

COMMERCIALIZING THE KIDS: AN EMPIRICAL STUDY OF IMPACT OF TV COMMERCIALS ON CHILDREN

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ABSTRACT

A study seeks to appraise the basic perceptives of children on television advertising and the role of parent-child interaction in this regard. To achieve the objectives of the study two questionnaires were administered, after taking expert opinion one to the children (male and female) and other for parents respectively. The study reveals that Indian children have basic cognitive understanding of the commercial world and it is a challenging job for the marketing strategists to adopt such commercials which can influence them and finally can be converted into buying action. Parent's perception also found TV commercials play a significant role in shaping their children's buying response. Results reveal that through commercials buying expenditure increases substantially, it affects their eating styles and have deep behavioral implications vis a vis their parents. It was also revealed in the study that early parent-child interface was a key element if parents did not want their child to be negatively affected by TV commercials. Parents have to play a proactive role to teach their children about the authenticity and veracity of the commercials.

KEY WORDS: Behavior implications, commercials, television advertising, eating disorders.

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