

Toys as Food Premiums : Does it Promote Unhealthy Eating Habits? (Understanding Mother's Perspective)

* *Manjot Kaur Shah*

** *Garima Malik*

Abstract

Purpose : The study analyzed the role premiums play in selection of food items, and the source of information about toys as premium. The study also analyzed the attitude of children towards products with toys as premium and also the attitude of mothers towards the quality of toy premiums promoting unhealthy eating habits among kids.

Design/ Methodology/ Approach : The study was based on data collected from 110 mothers with children in the age group of 4 - 10 years. Mothers are considered as the primary caretakers of children; so, their opinion was considered. The instrument for the study was a self-administered questionnaire. The study was conducted from January - March 2018.

Findings : Premiums play a very important role in the selection of food products by children. They were more interested in premiums than in the food products. Mothers, on the other hand, were concerned about the unhealthy eating habits and quality of premiums. Mothers were of the view that educational and creative toys should be provided with the food products. The marketers should also use premiums for promoting healthy food products.

Research Limitations : The study was conducted in Delhi - NCR only. The study only took into consideration mothers' perspectives, and children's attitude was not measured directly.

Managerial Implications : Research findings from this study have implications for policy makers from a public health perspective; marketers for designing their promotional strategies; and for parents to take their decisions for the betterment of their kids.

Originality/ Value : The present study would help marketers in understanding the role premiums plays in selection of food products. They will also understand the attitude of mothers and children towards the premiums.

Keywords: children, advertisements, food, premiums, toys

Paper Submission Date : May 22, 2018 ; **Paper sent back for Revision :** November 14, 2018 ; **Paper Acceptance Date :** December 10, 2018

Marketers target family in most of the promotions of products and services. The changing family patterns, shift from joint family to nuclear family, and exposure to socialization agents have changed the way the purchase decisions are taken. Children these days are emerging as one of the homogenous clusters with identity of their own as consumers (Malik & Shah, 2016). Children play a significant role in the consumer market

* *Assistant Professor*, Mata Sundri College, University of Delhi, Delhi - 110 002 & * *Research Scholar*, Amity University, Sector 125, Noida - 201 313, Uttar Pradesh. E- mail: manjotshah@gmail.com

** *Associate Professor*, Amity Business School, Amity University, Sector 125, Noida - 201 313, Uttar Pradesh.

E-mail: gkmalik@amity.edu

DOI : 10.17010/ijom/2019/v49/i1/140604

by influencing their parents' purchase decisions either for the products for family use or for their personal use (Caruana & Vassallo, 2003). The influencer role children exhibit over purchase decisions in family along with the nagging effect that they have on their parents has increased drastically ahead of what they can earn when their purchase influence is considered (Kaur & Singh, 2006 ; Shoham & Dalakas, 2005). Owing to the role that children have in purchase decision or the buying process, the focus of research has shifted to children. According to McNeal (1992), a child starts observing the market from the time he/she is two months old and is actively involved and starts influencing the purchase decision from the age of two years itself. The influence of a child on family purchase decision increases as the child grows into a consumer with specific consumer skills, knowledge, and attitude to behave as a consumer/opinion giver/co-decider.

According to a study done by Kaur and Singh (2006), though Indian children do not have much purchasing power as compared to their Western counterparts, but still, they play a very important role in influencing the parents' decisions. For Indian families, children are always the center of universe, and they can actually pressurize their parents for a particular thing. Wimalasiri (2004) concluded that there is an increase in the influence of children on parents' decision making, and this is the result of various factors. The main reasons are increase in the number of working parents and this eventually leads to availability of more cash and less time and thus increasing the influence of children in the family decision-making process. Another reason is increase in nuclear families and decrease in joint families. Thirdly, there is now a lesser number of children per family, thus increasing the influencing and buying power of each. Another very important reason is the exposure of children to various socialization factors which, in turn, increase their influence in the family purchase decisions. Marketers have been targeting children as they are more vulnerable and get easily swayed by the ways marketers promote their products. According to a survey done by market research firm Childwise (2015), children in the age group of 5 - 16 years spend on an average of six and half hours in front of the screen. Screen here includes watching television, using mobiles, laptops, etc. There has been a tremendous increase in the time spent by children watching television and advertisements as compared to children of the 1990s. There has also been an increase in children designated channels which make them glued to the television even more. The various channels are Disney, Cartoon Network, Pogo, Discovery Kids, Baby Tv, Nick, Hungama, and many more. Most of the advertisements on these channels are targeted towards the kids, and they advertise the products consumed by children. Children have demands of their own, and they ask their parents to fulfill their demands and in case their demands are not fulfilled, they also make use of pester power. Pester power is defined as the nagging ability of children in influencing their parents to fulfill their demands. Another popular method in the hands of marketers in attracting children is giving premium with a food item. Premiums are the free toys or collectibles attached to a food item. Many a time, ethical concerns have been raised about the use of premiums for promoting products.

The obesity rate has been increasing in India and the number of obese has increased drastically over the past few years. According to research, India has the second highest number of obese children in the world after China. According to the report, there were around 2.2 billion obese children and adults across the world in 2015, that is, almost one in three people came in the category of obese. This includes nearly 108 million children. The number of obese children in India was estimated to be 14.4 million (GBD 2015 Obesity Collaborators, 2017). According to another study published in *Pediatric Obesity*, an international journal, India will have over 17 million obese children by 2025 (Lobstein & Jackson - Leach, 2016). These statistics are alarming, and something must be done to control this. Most of the food products offered with toys as a premium are unhealthy food products. Children do get influenced by the clever promotional strategies of the marketers. The food products offered with toys as a premium include McDonald's Happy Meal, Kinder Joy, Kellogg's Chocos, Cadbury Gems Surprise Ball, Surprise Egg, Dairy Milk Lickables, Parle Fruit Jelly, and many more. The toys as a premium are used to attract the children so that they may select one product over the other.

Understanding consumer behaviour of children has been a topic of research across the globe. The major research has been done in USA and focus has been on American kids (e.g. McNeal, 1992 ; Moschis & Churchill Jr. , 1978 ;

and Moschis, Moore, Smith, 1984, etc). Studies have also been done in other countries such as Canada, Europe, Asia, etc. Not many studies have been done in developing countries, especially India, which has the second largest population in the world and has major share of population under the age of 14 years.

Children's Composition in Indian Population

India has the second largest population in the world after China. Its population was 1.277 billion in 2015. India is a young country with more than 50% of its the population below the age of 25 years. Children also have a major share in Indian population. As per Census 2011, 29.5% of the population was in the age group of 0-14 years. The substantial share of children in Indian population is one of the reasons of growing attention of marketers, manufacturers, and advertisers towards this group. They use various strategies in attracting the children and influencing the parents' purchase decisions.

Children and Television

Children spend a lot of time watching television and are exposed to a number of advertisements every day. According to Agrawal and Tripathi (2008), though children are not so accurate in recalling the brand names, but they remember the scenes from advertisements even after one exposure. According to Divakar and Raju (2016), children watch TV two hours or less daily and more than three hours when they are on holidays. Parents discuss advertisements with children only when the child enquires about the same. Children as an audience are accountable for 20% of the total TV impressions. Children have a major say in the family purchase decisions, and marketers leave no stone unturned in impressing kids. Television advertisements are considered as one of the most influential sources of information for the children. Kids are exposed to daily consumption/ FMCG sector advertisements such as food & beverages, hair & care, and household products, etc. They also view television with their parents, which can make it even easier for them to keep their demands and get them fulfilled.

Review of Literature

Berey and Pollay (1968) were the first ones to understand the role of children in family decision making. They listed down the following three reasons for which this segment should be paid attention. The reasons are as follows: (a) the size of the child market is growing rapidly, (b) children influence the family decision making, and (c) adult consumer behaviour is the direct antecedent of child consumer behaviour.

According to McNeal (1992), children's preferences are taken into consideration, and they have significant influence on household purchasing behaviour. The greatest influence has been found for lower value products and products they consume themselves. Children make use of pester power in case of easy on the pocket products such as food (Marquis, 2004) to costly items such as choice of family car (Dotson & Hyatt, 2005). Schiffman and Kanuk (2007) classified the tactics used by children to influence their parents into eight categories - pressure tactics, upwards appeal, exchange tactics, coalition tactics, ingratiating tactics, rational persuasion, inspirational appeals, and consultation tactics. According to Atkin (1978) and Carlson (1990), parents' response to the demands by children includes denial, agreement, or suggestion of alternatives.

Fan and Li (2010) concluded in their study that there is a relationship between the number of hours children spend on watching television and attitude of children towards the product being advertised. The relationship was found to be strong and there was a desire in the minds of the children to buy the product advertised on television. According to Andreyeva, Kelly, and Harris (2011), parents have a view that food preferences and eating habits of children are highly influenced by the food advertisements. Food advertisements can change the behaviour and

food choices. According to Halford and Boyland (2013), the perceived taste of food and preferences can be improved by linking the food products with an animated cartoon character. According to Nicholls and Cullen (2004), parents have to involve children in decision making and provide them with a consumption opportunity to prepare them for the commercial world.

Toy with the food is the main attraction for children and the request focuses on the toy being promoted rather than the food item. Mothers feel that children are tantalized by the smart promotional campaigns. Advertisements lead children to make repeated requests for a particular food item, and this leads to sub-optimal diets and foster materialistic attitude among children. The main concern of parents with regards to toys as a premium is that of the quality of premiums, disposal issues, and that the toys do not promote constructive play (Pettigrew & Roberts, 2006). Sivathanu (2017) concluded in his study that there was an effect of food marketing on children and adolescents, and it had an effect on the choices of food they made. It also led to making unhealthy food choices that eventually influenced their health.

Research Methodology

(1) Significance of the Study : This paper attempts to understand the attitude of children towards food items with toy as a premium. We would try to understand the role premium plays in the selection of a food product. On the other hand, we would also try to analyze the perspective of mothers towards food items with toys as a premium. It would help the marketers to get an insight into the attitude of mothers who are considered to be the primary caretakers for children. In this way, marketers would also be able to understand how they can make their products meet parents' preferences and expectations.

(2) Research Objectives : This paper aims to achieve the following objectives :

- ↳ To find out the frequency of junk food demanded by children and the most popular food item among children.
- ↳ To find out whether the demand for junk food varies by age of the child, family income, and number of hours spent watching television.
- ↳ To identify the most important source of information for children.
- ↳ To understand children's attitudes towards toy premium with the food product.
- ↳ To understand mother's perspectives towards toy premium with the food product.

(3) Data Collection : The study is based on both primary and secondary data. Primary data were collected by means of a structured questionnaire. The questionnaire was administered to mothers with children in the age group of 4-10 years. The sample size for the study was 110 mothers. The method used for the selection of the sample was convenience sampling. The questionnaire consisted of questions related to the frequency of junk food demanded by the children, the most important source of information for kids, the most famous food product with toy as a premium, and the demographic details like the educational qualification of mother, number of children in family, and the family's annual income. The question where the mothers were asked about the food product with toy that the children demanded the most was left open-ended to get a better response of the product demanded by the children. To understand the attitude of children and mothers towards toy as a premium with food items, the

Table 1. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
0.727	0.746	15

statements were adequately prepared. The statements were measured using a 5-point Likert scale, where 1 = *strongly agree*, 2 = *agree*, 3 = *neutral*, 4 = *disagree*, and 5 = *strongly disagree*. The secondary data for the study were collected from various journals, books, articles, websites, etc. The reliability was tested using Cronbach's alpha and it came out to be 0.727, which is acceptable (Table 1).

Analysis and Results

The respondents for the study were mothers with children in the age group of 4-10 years of age. Out of 110 mothers, 47.2% had a single child - either boy or girl and 48.2% of the mothers had two children; 21.8% mothers had one boy and one girl, 18.2% mothers had two girls, 8.2% mothers had two boys, and only 5 mothers had three children. Out of 110 children, 42 were in the age group of 4 - 6 years, 38 were in the age group of 6-8 years, and 30 were in the age group of 8-10 years.

(1) Demand for Junk Food by Children : When asked about the frequency of the demand for junk food, around 40% of the children demanded junk food once in a week, 10% demanded it daily, 16.4% demanded fortnightly, 7.3% demanded it once in a month, and 26.4% demanded it occasionally (Table 2). This indicates the popularity of junk food among children.

Table 2. Frequency of Demand for Junk Food

Demand for Junk Food	Frequency	%
Daily	11	10.0
Once in a Week	44	40.0
Fortnightly	18	16.4
Once in a Month	8	7.3
Occasionally	29	26.4
Total	110	100.0

(2) Demand for Junk Food and Age of the Child

↻ **H01 :** Demand for junk food is the same across all age groups.

↻ **Ha1 :** Demand for junk food is not the same for all age groups.

The results of one-way ANOVA are given in the Table 3. The ANOVA table shows that the *F* value is 1.433 and the significance value is 0.243. Since the value is more than 0.05, so we reject Ha1. It means that the mean difference between demand for junk food does not vary across age groups. The demand for junk food is almost similar across children in different age groups (4 - 6 years, 6 - 8 years, 8 - 10 years).

Table 3. ANOVA : Demand for Junk Food

	Sum of Squares	df	Mean Square	<i>F</i>	Sig.
Between Groups	5.532	2	2.766	1.433	.243
Within Groups	206.468	107	1.930		
Total	212.000	109			

Table 4. Chi-Square Test

	Value	df	Asymptotic Significance (2-sided)
Pearson's Chi-Square	31.751 ^a	12	.002
Likelihood Ratio	31.864	12	.001
Linear-by-Linear Association	22.660	1	.000
N of Valid Cases	110		

Note. ^a 12 cells (60.0%) have expected count less than 5. The minimum expected count is .87.

(3) Demand for Junk Food and Number of Hours Spent Watching Television

↪ **H02** : There is no association between demand for junk food and hours spent watching television.

↪ **Ha2**: There is an association between demand for junk food and hours spent watching television.

To see whether there is an association between demand for junk food by children and hours spent by the child watching television, the chi-square test was applied.

Since the p - value .002 is less than 0.05 (as shown in the Table 4), we reject the null hypothesis and accept the alternate hypothesis Ha2. We conclude that there is an association between the demand for junk food and number of hours spent watching television.

(4) Demand for Junk Food and Family Income

↪ **H03** : Demand for junk food does not vary by family income.

↪ **Ha3** : Demand for junk food varies by family income.

The F - value in this case is 2.947 (as shown in the Table 5) and the significance value is 0.036. Since the significant value is < 0.05 , it means the mean significance difference between the demand for junk food and family income is statistically significant at the 5% level of significance. Thus, we reject the null hypothesis and accept the alternate hypothesis Ha3. Therefore, we conclude that the demand for junk food differs according to the children belonging to different income classes.

Table 5. ANOVA : Demand for Junk Food

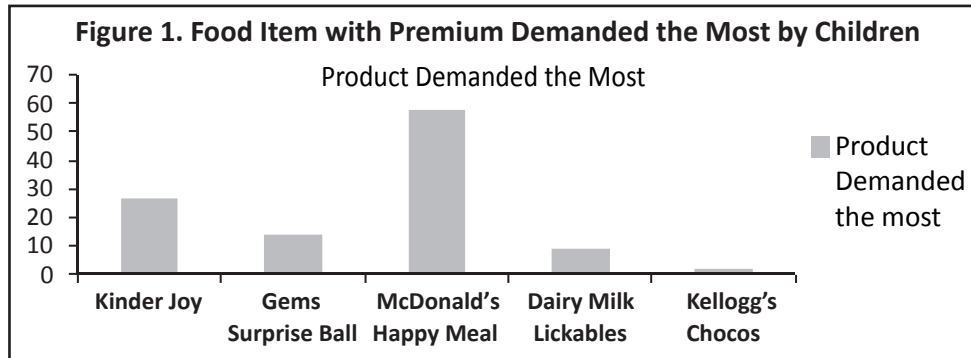
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.320	3	5.440	2.947	.036
Within Groups	195.680	106	1.846		
Total	212.000	109			

(5) The Most Popular Food Item with Toy as a Premium : When asked about the junk food that the children demanded the most with toy as a premium, McDonald's Happy Meal was found to be a favorite among children with more than 50% of the kids demanding it the most (Table 6). It was followed by Kinder Joy which is very popular, with 24.5% of the kids demanding it. Gems Surprise Ball (12.7%), Dairy Milk Lickables (8.2%), and Kellogg's Chocos (1.8%) were the other food products demanded by the children (Figure 1).

(6) Source of Information for Children : Television is the main source of information for children for food products with toys as premium ; 57.3% of the children (Table 7) considered television as the most important source

Table 6. Food Item with Toy as Premium Demanded the Most by Children

Food Item	Frequency	%
Kinder Joy	27	24.5
Gems Surprise Ball	14	12.7
McDonald's Happy Meal	58	52.7
Dairy Milk Lickables	9	8.2
Kellogg's Chocos	2	1.8
Total	110	100.0

**Table 7. Sources of Information for Children**

Source of Information	Frequency	%
Television Advertisements	63	57.3
Peers	13	11.8
School	3	2.7
Visit to Store	31	28.2
Total	110	100.0

of information. Visit to a store was another important source for 28.2% of the children as compared to peers (11.8%) and school (2.7%). Children spend a lot of time watching television and are exposed to lots of advertisements.

(7) Attitude of Children Towards Premium with Food Products : The attitude was measured using a 5 - point Likert scale, where 1 means *strongly agree* and 5 means *strongly disagree*. The statements have been mentioned in the Table 8. Premiums play a very important role when it comes to selection of food products. When asked whether the child would select the product with premium over the other product, 84.5% of the mothers either *strongly agreed* or *agreed* to it. Children were more interested in opening the toy than the food product, and this was confirmed by 74.5% of the respondents, with 19.1% of the mothers *strongly agreeing* to it.

Toy with the food product was the main attraction for selection of a particular product - 101 mothers out of the sample size of 110 mothers, that is, 91.8% of the mothers *agreed* to this statement. Quality of food is not that important for kids. They don't understand that the toys are tools in the hands of marketers for promoting their products. They are more concerned about the toy they would be getting with the food product ; 23.6% of the mothers *strongly agreed* to the statement that children gave more importance to the premiums than to the quality of food products.

Table 8. Attitude of Children Towards Premiums

	Statistics						
	Your child would select the product with toy as a premium over the other product.	Your child likes the toy more than the food item.	Toy with the food product is the main attraction for selection of the product.	Your child gives more importance to the premiums than the quality of food.	Your child may buy the product for the toy even if he/she does not consume a particular product.	Children get disappointed if they don't get the toy of their choice.	The child gets angry if his/her demand is not fulfilled.
N Valid	110	110	110	110	110	110	110
Missing	0	0	0	0	0	0	0
Mean	1.7727	2.1545	1.8000	2.1091	2.8364	2.1455	2.1091
Std. Deviation	.75003	.86932	.63246	.89181	1.17721	.68852	.74619
Median	2.0000	2.0000	2.0000	2.0000	2.0000	2.0000	2.0000
Percentiles							
25	1.0000	2.0000	1.0000	2.0000	2.0000	2.0000	2.0000
50	2.0000	2.0000	2.0000	2.0000	2.0000	2.0000	2.0000
75	2.0000	3.0000	2.0000	2.0000	4.0000	2.0000	2.0000

Table 9. Attitude of Mothers Towards Premiums

	The toy can distract the interest of the child towards the toy, and he/she can lose interest in food.	Children are tantalized by clever promotional campaigns.	Marketers take advantage of the vulnerability of children.	The premium with a food product promotes unhealthy eating habits among kids.	The child is interested in the toy only for a short period of time.
N Valid	110	110	110	110	110
Missing	0	0	0	0	0
Mean	1.9364	1.6091	1.6727	1.9091	1.6909
Std. Deviation	.84893	.70510	.50880	.71093	.55431
Median	2.0000	2.0000	2.0000	2.0000	2.0000
Percentiles					
25	1.0000	1.0000	1.0000	1.0000	1.0000
50	2.0000	2.0000	2.0000	2.0000	2.0000
75	2.0000	2.0000	2.0000	2.0000	2.0000

Children get angry if their demands are not fulfilled, and they even feel disappointed in case they don't get the toy of their choice. They even make use of pester power in getting their demands fulfilled. Toys are such an attraction for children that they may buy the products with toys even if they don't consume a particular product. Marketers use toys as a tool to attract children so that they may buy products. Children have a very positive attitude towards the toy premium and they feel happy to have the toy along with the product. The toy premium is a very important factor that is taken into consideration while selecting the product to be consumed.

(8) Mother's Attitude Towards Premiums with Food Products : When mothers were asked about their attitude towards toy as premium with food items, the mothers responded that toys can distract the interest of the child towards the toy and children can lose interest in the food product; 92 out of 110 mothers either *strongly agreed* or

Table 10. The Toy with the Food Product is Useful for Kids

		Frequency	%	Valid %	Cumulative %
Valid	<i>Agree</i>	2	1.8	1.8	1.8
	<i>Neutral</i>	21	19.1	19.1	20.9
	<i>Disagree</i>	61	55.5	55.5	76.4
	<i>Strongly disagree</i>	26	23.6	23.6	100.0
	Total	110	100.0	100.0	

Table 11. The Toy with the Food Product is of Good Quality

		Frequency	%	Valid %	Cumulative %
Valid	<i>Strongly agree</i>	3	2.7	2.7	2.7
	<i>Agree</i>	15	13.6	13.6	16.4
	<i>Neutral</i>	23	20.9	20.9	37.3
	<i>Disagree</i>	51	46.4	46.4	83.6
	<i>Strongly disagree</i>	18	16.4	16.4	100.0
	Total	110	100.0	100.0	

Table 12. The Toy Premium with the Food Products Should be Banned

		Frequency	%	Valid %	Cumulative %
Valid	<i>Strongly agree</i>	40	36.4	36.4	36.4
	<i>Agree</i>	55	50.0	50.0	86.4
	<i>Neutral</i>	7	6.4	6.4	92.7
	<i>Disagree</i>	7	6.4	6.4	99.1
	<i>Strongly disagree</i>	1	.9	.9	100.0
	Total	110	100.0	100.0	

agreed to this statement (Table 9). Children give more attention to the toy that they will be getting with food than to the food product. The mothers were also of the opinion that children are tantalized by clever promotional strategies of marketers, with 96.4% (106 mothers) mothers *agreeing* to this statement. They felt that the marketers use premiums as a tool to attract children so that they may demand and pester their parents to get their demands fulfilled.

Marketers take advantage of the vulnerability of children and this was the view of 108 mothers out of a total sample of 110 mothers. Mothers also felt that the premium with food products promotes unhealthy eating habits among children. They also *agreed* to the statement that children are interested in the toy only for a short period of time, with 38 mothers (34.5%) *strongly agreeing* and 69 (62.7%) *agreeing* to this statement. The toy has no use over a longer period of time.

Seventy eight percent of the mothers *disagreed* that toys with the food products are useful for kids. The same has been shown in the Table 10. Regarding the quality of the toys (Table 11), the mothers were not convinced about the quality of the toy premium with the food item. They were of strong opinion that the premiums with food products should be banned, with 86.4% of the mothers (Table 12) *agreeing* to it.

The toy premium with the food products is very popular with the children and it is one of the factors they take

into consideration for selecting the food product. The mothers were of an opinion that the premiums with food products should be banned, with 86.4% of the mothers *agreeing* to it.

Managerial Implications

Research findings from this study have implications for policy makers from a public health perspective; marketers for designing their promotional strategies ; and for parents to take their decisions for the betterment of their kids. Toy premiums should only be permitted to accompany healthier food choices. This evidence may be used by policy makers and practitioners, and they should try to reshape the food marketing environment to foster healthier food choices by children.

This research can help the industry in understanding ways to increase room sales by putting parents' expectations into perspective. This research, therefore, has a strong potential for better informing top management about branded kid's food items in the country. Companies could work to make their children's meals more nutritious and their toy premiums more educationally sound to please both parents and children.

Limitations of the Study and Scope for Further Research

The first limitation is related to the region. The focus of this study is India, and data were collected only from NCR (National Capital Region). This may somewhat limit the generalizability of the findings. In future research, researchers could consider other regions, basically semi-urban areas for understanding the parents' views for kid's food marketing strategies used by companies. Only mothers were selected for the present study. The fathers of children might reveal different results. For future research, it will be important to understand the differences between mothers and fathers to be influenced by children: their different approach could highlight a different attitude towards their children's choices. Therefore, this could be a limitation for not providing a full picture (parents) so as to clarify the main aspects related to the kid's food marketing strategies. The present study has been conducted through the survey based technique, and this technique is known to be associated with its own limitations. Other research approaches like interview-based technique or qualitative research technique can also be used in future research.

References

- Agrawal, N., & Tripathi, A. P. (2008). Analyzing the impact of television advertising on children's food preferences: A study of Indian perspective (with special reference to Delhi & NCR). *Indian Journal of Marketing*, 38(6), 42 - 49.
- Andreyeva, T., Kelly, I. R., & Harris, J. L. (2011). Exposure to food advertising on television: Associations with children's fast food and soft drink consumption and obesity. *Economics & Human Biology*, 9 (3), 221 - 233.
- Atkin, C. K. (1978). Observation of parent - child interaction in supermarket decision-making. *Journal of Marketing*, 42 (4), 41 - 45. DOI: 10.2307/1250084
- Berey, L. A., & Pollay, R. W. (1968). The influencing role of the child in family decision making. *Journal of Marketing Research*, 5, 70 - 72.

- Carlson, G. A. (1990). Child and adolescent mania - Diagnostic considerations. *Journal of Child Psychology and Psychiatry*, 31(3), 331- 341.
- Caruana, A., & Vassallo, R. (2003). Children's perception of their influence over purchases: The role of parental communication patterns. *Journal of Consumer Marketing*, 20(1), 55 - 66.
- Childwise. (2015). *Childwise monitor trend report*. <http://www.childwise.co.uk/reports.html>
- Divakar, R., & Raju, G. A. (2016). Children's interest in TV advertisements and their TV viewing behaviour. *Indian Journal of Marketing*, 46(5), 55 - 66. doi:10.17010/ijom/2016/v46/i5/92489
- Dotson, M.J., & Hyatt, E.M. (2005). Major influence factors in children's consumer socialization. *Journal of Consumer Marketing*, 22(1), 35 - 42.
- Fan, Y., & Li, Y. (2010). Children's buying behaviour in China: A study of their information sources. *Marketing Intelligence & Planning*, 28(2), 170 - 187.
- GBD 2015 Obesity Collaborators. (2017). Health effects of overweight and obesity in 195 countries over 25 years. *New England Journal of Medicine*, 377(1), 13 - 27.
- Halford, J. C., & Boyland, E. J. (2013). The marketing of foods and non-alcoholic beverages to children. Setting the research agenda. *Appetite*, 62, 182 - 184.
- Kaur, P., & Singh, R. (2006). Children in family purchase decision making in India and the West : A review. *Academy of Marketing Science Review*, No. 8, 1 - 30.
- Lobstein, T., & Jackson - Leach, R. (2016). Planning for the worst : Estimates of obesity and comorbidities in school - age children in 2025. *Pediatric Obesity*, 11(5), 321 - 325.
- Malik, G., & Shah, M. (2016). Impact of pester-power on parents purchasing pattern for child-centric products. *Prestige International Journal of Management & IT-Sanchayan*, 5(2), 31 - 42.
- Marquis, M. (2004). Strategies for influencing parental decisions on food purchasing. *Journal of Consumer Marketing*, 21(2), 134 - 143.
- McNeal, J.U. (1992). *Kids as customers: A handbook of marketing to children*. Lexington, MA, USA: Lexington Books.
- Moschis, G. P., & Churchill Jr., G. A. (1978). Consumer socialization: A theoretical and empirical analysis. *Journal of Marketing Research*, 15(4), 599 - 609.
- Moschis, G. P., Moore, R. L., & Smith, R. B. (1984). The impact of family communication on adolescent consumer socialization. In, T. C. Kinnear (ed.), *NA - Advances in consumer research* (Vol. 11, pp. 314 - 319). Provo, UT : Association for Consumer Research.
- Nicholls, A. J., & Cullen, P. (2004). The child - parent purchase relationship: 'Pester power', human rights and retail ethics. *Journal of Retailing and Consumer Services*, 11(2), 75 - 86.
- Pettigrew, S., & Roberts, M. (2006). Mothers' attitudes towards toys as fast food premiums. *Young Consumers*, 7(4), 60 - 67.
- Schiffman, L. G., & Kanuk, L. L. (2007). *Reference groups and family influences in consumer behaviour*. London: Prentice Hall.

- Shoham, A., & Dalakas, V. (2005). He said, she said... they said: parents' and children's assessment of children's influence on family consumption decisions. *Journal of Consumer Marketing*, 22 (3), 152 - 160.
- Sivathanu, B. (2017). Food marketing and its impact on adolescents' food choices. *Indian Journal of Marketing*, 47 (8), 46 - 60. doi:10.17010/ijom/2017/v47/i8/117432
- Wimalasiri, J. S. (2004). A cross-national study on children's purchasing behavior and parental response. *Journal of*

About the Authors

Manjot Kaur Shah is an Assistant Professor at Mata Sundri College for Women, University of Delhi, Delhi. She is also pursuing her Ph.D. at Amity University, Noida. She has more than five years of teaching experience. She has presented papers in national and international conferences. She has also published research papers in various journals. Her areas of interest are marketing and consumer behavior.

Garima Malik is a Doctoral Scholar of Marketing at Xavier School of Management, XLRI Jamshedpur, India. She has more than 12 years of academic experience. She is associated with Amity Business School, Noida, India. She has degrees in GNIIT, MBA, and Ph.D. in the banking sector. Her keen areas of research are banking, marketing of services, rural markets, and customer relationship management. She has presented several papers at national and international conferences and has attended training programs at institutions like IIMs, IITs, and the Brookes University of UK. She has publications in various leading national and international journals such as *Journal of Global Marketing* and *Indian Journal of Marketing* among others.