Children's Interest in TV Advertisements and Their TV Viewing Behaviour

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Abstract

Television today is the most powerful media used to convey all types of messages. It is found in every home, whether upper, middle, or low class of society. Television viewing is quite common these days. Children today spend a maximum of their free time watching television where they are exposed to a large number of advertisements. They watch almost 2-3 hours of television everyday, which includes their favourite cartoons and other programmes. The number of TV running homes has come a long way; more than 100 million TV households have been accounted for so far. Accessibility to television is increasing day by day and has been accepted by the society. A variety of programmes are available round the clock. Many targeted programmes and commercials on television are attracting more and more number of children towards it. Television viewing brings about cognitive development and conveys knowledge, skills, and information to children. It encourages learning and imparts overall awareness. It brings about both theoretical and concrete thinking and initiates change in behaviour and attitudes. Hence, the beneficial and adverse effects of television is a matter of great concern. Television viewing has negative impacts too. It may place children in passive roles. It dissuades them from reading, playing, exercising, studying, and so forth. It decreases actual social communication and develops violent and destructive behaviour in children (Gupta, Saini, Acharya & Miglani, 1994). This study was conducted to take note of TV viewing behaviour among children from urban and rural areas of Goa. A sample of 200 children of 6-12 years of age across Goa was selected. It was found that more number of children in rural areas watched advertisements as compared to their urban counterparts. On an average, children watched 2 hours or less of TV daily ; while on holidays, they watched TV for more than 3 hours. As age advances, children's interest towards television decreases. It was also observed that parents discussed about TV advertisements more with girls and older children and that too only when their children enquired about it from them.

Keywords: **children, TV advertisements, TV viewing, urban, rural**

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TV is a fact of modern life. Most parents are occupied with a number of tasks throughout the day. Whether they prefer it or not, parents often depend on television to occupy their child while they do their daily chores. It takes a lot of effort to restrict television viewing when you have to choose between completing household and other jobs and directly supervising your children (Hill Scott, n.d.). A TV set is as familiar as the members of the family. Unlike human beings, the TV set is always there to entertain and give children company (Unnikrishnan & Bajpai, 1996).

It has been found that the amount of time young children spend watching television replaces time that could have been spent in other activities (Dietz & Gortmaker, 1985). The time spent by children of different age groups in watching TV, including young children 5-8 years old in different countries, ranged between one and a

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half to two and -a- half hours per day (Verma & Larson, 2002). Television is the window of the world. The glamour and glory of television has attracted all sectors of the society. It has literally hypnotized children.

Literature Review

Research studies have suggested that children are an emerging market, full of potential (Weller, 2002). Each of the 800 million children who live in the industrialized countries spent approximately $ 250 per year for their personal needs (Chan & McNeal, 2003 ; Lawlor & Prothero, 2003). In the U.S., an average child sees more than 40,000 advertisements per year (Kunkel & Grantz, 1992). Children, irrespective of their age and parents' income, nag and force their parents to buy unwanted products after watching advertisements with free offers (Kumar, 2011).

To be precise, 80% of all advertising directed to children falls within four product categories, that is, toys, cereals, candies, and fast - food restaurants (Kunkel & Gantz, 1992). Children are innocent. When a marketer advertises a product on TV, they do not understand the selling intent in advertising, and they are easy targets to be persuaded for purchase (Wilcox, 2004 as cited in American Psychological Association, 2004). Children continually assume important roles in their homes and have become the main targets of TV advertising (Bandyopadhyay, Kindra, & Sharp, 2001). Opree (2013) found that children who are frequently exposed to advertising became more materialistic. There is a positive relationship between age and understanding of the aims of advertising. (Andronikidis & Lambrianidou, 2010). In urban and rural areas, children of all age groups, both sexes, and all income groups were found to be regular TV viewers. A large number of girls and older children watch television to discover new things and some to do away with loneliness (Ahluwalia & Singh, 2011).

Children in Great Britain see more advertisements than any other children in Europe, since they are exposed to 18,000 advertisements per year (Carvel, 2000). Within European Union Countries, the time children spent watching TV on a daily basis varied from 142 minutes in Austria to 243 minutes in Greece for children over 6 years old (European Parliament, 2003).

In India too, TV has developed in a huge way, and advertising is a huge multimillion-dollar industry that has a very great impact on the development of a child (Clay, 2000). India is a developing country and majority of the population lives in rural areas (Government of India , 2011). Rural consumers are basically different from their counter parts socially, psychologically, physiologically, and literally (Selvaraj, 2007). The buying behaviour of the rural population has become a hot topic for discussion because rural India in recent days is enthusiastically purchasing everything from shampoo to motor cycles (Nagaraja, 2004).

Early parent- child interaction is one of the main factors if parents do not want their child to be influenced adversely by TV advertisements. Parents have a responsibility to teach their children about the truthfulness of the commercial world. They play an important role in deciding what their child learns from TV advertisements (Kapoor & Verma, 2005).

Television advertising, which is the main focus of this paper, has occupied a centre stage in the realm of marketing commercial tools over the years. This is due to its dynamic nature as it can carry both sound and moving visuals (Ouwersloot & Duncan, 2008), and also, has demonstration ability, intrusive value, and ability to generate excitement, one-on-one reach, ability to use humour, and ability to achieve impact (Shimp, 2007). Having realized the varying effects of TV advertisements not only on the purchasing pattern, but also on the total lifestyle of children, this paper makes an effort to study the TV viewing behaviour of children in urban and rural areas of Goa.

Objectives of the Study

The study explores the TV viewing behaviour of children in urban and rural areas of Goa and their interest in TV advertisements.

Hypotheses

➔ **H01 :** There is no significant difference in the TV viewing behaviour of children in urban and rural areas of Goa.

➔ **H02 :** There is no significant difference in the TV viewing behaviour of children in relation to their age.

➔ **H03 :** There is no significant difference in the TV viewing behaviour of children in relation to their gender.

Research Methodology

A structured, close ended, non-disguised questionnaire was used as a tool for data collection. The number of respondents surveyed was 200 (100 from urban areas and 100 from rural areas). The sampling technique used was random sampling. The study was conducted from August 2013 to April 2014 in the state of Goa.

(1) Sample Profile : Children respondents were selected on the basis of demographic segmentation like age, sex, and area. Children in the age group of 6-12 years were selected. Children below 5 years of age were too young and no significant information could be collected from them and hence , they were not included for the present study.

(2) Tools for the Analysis : Chi square test is used to determine whether there is a significant difference between expected frequencies and observed frequencies in one or more categories. On the other hand, Fisher's exact test is one of a class of exact test because the significance of deviation can be calculated exactly rather than relying on approximation. This test is more accurate for small sample than chi square test. Both these tests are used for this study. Chi square analysis was conducted between various sets of variables in order to find out the relationship and significance of association of these variables. The relationship between demographic variables : age, sex, and area was worked out keeping in mind children's interest in TV advertisements and their TV viewing behaviour.

Analysis and Results

This study was conducted in the state of Goa. Goa comprises of two districts - namely North Goa and South Goa. This study is confined to urban and rural areas of North and South Goa. The Table 1 shows the distribution of respondents in North Goa and South Goa to be 100 each. Further sub-division shows 100 respondents each from urban and rural areas in the two districts. Children's TV viewing behaviour in urban and rural areas differed considerably from one child to another. Chi square analysis was performed to see whether there is any association between having TV at home and area.

The Table 2 shows the relationship between having a TV at home and area (i.e. urban and rural). It is found that there is no significant difference between having a TV at home (area wise) as *p*- value is found to be .214, which is greater than 0.05 at the 5% level of significance. Further, Table 2 shows the relationship between

Table 1. Area Wise Distribution of Respondents

	Area				Total	
	Urban		rural			
	No. of respondents	%	No. of respondents	%	No. of respondents	Percentage
District North Goa	50	50.0%	50	50.0%	100	50.0%
South Goa	50	50.0%	50	50.0%	100	50.0%
Total	100	100.0%	100	100.0%	200	100.0%

Table 2. Pearson's Chi Square Test

	x2 value, d.f, and p value				Fishers exact test p value	
Have tv at home * Area	1.546	1	.214	NS	.	.
Watch tv outside * Area	.907	1	.341	NS		
Watch ads * Area	.479	1	.489	NS		
Remember ads * Area	.040	1	.841	NS		
Ads remembered most * Area	3.398	4	.494	NS		
Do what on seeing ads * Area	3.040	3	.385	NS		
Who acc.while watch. * Area					.119	NS
Do parents discuss * Area	3.186	3	.364	NS		
Hrs of t.v watch on sc.days * Area	3.983	3	.263	NS		
Hrs of tv watch on holidays * Area	4.176	3	.243	NS		
Inf. of food to eat * Area	1.691	3	.639	NS		

NS=Not Significant. Significant at 5% level of significance.

watching TV outside home and area (i.e. urban and rural). It is found that there is no significant difference in watching TV outside home (area wise) as the *p*- value is found to be .341, which is greater than 0.05 at the 5% level of significance.

Children spent maximum time in front of television watching different programmes including advertisements. An attempt was made to find out how many children watched advertisements and how many remembered various advertisements they watched. Chi square was applied to find out if there is any significant relationship between watching advertisements (area wise). The Table 2 shows that there is no significant association between watching advertisements and area (urban area/rural area) as the *p* - value is found to be .489, which is greater than 0.05 at the 5% level of significance.

Children in both urban and rural areas found advertisements attractive due to colour, appeal, sound effect, celebrity, and presentation. Hence, children not only watched advertisements, but also remembered them. Chi square was applied to find out if there is any significant relationship between remembering advertisements (area wise). From the Table 2, it can be seen that there is no significant association between remembering advertisements and area as a the *p* - value is .841, which is greater than 0.05 at the 5% level of significance.

An attempt was made to find out what type of advertisements children remembered the most. Chi square was performed to find out whether there is any association between advertisements remembered the most and area (i.e. urban and rural). The results in Table 2 show the *p* - value to be .494, which is greater than 0.05 at the 5% level of significance, which signifies that there is no association between advertisements remembered the most (area wise).

An effort was made to identify what children did on seeing advertisements in urban and rural areas. Chi square was performed to find out whether there is any association between activity on seeing advertisements and area. The results are shown in the Table 2. It can be seen that the *p* - value is .385, which is greater than 0.05 at the 5% level of significance, which signifies that there is no significant association between activity on seeing advertisements and area.

Data was collected to find out who accompanies children while watching television most of the time. Fisher's exact test was applied to find out whether there is any association between who accompanies children while watching television and area (i.e. urban and rural). The results in the Table 2 show that the *p* - value is .119, which is greater than 0.05 at the 5% level of significance, which signifies that there is no significant association between children watching television and area (urban/rural area).

It was further decided to find out how frequently parents discussed about TV advertisements with their children in urban and rural areas. It was found from the survey that parents who were concerned about their children's TV viewing habits often had discussions with their children, while those who were less concerned seldom found time to interact with their children.

Chi square test was conducted to find out whether there is any association between parents' discussion with children and area. The results are shown in the Table 2. It can be seen that *p* value is .364, which is greater than 0.05 at the 5% level of significance, which signifies that there is no significant association between parents' discussion with children and area.

Children's TV viewing has been classified as those on school days and holidays. From the survey undertaken, it was found that during school days, maximum number of respondents watched television for 1-2 hours. Chi square Chi square test was conducted to see whether there is any association between hours of TV watching on school days and area. The Table 2 shows a relationship between hours of TV watching on school days and area. It is found that there is no significant difference in TV viewing behaviour of children in urban and rural area on school days as the *p* - value is found to be .263, which is greater than 0.05 at the 5% level of significance.

On the other hand, on holidays, the number of hours of TV watching increased considerably. From the survey, it was found that viewership of television increased considerably on holidays as compared to school days. Maximum number of children in urban areas watched TV for 2-3 hours ; while the maximum number of children in the rural areas watched TV for more than 3 hours on holidays. Chi square test was performed to see whether there is any association between hours of TV watching on holidays and area. The Table 2 shows a relationship between hours of TV watching on holidays and area. It was found that there is no significant difference in TV viewing behaviour of children in urban and rural areas on holidays as the *p* - value is found to be .243, which is greater than 0.05 at the 5% level of significance.

An attempt was made to find out from where children got information about what kind of food they should eat. Chi square test was conducted to see whether there is any association between getting information about what food to eat and area (i.e. urban and rural). The Table 2 shows the relationship between information of food to eat and area. It is found that there is no significant difference between getting information about what food to eat area wise as the *p* - value is .639, which is greater than 0.05 at the 5% level of significance.

From the survey, we find that parents and advertisements were the main source of information providers to children. Parents basically got information from advertisements which they passed on to their children. Hence, it can be seen that advertisements did act as a major source of information provider indirectly.

Children's TV viewing varies considerably with their age. An attempt was made to ascertain the children's TV viewing behaviour from various age groups. It can be seen from the Table 3 that 13% of the respondents from urban and rural areas were in the age group of 6-7 years, while 71% respondents from urban areas and 33% respondents from rural areas were in the age group of 8-9 years. On the other hand, 16% respondents in urban areas and 54% respondents in rural areas were in the age group of 10-12 years. Hence, it can be seen that maximum number of respondents from urban areas (i.e.71%) were in the age group of 8-9 years ; while in the rural areas, maximum numbers of respondents (i.e. 54%) were in the age group of 10-12 years.

Fisher's exact test was conducted to see whether there is any association between having a TV at home and age of children. From the Table 4, it is found that the *p* - value is .335, which is greater than 0.05 at the 5% level of significance, which shows that there is no significant association between having a TV at home and age of children. Furthermore, chi square test was conducted to see whether there is any association between watching TV outside home and age. The Table 4 shows the *p* value to be .625, which is greater than 0.05 at the 5% level of significance, which shows that there is no significant association between watching TV outside and age.

An attempt was made to find out which age group watches advertisements the most. The Table 4 shows the relationship between watching advertisements and age. It was found that there is no significant difference in watching of advertisements and age of children as the *p* - value is .378, which is greater than 0.05 at the 5% level of significance.

Table 3. Age Wise Distribution of Respondents

	Area				Total	
	Urban		rural			
	No. of respondents	%	No. of respondents	%	No. of respondents	%
Age	6-7 years	13	13.0%	13	26	13.0%
8-9 years	71	71.0%	33	33.0%	104	52.0%
10-12 years	16	16.0%	54	54.0%	70	35.0%
Total	100	100.0%	100	100.0%	200	100.0%

Table 4. Pearson's Chi Square Test

	x2 value, d.f, and p value				Fishers exact test p value	
Have tv at home * Age	.	.	.	.	.335	NS
Watch tv outside * Age	.942	2	.625	NS		
Watch ads * Age	1.946	2	.378	NS		
Remember ads * Age	.268	2	.875	NS		
Ads remembered most * Age	.				.692	NS
Do what on seeing ads * Age	.				.632	NS
Who acc.while watch. * Age	.				.875	NS
Do parents discuss * Age	4.003	6	.676	NS		
Hrs of t.v watch on sc.days * Age	9.619	6	.142	NS		
Hrs of tv watch on holidays * Age	7.924	6	.244	NS		
Inf. of food to eat * Age	7.155	6	.307	NS		

NS=Not Significant. Significant at 5% level of significance.

Furthermore, an attempt was made to find out children's memorability about advertisements. It was found from the survey that maximum respondents in the age group of 6-7 years remembered advertisements followed by those in the age group of 8-9 years. Chi square test was conducted to ascertain whether there is any association between children's memorability about advertisements and age. The Table 4 shows the *p* - value to be .875, which is greater than 0.05 at the 5% level of significance, which shows that there is no significant association between remembering advertisements and age.

An effort was made to identify which advertisements children remembered the most. Fisher's exact test was conducted to see whether there is any association between advertisements remembered the most and age of children. From the Table 4, it can be inferred that as the *p* - value is .692, which is greater than 0.05 at the 5% level of significance, there is no significant association between advertisements remembered the most and age of children. It was observed from the survey that the maximum number of children remembered food advertisements the most.

An attempt was made to find out what children in the different age groups did on seeing advertisements. Fisher's exact test was conducted to ascertain whether there is any association between activity done on seeing advertisements and age of the children. From the Table 4, it can be inferred that as the *p* value is .632, which is greater than 0.05 at the 5% level of significance, there is no significant association between activity done on seeing advertisements and age of children.

Data was collected to find out who accompanies children while watching TV most of the time. Fisher's exact test was conducted to ascertain whether there is any association between who accompanies children while watching TV and age of the children. From the Table 4, it was found that as the *p* value is .875, which is greater than 0.05 at the 5% level of significance, there is no significant association between who accompanies the children while watching TV and age of the children.

Discussion between children and parents about advertisements is an important element to healthy TV viewing. With this in mind, data was collected to find out parents' discussion with children. Chi square test was performed to see whether there is any association between frequency of parents' discussion and age. The Table 4 shows the *p* value to be .676, which is greater than 0.05 at the 5% level of significance, which shows that there is no significant association between frequency of parents' discussion with children and age.

Children's TV viewing on school days and holidays was evaluated among different age groups. Chi square test was performed to see whether there is any association between hours of TV watching on school days and age. The Table 4 shows the *p* value to be .142, which is greater than 0.05 at the 5% level of significance, which shows that there is no significant association between hours of TV watching on school days and age.

Furthermore, chi square test was also conducted to ascertain whether there is any association between hours of TV watching on holidays and age. The Table 4 shows the *p* - value to be .244, which is greater than 0.05 at the 5% level of significance, which shows that there is no significant association between hours of TV watching on holidays and age.

An attempt was made to find out from where children in different age groups got information about what food to eat. Chi square test was conducted to ascertain whether there is any association between getting information of food to eat and age. The Table 4 shows the *p* - value to be .307, which is greater than 0.05 at the 5% level of significance, which shows that there is no significant association between getting information of food to eat and age.

It can be observed from the Table 5 that 61% of the respondents from urban areas were boys and 39% were girls ; while 46% respondents from rural areas were boys and 54% were girls. Hence, it can be seen that maximum numbers of respondents from urban area were boys (61%), while the maximum number of respondents from rural areas were girls (54%). Chi square test was conducted to ascertain whether there is any association between having a TV at home and gender. From the Table 6, it is found that gender wise, there is no significant difference in having a TV at home as the *p* value is found to be .284, which is greater than 0.05 at the 5% level of significance.

Furthermore, the chi square test was conducted to ascertain whether there is any association between watching TV outside home and gender. It is found that there is no significant difference in watching TV outside among boys and girls as the *p* value is found to be .607, which is greater than 0.05 at the 5% level of significance.

Boys as well as girls were regular viewers of television. In addition to various programmes, they also viewed advertisements. The chi square test was conducted to examine whether there is any association between watching advertisements and gender. As shown in the Table 6, the chi square value is not found to be significant as the *p* value is .568, which is greater than 0.05 at the 5% level of significance.

Table 5. Gender Wise Distribution of Respondents

	Area				Total	
	Urban		rural			
	No. of respondents	%	No. of respondents	%	No. of respondents	%
Gender Boys	61	61.0%	46	46.0%	107	53.5%
Girls	39	39.0%	54	54.0%	93	46.5%
Total	100	100.0%	100	100.0%	200	100.0%

Table 6. Pearson's Chi Square Test

Particulars	x^2 value, *df*, and *p* value				Fisher's exact test *p* value	
Have T.V at home *Gender	1.149	1	.284	NS		
Watch T.V outside*Gender	.264	1	.607	NS		
Watch ads *Gender	.326	1	.568	NS		
Remember ads*Gender	2.003	1	.157	NS		
Ads remembered most*Gender	11.887	4	.018 #	sig		
Do what on seeing ads*Gender	3.184	3	.364	NS		
Who accompanies while watching *Gender					.043 #	sig
Do parents discuss *Gender	1.385	3	.709	NS		
Hrs of T.V watching on school days *Gender	2.864	3	.413	NS		
Hrs of T.V watching on holidays *Gender	2.752	3	.431	NS		
Information of food to eat*Gender	.508	3	.917	NS		

NS=Not Significant ; Sig= Significant ; #Significant at the 5% level of significance.

Children remember advertisements because of the pictorial representation, musical background, presence of celebrities, and slogans. An attempt was made to find out the memorability of advertisements among the respondents. Chi square test was conducted to ascertain whether there is any association between remembering advertisements and gender. As shown in the Table 6, the chi square value is not found to be significant as the *p* - value is .157, which is greater than 0.05 at the 5% level of significance.

An effort was made to identify which advertisements children remember the most gender wise. Chi square test was conducted to ascertain whether there is any association between remembering advertisements and gender. As shown in the Table 6, the chi square value is found to be significantly different between boys and girls as the *p* - value is .018, which is less than 0.05 at the 5% level of significance. From the survey, it was found that girls were more attracted to food advertisements as compared to boys. Boys, on the other hand, remembered more of toys and electronic advertisements as they are more playful by nature.

An attempt was made to find out what children of various genders did on seeing advertisements. Chi square test was conducted to ascertain whether there is any association between activity performed on seeing advertisements and gender. As shown in the Table 6, chi square value is found to be significantly different between boys and girls as the *p* value is .364, which is less than 0.05 at the 5% level of significance.

Children watch television every day. They may be accompanied by family members or friends. An attempt was made to find out who accompanies children most of the time while watching television. From the study, it was found that more number of girls watched TV preferably with their parents and siblings ; whereas, boys preferred to watch TV alone. Chi square test was conducted to ascertain whether there is any association between persons accompanying children while watching TV and gender. As shown in the Table 6, the chi square value is found to be significantly different between persons accompanying children while watching TV gender wise as the *p* - value is .043, which is less than 0.05 at the 5% level of significance.

Discussion between parents and children is an important element in understanding the positive and negative side of advertisements. Thus, with this point in mind, an effort was made to find out the frequency of parental discussion with children about advertisements. Chi square test was conducted to ascertain whether there is any association between discussion with parents and gender. As shown in the Table 6, the chi square value is not significantly different between discussion with parents and gender as the *p* - value is found to be .709, which is greater than 0.05 at the 5% level of significance.

An effort was made to study the number of hours of TV viewing on school days and holidays (gender wise). The

chi square test was conducted to ascertain whether there is any association between hours of TV watching on school days and gender. As shown in the Table 6, the chi square value is not significantly different between hours of TV watching on school days (gender wise) as the *p* value is found to be .413, which is greater than 0.05 at the 5% level of significance.

Further, the chi square test was also conducted to ascertain whether there is any association between hours of TV watching on holidays and gender. As shown in the Table 6, the chi square value is not significantly different between hours of TV watching on holidays (gender wise) as the *p* - value is found to be .431, which is greater than 0.05 at the 5% level of significance.

An attempt was made to find out from where children got information about what food to eat. Chi square test was conducted to ascertain whether there is any association between getting information of food to eat and gender. As shown in the Table 6, the chi square value is not significantly different between getting information of food to eat (gender wise) as the *p* value is found to be .917, which is greater than 0.05 at the 5% level of significance.

Discussion and Conclusion

From the present study, it can be concluded that children from urban and rural areas, of all age groups and of both sexes, were found to be regular TV viewers. It supports the findings of Costa (2012) that having a TV at home is not the only criteria for watching advertisements. Irrespective of having a TV at home, children from all categories do watch advertisements. A similar finding was reported by Saraf, Jain, and Singhai (2013) that most of the children in urban and rural areas watch various programmes on television.

The analysis further revealed that children in the age group of 8-9 years were very sensitive and were found to be more influenced in watching advertisements and also remembering them. They had high memorability for food advertisements followed by advertisements of toys. This is consistent with Chan's (2000) observation that children from grade 2 (i.e. age of 7-8 years) knew what advertising was and had developed an appreciation for TV commercials. Another noteworthy finding by Kapoor and Verma (2005) stated that at a lower age group, it is the entertaining ability, while at a higher age group, it is the credibility element of advertising that has the ability to create a favourable attitude towards advertising.

It was observed that boys watched advertisements more as compared to girls and also remembered them. They were more fascinated by food advertisements followed by toy advertisements. This finding is supported by the results obtained by Chernin (2008) that younger as well as older children are influenced by food commercials. Boys were found to be more influenced than girls. Cherney and London (2006) observed that boys in the age group of 5-13 years were found to spend more time in sporting activities, watching TV, and playing computer games. It was found that girls spent less amount of time watching TV and the main reason observed during data collection was that girls are more studious and sincere in their studies and were also engaged in household activities, which kept them busy.

Verma and Larson (2002) found that in Indian urban middle class families, 73% of the TV viewing occurred with family members. TV viewing is a family activity occurring in a context where parent's supervision and influence are likely. This research study also observed that parents discussed about TV advertisements more with girls and older children and that too only when their children enquired about it from them. A similar conclusion was drawn by Ahluwalia and Singh (2012).

Children from urban areas showed more interest in watching advertisements and were found to be watching TV either alone or with their siblings ; while children in rural areas were accompanied by their parents while watching television. This could be because parents in urban areas are either employed or are busy in other activities and are away from home, while on the other hand, parents in rural areas are less busy and are at home, and so, can find time to watch TV with their children.

Children were attracted to watching television on school days as well as on holidays. From the survey, it was

found that on school days, children watched TV for 2 hours while on holidays, it extended to more than 3 hours. The findings of the study by Gurleen and Sukhmani (2011) revealed that most young Indians watched TV either most often or sometimes and spent about 3 to 5 hours daily watching TV. There is a significant difference in frequency of watching TV between males and females. Similar findings were observed by Signorielli (1989) that the average child (under 12) watched approximately 3.5 hours of TV per day. It can also be seen that children in the age group of 10-12 years watched less amount of television as compared to children in the age group of 8-9 years. This could be because as age advances, the viewership of television decreases as children are pre - occupied with other activities. As this age group is slowly moving into the threshold of being teenagers, their interest in seeing advertisements is slowly replaced by other priorities. There are literatures that state that as children grow older, they become more cynical and distrustful of advertising claims (Riecken & Yavas, 1990 ; Robertson & Rossiter, 1974 ; Rossiter, 1979). This finding also supports the findings of Saraf et al. (2013) that as age advances, the TV viewing hours of children decreases. Children cannot be easily convinced as they grow up, since they also use alternate sources of information and depend less on TV advertisements (Van Evra, 1995).

Thus, from the above analysis, it can be concluded that overall, TV viewing behaviour of children is the same as far as area and age are concerned. While in case of gender, there is a significant difference as far as memorability of advertisements and persons accompanying children while watching T.V are concerned. Boys remember more of toys and electronic advertisements , while girls remember food advertisements. Similarly, girls watch T.V with their parents or siblings, while boys prefer to watch TV alone. As a result, keeping aside these two, all the others show no significant differences as far as gender is concerned . As a result, the hypotheses H01, H02, and H03 are accepted.

Managerial Implications

This study highlights the tremendous impact that advertising has on children. It is ,therefore, the responsibility of the marketers to provide truthful information to children and not misguide them with tall claims and free offers. Similarly, it is also the duty of the government to keep a check on the marketing activities and promotional tactics adopted by marketers for the benefit of the society. The government should also take steps to control the timing allotted for advertisements.

Limitations of the Study and Scope for Future Research

Since the data was collected from children in the age group of 6-12 years, the questionnaire had to be made as simple as possible for their level of understanding, and at the same time, had to serve the purpose of the research. Several rounds had to be made in case of many rural schools as some children took longer time to give their feedback. For future research, studies can be undertaken to examine rules, regulations, and restrictions imposed by the Govt. of India on industries, advertisers, and media owners vis- a-vis other countries of the world.

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