by the parents was prepared and tested through a pilot study. A sample size of 600 students was determined. Schools were identified and selected through a lottery method. Students (aged 8-14 years) were chosen from various classes such that all children were given an equal chance of representation. The questionnaire was administered in the urban areas of the National Capital Region of Delhi.

The collected data on the demographical profile of the children & parents, media habits, attitude & perception, understanding of the intent, value emphasis, influence on behaviour, and the role played by the parents is also analysed in this chapter. The analysis closely explores Social, Economic, and Political values through their significant attributes.

The empirical findings of the survey are presented in the fifth chapter. The chapter starts with a General Demographic description of urban children, followed by the children's media consumption habits, motives and attitudes with a focus on the research problems in this thesis. A brief summary completes the descriptive part of the demographics and media consumption habits of children surveyed for this research. The chapter concludes by observing that in an anxiety ridden and stress driven society, the TV screen and TV advertising in particular serves as a window of escape for people's own inadequacies and harried existence and what they want is something entertaining, a release mechanism, to drown their frustrations in the stressful reality of the world. This poses a danger since advertising instead of 'informing' & 'offering alternatives' seems to entice young viewers to see a make-believe world which has been essentially created out of their own assumptions.

The sixth chapter presents the findings of the survey regarding the Reality & Perception of Urban Children in the National Capital Region of Delhi. This chapter starts with a description of children's advertising consumption. It follows with children's perception of economic, social, and political values & sub-values through advertising on television. Further, the chapter presents the findings of this research relating to the impact of advertising on the attitude & behaviour of children vis-à-vis the nag factor; attempts to influence their parents' purchase decisions, as well as consumerism with a focus on the research problems in this thesis.

The research found that television mediated commercial messages offer entertainment, culture, information and education to Indian urban children. They play a vital role in children's lives by imparting information and visual rhetoric, which shapes the attitudes and behaviour of its audiences. A number of factors influence the way children respond to these television advertisements, which encourage an adherence to certain individual life styles. The overwhelming amount of advertising and its prevalence in mass media lead the researcher to argue that advertising leaves an indelible imprint on children's social, economic and political values.

The seventh chapter presents the findings of the survey relating to the Perception of the parents of urban children in the National Capital Region of Delhi. The chapter starts with advertising and the commercial socialization of children. It follows with the parents' perception of advertising and the impact of television on their children vis-à-vis the nag factor; attempts to influence parents' purchase decisions and consumerism with a focus on the research problems in this thesis. The chapter concludes with the efforts undertaken by the parents to make children more media literate.

The chapter concludes that while television advertisements do aid in terms of consumer socialisation, some of what they teach is not desirable for children to learn. The fundamental concern is that it encourages consumerism, precipitates parent child conflict, and reinforces a status quo in terms of the political ideologue of a capitalist-based established industrial order and encourages stereotypes. A lack of media

literacy imparted to children both at school and at the parent-child level is also compromising children under the influence of television advertising.

The penultimate Chapter presents the overall Findings and Recommendations of the research. It concludes with possible indications on further & future research in the field of Television Advertising and Children.

The final Chapter is the conclusion of the thesis that:

Advertisements on television do target Children. The research finds that paid advertising to children primarily involves television spots that feature toys and food products, while advertisers of products which are indirectly consumed by children also tend to address children in their commercial messages.

Respondents with various demographic variables (e.g. gender, age, and family type) are not homogeneous in their responses with reference to perception and attitudes towards television advertising. The research finds that marketing strategies make children, in the age group of 8 to 14 years vulnerable because they lack the cognitive skills to understand the persuasive intent of television advertisements. The younger the child, the more he or she reacts favourably to advertising. The research notes that children's comprehension of advertising messages is dependent on factors such as their ability and skill to make a distinction between commercial from non-commercial content.

Respondents with various demographic variables do not remain homogeneous with reference to perception and attitudes towards television advertising in terms of the significant attributes of Social values - Traditionalism, Modernism, Family, Personal Integrity, Aestheticism, and Morality. The research found that children perceive through television advertising certain messages which influence their social values and the sample population did not act homogeneous in their perception of these values from advertising on television. The research finds a trend that is indicative of the erosion of basic social tenets. This trend is more conspicuous among children from

extended/joint family households, Buddhist & Sikh faiths, the younger age group of 8-11 years, and boys. In short, the research finds a definite social impact of television advertising on children.

Respondents with various demographic variables also do not remain homogeneous with reference to their perception and attitudes towards television advertising in terms of the significant attributes of Political variables - Constitutionalism, Pluralism, Nationalism, Socialism, and Capitalism. The research finds that there is a definite political impact of television advertising on children, although the children do not behave as a homogeneous group since independent variables govern the way a child perceives these values. The research finds that it is also through advertising that children perceive political values. Further, the research finds that television advertising promotes capitalism over socialism as a way of life to children.

The research also found that respondents with various demographic variables are not homogeneous with reference to perception and attitudes towards television advertising in terms of the significant attributes of economic variables - Products, Utility, Economy, Productivity, and Consumerism. In line with the findings of Winick et al. (1973); Adler et al. (1977); Williams (1997); and Barbaro & Earp (2008), the research found advertising stimulates materialism and consumerism. Advertising on television has a negative impact on the well-being of children by way of the nag-factor, attempts to influence parent's purchase decision and parent-child conflict scenarios. This is in line with the findings of Galst & White(1976); Burr & Burr (1977); Goldberg & Gorn (1978); Kunkel D (2001); Chaplin & John (2007).

The research found that children exposed to television advertising exert influence on parents' purchase decisions. The research also reports that children, in metropolitan cities like New Delhi, do influence the buying patterns of their families. From vacation choices to car purchases to meal selections, they exert a sizeable power over the family consumption pattern.

Thus, to influence the younger generation is to influence the entire family's buying decisions. In fact, the research found that one of the negative impacts of television advertising is that children nag and act as a pressure group for parents when it comes to purchase decisions.

One of the findings revealed that rearing practices play a major role in influencing the way children perceive advertisements. The research shows that a majority of parents actively undertake consumer socialisation of children. Further, the majority of parents also fail to address the factors which give rise to unhappiness in the children, as well as materialism, and consumerism in their wards. Parents are the primary socialising agents since they have the responsibility of rearing their children and thus providing the first line of defence between children and other players in society. The values inculcated by parents in their children go a long way in shaping the perceptions and attitudes of children towards advertising on television.

The findings of the research also suggest that parents do not actively help their children (aged 8-14 years) to understand and negotiate the meaning and intent of advertising on television. Further, since the average parent's education level is low at secondary level or below, the quality of media literacy imparted by parents is suspect.

Government regulations can provide some protection for children from advertising and marketing practices. But, it is the parents' role to provide the first line of defence for children by providing media literacy and keeping a watch over their children's media usage habits. Younger children often do not understand the persuasive intent of advertisements, and even older children probably have difficulty understanding the intent of newer marketing techniques that blur the line between commercials and program content. There is relatively little government regulation to protect children from this highly commercialized environment. The study concludes that urban children in India live and grow up in a highly sophisticated marketing environment that influences their preferences and behaviours.

In effect, advertisements create; particularly in the present recessive economic scenario, an immediate experience of a virtual reality that has become at once central to the fantasy lives of young urban audiences. The fantasies are so powerful indeed, that the “theme” of these advertisements on television, has become celebrated almost beyond the glory of the ancient gods... consumerism, wealth, and individual success at any cost.

SELECTED BIBLIOGRAPHY

For complete Bibliography refer to 'Bibliography' in the thesis.

- Stop Commercial Exploitation of Children.* (2004, 3 6). Retrieved February Sunday, 2009, from Campaign for a Commercial-Free Childhood: http://www.commercialexploitation.com/what_we_do.htm
- Adler, R., Lesser, G., Meringoff, L., Robertson, T., Rossiter, J., & Ward, S. (1980). *The effects of television advertising on children: Review and recommendations.* Lexington, MA: Lexington Books.
- Advertising Education Forum. (2000). *Parental Perceptions of Key Influences in Children's Lives.* Advertising Education Forum.
- Alexander, A., Owers, J., & Carveth, R. (1993). *Media economics: Theory and practice.* Hillsdale, NJ: Lawrence Erlbaum.
- American Psychological Association. (2004). *Report of the APA Task Force on Advertising and Children.* Washington, DC: American Psychological Association.
- Antony, P. (2007). Review: Families Tulasi Patel (Ed.) *The Family in India: Structure and Practice* 2005. (T. Patel, Ed.) *International Sociology*, 22, 575-578.
- APA. (2004, February 23). *Television Advertising Leads to Unhealthy Habits in Children; Says APA Task Force.* Retrieved May 16, 2010, from The American Psychological Association: <http://www.apa.org/news/press/releases/2004/02/children-ads.aspx>
- Atkin, C. K. (1978). Observation of parent-child interaction in supermarket decision-making. *Journal of Marketing*, 42(4), 41-45.
- Aulette, J. R. (1994). *Changing Families.* Belmont, CA: Wadsworth Publishing Company.
- Bandyopadhyay, S., Kindra, G., & Sharp, L. (2001). Is television advertising good for children? Areas of concern and policy implications. *International Journal of Advertising*, 20(1), 89-116.
- Barbaro, A., & Earp, J. (Directors). (2008). *Consuming Kids: The Commercialization of Childhood* [Motion Picture].
- Basow, S. A. (1992). *Gender stereotypes and roles* (3 ed.). Pacific Grove, CA: Brooks/Cole Publishing.

- Bergler, R. (1999). The Effects of Commercial Advertising on Children. *Commercial Communications*, 41-48.
- Berman, R. (1981). *Advertising and Social Change*. Beverly Hills, CA: Sage.
- Bridges, E., Briesch, R., & YIM, C. K. (August 2004). *Advertising Decisions and "Children's" Product Categories*. A SMU Cox Research Paper for A.C. Nielsen Company.
- Census of India. (2001). *Census of India*. New Delhi: Government of India.
- Chang, L., & Arkin, R. M. (2002). Materialism as an Attempt to Cope with Uncertainty. *Psychology and Marketing*, 19(May), 389-406.
- Chaplin, L. N., & John, D. R. (2007, December). Growing up in a Material World: Age Differences in Materialism in Children and Adolescents. *Journal of Consumer Research, Inc*, 34, 184.
- Choate, R. (1980). The politics of change. In E. Palmer, & A. Dorr (Eds.), *Children and the faces of television* (pp. 323-338). New York: Academic Press.
- Chomsky, N. (1997, October). *What Makes Mainstream Media Mainstream*. Retrieved January 12, 2010, from Z Magazine Archive: <http://www.zcommunications.org/what-makes-mainstream-media-mainstream-by-noam-chomsky>
- Consumers International. (1996). *A Spoonful of Sugar: Television Food Advertising Aimed at Children: An International Comparative Survey*. Consumers International.
- Davison, W. P. (1983). The Third-person Effect in Communication. *Public Opinion Quarterly*, 47, 1-15.
- Del Vecchio, G. (1998). *Creating Ever-Cool: A Marketer's Guide to a Kid's Heart*. Gretna, Louisiana: Pelican Publishing Company.
- Dittman, M. (2004). Protecting Children from Advertising. *Monitor on Psychology. Consumerism. Marketing, buying and the American psyche*, 35(6).
- Express, F. (2005, December 5). New bill to regulate television content soon, says I&B Min. New Delhi, India.
- Falk, R. (1999). *Predatory globalization: A critique*. Malden, MA: Blackwell.

- Financial-Express. (2005, May 4). *More channels for kids to watch this summer*. Retrieved May 4 at 0038 hrs IST, 2009, from The Financial Express: <http://www.financialexpress.com/news/more-channels-for-kids-to-watch-this-summer/131037/>
- Furnham, A. (2000). *Children & Advertising: The Allegations and the Evidence*. London: The Social Affairs Unit.
- Galst, J., & White, M. (1976). The unhealthy persuader: The reinforcing value of television and children's purchase influence attempts at the supermarket. *Child Development*, 47, 1089-1096.
- Gerbner, G., Gross, L., Morgan, M., & Signorielli, N. (1986). Living with television: The dynamics of the cultivation process. In J. Bryant, & D. Zillman (Eds.), *Perspectives on media effects* (pp. 17-40). Hillsdale, NJ: Lawrence Erlbaum Associates.
- Gilpin, R. (1987). *The Political economy of international relations*. Princeton, NJ: Princeton University Press.
- Goldberg, M. E., Gorn, G. J., Peracchio, L. A., & Bamossy, G. (2003). Understanding Materialism among youth. *Journal of Consumer Psychology*, 13(3), 278-288.
- Gross, A. G., & Walzer, A. E. (2000). *Rereading Aristotle's Rhetoric*. Carbondale, IL, USA: Southern Illinois University Press.
- Grossbart, S. L., & Crosby, L. A. (1984). Understanding the Bases of Parental Concern and Reaction to Children's Food Advertising. *Journal of Marketing*, 48 (Summer), 79-92.
- Gunter, B., & Furnham, A. (1998). *Children as Consumers: A Psychological Analysis of the Young People's Market*. London: Routledge.
- Gupta, R. K., Saini, D. P., Acharya, U., & Miglani, N. (1994, March). Impact of Television on Children. *Indian Journal of Pediatrics*, 61(2), 153-159.
- Gyepi-Garbrah, B., Nichols, D. J., & Kpedekpo, G. M. (1985). Adolescent fertility in sub-Saharan Africa: An overview. *Boston, Pathfinder Fund*, 51, 23.
- Head, S. (1985). *World broadcasting systems: A comparative analysis*. Belmont, CA: Wadsworth.

- Hendon, D. W., McGann, A. F., & Hendon, B. L. (1978). Children's Age, Intelligence and Sex as Variables Mediating Reactions to TV Commercials: Repetition and Content Complexity Implications for Advertisers. *Journal of Advertising*, 7(3), 4-12.
- Isler, L., Popper, E., & Ward, S. (1987). Children's purchase requests and parental responses: Results from a diary study. *Journal of Advertising Research*, 27(5), 28-39.
- James, T. E. (1965). *Children and the law*. London: Pergamon Press.
- Jamieson, K. H., & Campbell, K. K. (2000). *The Interplay of Influence: News, Advertising, Politics, and the Mass Media* (5 ed.). Wadsworth Publishing.
- Jeffery, R. (2000). *India's Newspaper Revolution: Capitalism, Politics, and the Indian-Language Press 1977-1999*. New York: St. Martin's.
- Jhally, S. (Producer), & Jhally, S. (Director). (1997). *Electronic Storyteller: TV & the Cultivation of Values* [Motion Picture].
- John, D. R. (1999). Consumer Socialization of children. A retrospective look at twenty-five years of research. *Journal of consumer Research*, 26(December), 183-213.
- Kaiser Family Foundation. (February 2004). *The Role of Media in Childhood Obesity*. Menlo Park, CA: Kaiser Family Foundation.
- Kapil, U., Singh, P., Pathak, P., Dwivedi, S. N., & Bhasin, S. (2002). Prevalence of obesity amongst affluent adolescent school children in Delhi. *Indian Pediatrics*, 39, 449-452.
- Kaplan, P. (1991). *A Child's Odyssey*. St. Paul, MN: West Publishing.
- Kasser, T. (2002). *The High Price of Materialism*. Cambridge, MA: MIT Press.
- Kasser, T., & Kanner, A. D. (2003). *Psychology and Consumer Culture: The Struggle for a Good Life in a Materialistic World*. (T. Kasser, & A. D. Kanner, Eds.) American Psychological Association (APA).
- Kemper, S. (2001). *Buying and Believing: Sri Lankan Advertising and Consumers in a Transnational World*. Chicago: University of Chicago Press.
- Kennedy, P. (1993). *Preparing for the twenty-first century*. New York: Random House.

- Kesavan, M. (2007, August 15). *India's model democracy*. Retrieved May 10, 2010, from BBC News: http://news.bbc.co.uk/2/hi/south_asia/6943598.stm
- Kunkel, D. (1988b). From a raised eyebrow to a turned back: The FCC and children's product-related programming. *Journal of Communication*, 38(4), 90-108.
- Kunkel, D. (2001). Children and television advertising. In D. G. Singer, & J. L. Singer (Eds.), *Handbook of Children and the Media* (pp. 375-393). California:
- Kunkel, D., & Roberts, D. (1991). Young minds and marketplace values: Research and policy issues in children's television advertising. *Journal of Social Issues*, 47(1), 57-72.
- Kunkel, D., Wilcox, B. L., Cantor, J., Palmer, E., Linn, S., & Dowrick, P. (2004). *Report of The APA Task Force on Advertising and Children, Section: Psychological Issues in the Increasing Commercialization of Childhood*. American Psychological Association. USA: American Psychological Association.
- Kuriyan, R., Bhat, S., Thomas, T., Vaz, M., & Kurpad, A. V. (2007). Television viewing and sleep are associated with overweight among urban and semi-urban South Indian children. *Nutrition Journal*, 6(25).
- Lamb, M. E. (2005). The many faces of fatherhood: Some thoughts about fatherhood and immigration. Paper presented at the Conference On Different shores: Understanding immigrant fathers in North America. . Syracuse, New York: Syracuse University.
- Langer, B. (2002). Commodified Enchantment: Children and Consumer Capitalism. *Thesis Eleven*, 69(1), 67-81.
- Lauer, R. H., & Lauer, J. C. (1994). *Marriage and family: The quest for intimacy*. Madison, WI: Brown & Benchmark.
- Lester, P. M. (2000). *Visual Communication: Images with Messages* (2 ed.). Wadsworth, Thomson Learning.
- Levitt, T. (1983). The globalization of markets. *Harvard Business Review*, 61(3), 92-102.
- Linn, S. (2004). *Consuming Kids: The Hostile Takeover of Childhood*. New York: The New Press.
- Löhr, P. (1999). Children and TV advertising: Research Findings 1988-1993. In P. Löhr, & M. Meyer (Eds.). Luton: University of Luton Press.

- Macklin, M. C. (1988). The relationship between music in advertising and children's responses: An experimental investigation. In S. Hecker, & D. Stewart (Eds.), *Nonverbal communication in advertising* (pp. 225-243). Lexington, MA: Lexington Books/D.C. Heat.
- Marlin, R. (2002). *Propaganda & The Ethics of Persuasion*. Orchard Park, New York: Broadview Press.
- Marx, K., & Engels, F. (1978). *The Marx-Engels Reader* (2 ed.). (R. C. Tucker, Ed.) New York: W. W. Norton & Company.
- Mazzarella, W. (2003). *Shoveling Smoke: Advertising and Globalisation in Contemporary India*. Durham and London: Duke University Press.
- McAllister, M. P., & Mazzarella, S. R. (2000). Guest editor's note: Advertising and consumer culture. *Mass Communication & Society*, 3(4), 347-350.
- McCarthy, J. D., & Hoge, D. R. (1982). Analysis of Age Effects in Longitudinal Studies of Adolescent Self-Esteem. *Developmental Psychology*, 18(May), 372-379.
- McChesney, R. W. (1999). *Rich Media, Poor Democracy: Communication Politics in Dubious Times*. Urbana and Chicago: University of Illinois Press.
- McNeal, J. U., & Zhang, H. (2000). Chinese children's consumer behaviour: A review. *International Journal of Advertising and Marketing to Children*, 2(1), 31-37.
- Miller, K. (2005). *Communications theories: perspectives, processes, and contexts*. New York: McGraw-Hill.
- Mittelman, J. H. (2000). *The globalization syndrome: Transformation and resistance*. Princeton, NJ: Princeton University Press.
- Mookherjee, D., & Hoerauf, E. (2004). Cities In Transition: Monitoring Growth Trends In Delhi Urban Agglomeration 1991 – 2001. *Dela*, 21, 195-203.
- Nawathe, A., Gawande, R., & Dethé, S. (2007). Impact of Advertising on Children's Health. *A paper presented at International Marketing Conference on Marketing & Society (8-10 April)* (pp. 304-311.). Indian Institute of Management Kozhikode.
- Nederveen, P. J. (2003). *Globalization and culture: Global mélange*. Oxford: Rowman & Littlefield.

- O'Barr, W. M. (2005). *What Is Advertising?* (The Advertising Educational Foundation, Inc) Retrieved October 28, 2008, from Advertising & Society Review: <http://muse.jhu.edu/journals/asr/v006/6.3unit01.html>
- Osman, M. Z., & Aliah Hanim, M. S. (1987/88). Patterns of Television Viewing by Malaysian Children in the Urban District of Petaling Jaya. *Journal Pengurusan*, 6 & 7, 69-80.
- Pike, J. J., & Jennings, N. A. (2005, January). The Effects of Commercials on Children's Perceptions of Gender Appropriate Toy Use. *Sex Roles*, 52, 83-91.
- Pine, K. J., & Nash, A. S. (2002). Dear Santa: The effects of TV advertising on children. *International Journal of Behavioural Development*, 26(6), 529-539.
- Pleck, J., & Masciadrelli, B. (2004). Parental involvement by US residential fathers: Levels, sources, and consequences. In M. E. Lamb (Ed.), *The Role of the Father in Child Development* (pp. 222-271). New York: John Wiley.
- Poussaint, A., & Linn, S. (2007, August 15). *Surviving Television Advertising*. Retrieved December 29, 2009, from Campaign for a Commercial-Free Childhood: <http://www.commercialfreechildhood.org/articles/featured/survivingtvads.htm>
- Ramsey, W. A. (2006). Rethinking Regulation of Advertising Aimed at Children. *Federal Communications Law Journal*, 58(2), 367-398.
- Randazzo, S. (1993). *Mythmaking on Madison Avenue*. Chicago: Probus Publishing.
- Rice, F. (2001, February 12). Superstars of spending: Marketers clamor for kids. *Advertising Age*, p. S1.
- Richards, B., MacRury, I., & Botterill, J. (2000). *The Dynamics of Advertising*. Routledge.
- Rozendaal, E., Buijzen, M., & Valkenburg, P. M. (2010). Comparing Children's and Adult's Cognitive Advertising Competences in the Netherlands. *Journal of Children and Media*, 77-89.
- Sarna, S. R. (1982a, August 24). A Study of the Expenditure by Various Industries. *Business Standard*.
- Sarna, S. R. (1982b, August 25). The Top Ten Spenders. *Business Standard*.
- Schiller, H. I. (1991). Not yet the post-imperialist era. *Critical Studies in Mass Communication*, 8(1), 13-28.

- Schutt, R. K. (2006). *Investigating the Social World: The Process and Practice of Research* (5 ed.). Thousand Oaks, California: Pine Forge Press.
- Sheikh, A., & Moleski, M. (1977). Conflict in the family over commercials. *Journal of Communication*, 27(1), 152-157.
- Shwalb, D., Nakawaza, J., Yamamoto, T., & Hyun, J. H. (2004). Fathering in Japanese, Chinese, and Korean cultures: A review of the research literature. In M. E. Lamb (Ed.), *The Role of the Father in Child Development* (pp. 146-181). New York: John Wiley.
- Signorielli, N. (2001). Television's contribution to stereotyping: Past, present, future. In D. G. Singer, & J. L. J. L. Singer (Eds.), *Handbook of children and the media* (pp. 341-358). Thousand Oaks, CA: Sage Publications.
- Stearns, P. N. (2001). *Consumerism in world history: The global transformation of desire*. New York, NY: Routledge.
- Stromquist, N. P., & Monkman, K. (2000). Defining globalization and assessing its implication on knowledge and education. In N. P. (Eds.), *Globalization and education: Integration and contestation across cultures* (pp. 3-26). Lanham, MD: Rowman and Littlefield.
- The National Readership Studies Council. (2006). *National Readership Study 2006*. Mumbai: The National Readership Studies Council.
- Thorson, E., & Schumann, D. (1999). Introduction. In E. Thorson, & D. Schumann (Eds.), *Advertising and the World Wide Web* (pp. 1-2). Mahwah, NJ: Lawrence Erlbaum.
- Tuch, H. N. (1990). *Communicating with World: U. S. Public Diplomacy Overseas*. Palgrave Macmillan.
- Twitchell, J. B. (1999). *Lead us Into Temptation: The Triumph Of American Materialism*. . Columbia University Press.
- United States Library of Congress – Federal Research Division. (2004, December). *Country Profile: India (December 2004)*. Retrieved March 10, 2010, from United States Library of Congress: lcweb2.loc.gov/frd/cs/profiles/India.pdf
- Unnikrishnan, N., & Bajpai, S. (1996). *The Impact of Television Advertising on Children*. Thousand Oaks, CA: Sage.

- Vega, V., & Roberts, D. F. (2005). *The Role of Television and Advertising in Stimulating Materialism in Children Online <PDF>*. 200. Retrieved from International Communication Association.
- Vega, V., & Roberts, D. F. (2009, May 29). *The Role of Television and Advertising in Stimulating Materialism in Children - Paper presented at the annual meeting of the International Communication Association, Sheraton New York, New York City, NY*. Retrieved May 10, 2010, from All Academic Research: http://www.allacademic.com/meta/p13169_index.html
- Velloor, R. (2005, September 4). *Indian TV counts on kids pester power*. Retrieved July 4, 2009, from Asia Media Archives (UCLA): <http://www.asiamedia.ucla.edu/article.asp?parentid=29390>
- Velloor, R. (2005, September 4). *Indian TV counts on kids pester power*. Retrieved January 10, 2008, from Asian Media Archives (UCLA): <http://www.asiamedia.ucla.edu/article.asp?parentid=29390>
- Venkatraman, L. (2005, February 18). *Pester power brings more advertisers to kids channels*. Retrieved August 15, 2009, from The Hindu Business Line (Internet Edition): <http://www.thehindubusinessline.com/bline/2005/02/18/stories/2005021803160400.htm>
- Young, B. (1990). *Television advertising and children*. Oxford: Clarendon Press.
- Zuckerman, P., Ziegler, M., & Stevenson, H. (1978). Children's viewing of television and recognition memory of commercials. *Child Development*, 49, 96-104.