

CHAPTER 2

REVIEW OF LITERATURE

The present study deals with the perceptions of adolescents regarding the influence of television advertisements on the selected aspects of their lives. The investigator while reviewing the available literature did not come across with any study, in which adolescents' perceptions regarding influence of television advertisements was studied. In India limited number of studies was found in which influence of advertisements on children was studied but none of the studies was confined particularly on adolescents. However significant amount of studies carried over in foreign countries were found on various issues related to television advertising in which many were confined to children and adolescents. The studies conducted abroad were generally micro-level studies. The literature reviewed for the present study is divided into following two parts:

2.1 Studies conducted in India.

2.2 Studies conducted abroad.

2.1 Studies conducted in India.

Karandikar (1996) carried out a research in the city of Bombay on assessments of the effects of advertisements on consumer in India and measures of protection.

The major objectives were to study the present status of advertising as compared to the past, doing with the future expectations from it, to assess the social and ethical aspects of advertisements by specifically studying socio-ethical issues involved in it, to analyze the impact of advertising on different categories of consumers.

The sample of the study comprised of respondents of age group ranging below 30, 30-40, 40-50, and above 50.

A structured questionnaire was administered to stratified purposive sample of consumers residing within the boundaries of Greater Bombay. The size of sample was 658 respondents.

The major findings of the study were that the respondents felt that the advertisements are both informative and entertaining. They had more interest in toiletries and cosmetics, food products and detergents advertisements. They were found somewhat agreeing that media cannot survive without advertising. They were found somewhat disagreeing with the statement that the claims made in the advertisements compelled them to buy what they do not need.

The respondents felt that advertisements are loud and vulgar, they promote fantasy and rarely reflect reality and

advertisements mostly exploit sex. Respondents strongly objected the back door entry of cigarette advertisements through sponsorship. Most of the respondents failed to understand financial claim properly along with the technical claim. However, they were found able to understand misleading claims in the matter of health. Respondents were found sentimental over religious advertisements.

Sahoo and Ali (1996) conducted a study on advertising directed at children by observing mother's mind-set.

The principle objective of the study was to explore the opinion of mothers regarding elimination of television advertisements directed towards children. The specific objective of the study was to assess the attitude of mothers in favor and against of banning advertisements directed towards children on television. A survey covering 90 mothers of various occupations, family income, size, age, etc, was conducted in the city of Bhubneshwar, Orissa.

A semi-structured questionnaire was administered to elicit responses.

The respondents were divided into two categories, in favor group and against group. The former consisted of the responding mothers who were in favor of banning advertisements directed at children and the later group comprised of those who were against banning advertisements on television directed at children.

The major findings of the study revealed that the mother in both favor group and against group overwhelmingly supported the constitution of a censor board to regulate and pass advertisements directed at children. This implies that slowly but surely the subject of advertising directed at children is becoming an area of great concern. More than half percent of the respondents in the favor group felt that there was no reason for advertising directed at children to be taken off the television. The remaining of the respondents in favor group felt advertising directed at children viewed that advertisements were insulting towards women and their intelligence. The findings further revealed that mothers in the favor group also felt that their children were not in a position to assess what was good and bad for them and hence liked to curtail the influence level.

The respondents in against group of banning advertisements directed at children had depicted moderate views towards advertisements. The respondents in the group from high-income level did not bother about the advertisements directed at children. The only explanation that seemed logical by the researchers that those mothers had the ability to meet the demands of their children based on the influence of advertisements and therefore found having no objection towards advertisements.

Prasad (1994) conducted a study on commercial advertising and portrayal of women by taking 210 advertisements featured women.

The content analysis showed that in many advertisements use of women models were not needed at all and still they were included to attract the attention of the viewers. Almost half of the advertisements did not really need to feature women. Out of 210 advertisements studied, 63 showed women in traditional roles while 35 advertisements projected them in non-traditional roles. A very large number (117) of advertisements featured women in a neutral manner- neither in a traditional nor in a non-traditional role. The women in traditional roles were shown secondary to male figure may be the father, the husband or the son. They were shown as happy and contented in their stereotyped role of loving mother, caring wife, etc. Very rarely women were projected as progressive, successful human beings like their male counterparts in several advertisements.

Unnikrishan and Bajpai (1994) studied the impact of television and particularly television advertising on children. The study was carried out in the city of Delhi.

The specific objectives of the research were to study the advertisements on television and their indelible mark they leave on the minds of individuals and to study the nature and manner of conveying ideas to people i.e. to examine the individual's relationship with the television set.

The sample of the study consisted of 730 children of age group 5-15 years. Interview schedules were used for collection of data.

The major findings of the study were that, on average children watched approximately 17 hours of television every week. Children spent more time in front of the small screen, than on hobbies and other activities including homework. More than 80 percent of the families were watching television everyday. Children from middle class families in the age group of 8-15 years ranked highest in this regard.

Majority of the children found liking television commercials very much. Though 64 percent in the age group of 5-8 years found liking advertisements better than programs, whereas in the age group of 8-12 years almost fifty percent and in the age group of 13-15 years, one third of the respondents were found liking advertisements more than programs. Significant number of girls preferred watching advertisements than that of boys. Majority of the respondents in the age group of 8-15 years were found able to differentiate commercials from programming on the content analysis. Majority of the respondents were found liking music in advertisements whereas, one fourth of the respondents were found liking visuals in advertisements.

In all the age groups one fact was found that, seventy five percent of the respondents showed their inclination to buy

goods advertised on television. Little less than fifty percent of the parents interviewed agreed that children persisted them to purchase goods advertised. Similarly eighty percent of the respondents in the age group of 8-15 years reported that their parents agreed to their demands and let them buy things of their choice.

Abidi and Zeeshan (1991) studied the exploitation of the children for commercial ends. The objectives of the study were to determine the exposure of children to television and degree of product recognition and recall of advertisements among children. The popularity of program among children was also studied in addition to the parental response to the children's appeals.

The study was carried out on a total of 120 parents of children between the age of 7-15 years in Aligarh and Lucknow cities. A questionnaire was prepared and the respondents were invited to discuss in length both verbally and in writing.

The major findings of the study revealed that children were watching television for 2 – 2-1/2 hours of a day with significant addition to the time on Sundays. Child centered advertisements were recollected by the children very favorably and they identified the product. In the 13-15 years category, there was negative as well as undecided response. Children found persuading parents in purchasing decisions even in the fields that were of no direct consequences to them. The study

further revealed that the parents belonging to the higher income group and to some extent middle-income group were more sympathetic towards their children's demands. Parents of the low-income group were, however, found more concerned regarding provision of necessities of daily life. They had therefore, no inclinations to meet unnecessary demands of their children. It was observed that lower income parents had more participation of children in their purchase decisions for the products that were of remote interest to them than families higher upon the monetary ladder.

Bhatt (1991) conducted a study on analysis of perceptions of the media professionals and university teachers of Baroda city regarding the portrayal of women in selected prime time television programs.

The sample of 128 media professionals who were directly or indirectly involved in projecting the images of women on the mass media and the university teachers who were assumed to be conscious about the projection of women on mass media. Questionnaire was used for the collection of data.

The major findings of the study were that, the overall perceptions of the portrayal of women in society were found to be positive as high number of women perceived the negative portrayal of women on psychological dimension as they were projected as depressive, submissive and emotional. Teachers

felt that more emphasis was on personal dimension of female characters like beauty, charm, and prettiness.

Majority of the respondents wished to see positive, desirable and encouraging portrayal of women in television. In television advertisements almost all of the respondents perceived women being used as merely beautiful objects, as dependent housewives, and doing things only to appeal men.

Balsubramaniam and Kiranmai (1990), while studying effects of television viewing on the school performance of children, also found out some facts about the impact of television commercials upon them. The study was conducted in the Dharwad city of Karnataka state. The objectives of the study were to ascertain the television viewing habits of high school students. The study was specifically aimed to find out the effects of television on the academic performance of the students and the impact of television commercials on them.

The sample of the study comprised of 153 students in the age group of 13-16 years studying in high schools. The questionnaire was used to collect data from the students. The major findings of the study revealed that majority of boys in the age group of 13-14 years were watching television programs more than girls. Irrespective of their age, majority of the students, were discussing and seeking clarifications about the programs and the commercials first with their peers, than with their family members. Television commercials were popular

among 87 percent of the respondents. Commercials, which were having pictures and sound along with popular personalities, were contributing factors in attracting the respondents. 71 percent of the respondents wished to buy products advertised on television.

Krishnan and Dighe (1989) after studying 186 commercials found that in almost all the advertisements women were featured, a distinction was made between the dominant figure and actual users in the commercials. It was found that women tended to be dominant figures in the grooming and household goods and foods categories, whereas men were dominant figures in medical aids, agriculture and electronic goods categories. They were also largely shown as actual users in these commercials.

Women were predominantly featured as housewives. Single professional women never endorsed domestic or non-domestic products. In the case of medical advertisements while women were rarely shown as actual users they were invariably shown in the caring, servicing roles as they attended adult males and young boys. In the advertisements on grooming aids they adored themselves, applied the lotion or use the beauty soaps caressing and displayed their bodies seductively. In the case of households products they washed clothes, or shopped for household goods and look contented and smug as they went around the house performing various household chores.

Malathi and Kumar (1989) had conducted a case study on the effectiveness of mass media advertisements of Mysore city audience. The specific objective was to study the relationship between variable- age and education on mass media advertisements and its impact.

The sample comprised of 300 respondents from all walks of life. The average age of the respondents was between 18-65 years and the educational qualifications varied from undergraduate to postgraduate. Questionnaire was used as a tool for the collection of the data.

The analysis of the data showed that age and educational level of the respondents played a marked role in perception, retention and recollection capacity. It was found that almost all the respondents used to listen radio but 80 percent were listening to radio advertisements. Nearly 92 percent of the respondents were found interested in newspaper advertisements. The highest exposure to mass media was among the lower age group (18-20). Seventy one percent of the respondents could recollect the advertisements they listen on radio, whereas seventy five percent of the newspaper readers could recollect the advertisements in newspaper. It was found that radio has less impact when compared to visual medium- television.

Mohamed and Raman (1989) studied the response of children regarding television advertisements and their impact upon them. The specific objectives were to study the children's level of awareness, preferences and reactions to telecast advertisements and to study the socio-economic status of parents and their reactions to children's attitudes towards advertisements.

The sample of the study comprised of 50 boys and 50 girls between 4-15 years selected at random from the city of Coimbotore of Tamilnadu state. Interview method was used in the study.

The major findings of the study were that, the majority of the children were observing advertisements, while watching other programs. It was found that unlike adults children were not mentally switching off when advertisements appear between or along with the other usual programs. The presentation of advertisements with cartoons, actors, actresses, sports person and children appealed more to the respondents. It was found that children enjoyed advertisements irrespective of the nature of the products or the method of presentation. The advertisements for Rasna /Horlicks / Onida /Maggi were more easily recognized by more than 80 percent of the respondents, other advertisements numbered soap, toothpastes and ice creams .It was further found that brand switching took place mainly in food items as compared to other items. It was also

revealed in the study that children could successfully influence their parents' purchase decisions particularly in products which were directly associated with their use in comparison to other items. The fathers of the respondents found giving a free hand in their children to some extent to decide on the purchase or use other products whereas mothers were found to be liberal towards their wards in their purchase decisions.

Vargahese (1988) carried out a study on critical appraisal of television commercials on social education in the metro city of Bombay. The objectives of the study were to know the viewers' attitude towards social commercials and the reasons for their liking or disliking certain social commercials, and to know the viewers' ability to identify the purpose of the commercials. The sample of the study, comprised of 150 students in the age 17-21 years randomly selected from 8 different colleges in Bombay. The questionnaire was used as a tool for collection of data.

The major findings of the study were that, for majority of boys and girls television viewing time was between 9 to 9.30 pm. The percentage of boys was higher to that of girls during this period. The percentage of boys' viewership during 8.50 am to 12.35 pm also was higher than that of girls. None of the respondents ignored advertisements on television. The findings further revealed that, majority of boys liked commercials because they provide music, whereas majority of the girls liked to watch commercials because they were interesting and

educative. Majority of the respondents were having positive attitude towards social advertisements. Most of the respondents felt that telecasting commercials with social purpose helped in removing wrong believes in the society. The boys felt the greatest utility of these commercials than that of the girls.

Kanan (1987) studied viewers' perceptions regarding influence of television advertisements on the consumer behavior. The objectives of the study were to know the number of television viewers of varying socio-economic categories considering advertisements' importance and whether people feel that the advertisements interfere while they are anxious to see the films and other programs. The study also aimed at assessing the impact of television advertisements on the behavior of the consumers. The sample of the study comprised of 650 respondents in the age ranges from 15 to 44 years and above from the city of Madurai. Interview schedule was used for the collection of the data.

The major finding of the study was that the 71 percent of the respondents viewed television advertisements daily. In the younger age group (15 to 24 years), the incidence of daily exposure was higher than the other categories. The younger age group preferred the soap and textile advertisements. Significant difference, however, was not found between the sexes. The male respondents outnumbered than female respondents regarding

preference to advertisements on soft drinks and beverages. The reverse was true regarding the chocolate advertisements.

Half of the respondents felt that the advertisements hindered their interests while they were so deeply absorbed in their favorite programs. The more number of the respondents in the younger age group, male respondents, and unemployed respondents had, however, expressed the opinion that advertisements were not impediment enjoying any program. In all the categories of age, education and employment in both the sexes, 57 percent of the respondents said that the television advertisements had not changed their ideas, whereas, 43 percent felt that the advertisements had changed their ideas, tempted them to taste different kinds of foods, beverages and to use new cosmetics.

2.2 Studies conducted in Abroad.

The studies conducted abroad which were reviewed for the present study were micro-level researches and hence are categorized subject- wise in the following manner:

2.2.1 Studies related to Alcohol Advertising.

2.2.2 Studies related to Cigarette Advertising.

2.2.3 Studies related to Television Advertising & Cognition.

2.2.4 Studies related to Food Advertising on Television.

2.2.5 Studies related to Gender Portrayal in Television Advertising.

2.2.6 Studies related to Sports Marketing, Sports Person,
Celebrity spokes person in advertising

2.2.7 Studies related to Television Violence.

2.2.8 Studies related to Zapping Behavior.

2.2.9 Miscellaneous Studies.

2.2.1 Studies related to Alcohol Advertising.

Austin and Knaus, (2000) predicting the potential for risky behavior among those "too young" to drink as the result of appealing advertising surveyed 273 children in Washington State used a pre-drinking behavior index as a behavioral outcome to assess media effects on precursors to drinking among children for whom alcohol consumption was not yet occurring. It also examined age trends in relevant beliefs and behaviors. Perceptions of advertising desirability, the extent to which it seemed appealing, increased steadily from third to ninth grade, whereas identification with portrayals, the degree to which individuals wanted to emulate portrayals leveled off after sixth grade. Expectancies, positive social benefits perceived to be associated with drinking alcohol, also increased with age, particularly between sixth and ninth grade. When demographics and grade level were controlled, desirability predicted identification, and both predicted expectancies, which were consistent with media decision-making theory. Expectancies correlated with alcohol pre-drinking behavior, and expectancies predicted risky behavior, with demographics and grade level controlled. Pre-drinking behavior and reported

risky behavior were correlated. The results provided cross-sectional support for the view that beliefs and desires found developing by third grade prime children for future decisions regarding substance use.

Austin and Pinkleton (2000) studied the role of interpretation processes and parental discussion in the media's effects on adolescents' use of alcohol. Objective of the study was to examine the process that connects media use with alcohol-related beliefs and behaviors have not been well documented. Researchers examined adolescents' viewing patterns, beliefs about alcohol and media messages, and parental discussion of media messages in the context of a theoretical model of message interpretation processes. Measures included the degree to which adolescents found portrayals desirable, realistic, and similar to their own lives; the degree to which they wanted to be like (identify with) the portrayals; and the degree to which they associated positive outcomes with drinking alcohol (expectancies).

Two public high schools in the California were selected and participants were ninth-grade students ($n = 252$) and 12th-grade students ($n = 326$). Students reported the number of days within the past week watching various genres of television content, along with perceptions of realism of content, desirability of portrayals, identification with portrayals, expectancies toward alcohol use, personal norms for alcohol

use, desire for products with alcohol logos, current alcohol use, frequency of parental reinforcement, and counter-reinforcement of television messages. Associations were examined via hierarchical multiple regression analysis.

Results of the study were that effects of media exposure on drinking behavior, controlling for grade level, ethnicity, gender, household income, and educational levels were primarily positive and indirect, operating through a number of intervening beliefs, especially expectancies. Direct associations, primarily with exposure to late- night talk shows were small. Parental discussion also affected behavior indirectly, operating through expectancies, identification, and perceived realism. The appeal of products with alcohol logos, which was higher among the younger students and predicted by expectancies, sports viewing and late-night talk shows predicted actual drinking behavior. Drinking behavior was higher among the older students.

The researchers concluded that adolescents make drinking decisions using a progressive, logical decision-making process that can be overwhelmed by wishful thinking. The potential risk of frequent exposure to persuasive alcohol portrayals via late-night talk shows, sports, music videos, and prime-time television for underage drinking is moderated by parental reinforcement and counter-reinforcement of messages. Interventions need to acknowledge and counter the appeal of

desirable and seemingly realistic alcohol portrayals in the media and alert parents to their potential for unintended adverse effects.

Dunn, and Yniguez (1999) conducted an experimental and clinical psychopharmacological study on demonstration of the influence of alcohol advertising on the activation of alcohol expectancies in memory among fourth- and fifth-grade children. The researchers pointed out that the previous work demonstrated children's organization and activation of alcohol expectancies in memory varied as a function of alcohol use, even among children as young as in the 3rd grade. To advance the understanding of influences on the development of alcohol expectancies in children, in the experiment, 551 4th- and 5th-grade children were exposed to 5 beer commercials or 5 soft drink commercials. After viewing the advertisements, all children reported their 1st associate to an alcohol prompt and completed a memory model-based measure of children's alcohol expectancies. Multi-dimensional scaling was used to map expectancies into hypothetical memory network format, and preference mapping was used to derive possible paths of activation. Children who viewed beer commercials were more likely to activate positive and arousing alcohol expectancies. In view of previous findings demonstrating that this pattern of activation corresponded to higher drinking among 3rd, 6th, 9th, and 12th graders, the present findings suggested that

antecedents to drinking like exposure to advertising may promote heavier drinking among children by influencing the activation of expectancies in memory.

Nohre and others (1999) studied the association between adolescents' receiver characteristics and exposure to the alcohol-warning label. The association between receiver characteristics and awareness of, exposure to, memory for, and beliefs about the alcohol-warning label were examined. The receiver characteristics studied were sex, socioeconomic status, ethnicity, school grades, religious service attendance, alcohol use, friends' alcohol use, drinking from the alcohol container, and television viewing. Independent cross-sectional samples of 12th-grade students ($n = 6,391$) completed a questionnaire before and after the federally mandated warning appeared on alcohol beverage containers. Many of the receiver characteristics were significantly associated with the warning measures. There was not much evidence indicating that receiver characteristics moderated the association between the appearance of the warning and warning awareness, exposure, memory, or beliefs.

Pinsky and Silva (1999) researched on frequency and content analysis of alcohol advertising on Brazilian television. Objectives were that: Two studies were conducted with the objective of analyzing the frequency and content of alcoholic beverage advertising on Brazilian television. Methods were:

Study 1 presents a frequency analysis based on 84 hours of TV monitoring in which 1,640 commercials and 243 vignettes were recorded between 8:00 PM and 11:00 PM on the two main stations. Study 2 presents a content analysis of 139 alcoholic and 51 nonalcoholic beverage commercials aired in 1992-93, as evaluated by three trained judges.

Results of studies were: Study I showed the relative frequency of alcoholic beverage commercials (4.6%) to be higher than the frequency of other products such as cigarettes, nonalcoholic beverages and medicines, and lower than that of foods and various other items. Frequency of alcoholic "vignettes" (26.6%) was higher than the frequency of all the other product categories. Frequency data were closely matched by marketing investment data for the period. In Study 2, the most frequent themes and appeals present in alcohol commercials were relaxation, national symbolism, conformity, camaraderie and humor. Human models were present in most ads. Product-related themes such as information, quality or tradition were virtually absent, as were messages to drink moderately. However, 7.2% of the alcohol commercials displayed appeals promoting abusive drinking. The results seem to reflected the minimal regulation of alcohol advertising in Brazil, and a joint effort by health planners, educators, legislators, alcohol industries and advertising agencies is

recommended as a necessary step to reduce alcoholic beverage problems in Brazilian society.

Cassisi and others (1998) studied psycho-physiological reactivity to alcohol advertising in light and moderate social drinkers. Psycho-physiological responses to alcohol and non-alcohol advertising slides were compared in light and moderate social drinkers. Each slide presentation was interspersed with a rest period. Before viewing the slides, participants completed a questionnaire to estimate their quantity and frequency of alcohol consumption. Participants were divided into two groups using a median split of alcohol consumption scores. Light social drinkers showed a significant decrease in heart rate response to both alcohol-related and non-alcohol advertisements. Moderate social drinkers showed a significant increase in skin conductance to both alcohol-related and non-alcohol advertisements. The findings of the study have implications for understanding both the influence of alcohol advertisements on behavior and the psycho-physiological correlates of cue reactivity.

Casswell and others (1998) studied the impact of liking for advertising and brand allegiance on drinking and alcohol-related aggression. The aims of the study were to test a hypothesized model of the effect of televised alcohol advertising and allegiance to specific brands of beer on subsequent beer consumption and self-reports of aggressive behavior linked with

drinking. Structural equation modeling was used to assess the fit between data collected as part of a longitudinal study of young people's health and development and a hypothesized model based on theoretical perspectives and previous research. Setting of the study was -a birth cohort has been assessed every few years, most of them in their home city of Dunedin, New Zealand.

The questions about alcohol were asked as part of the daylong assessment. Participants of the study were members of a longitudinal survey cohort at ages 18 and 21 years and data from 630 beer-drinking participants were analyzed in the study for responses to questions about beer consumption, liking for advertising, favorite brands of beer and self-reports of alcohol-related aggressive behavior. The findings of hypothesized model assumed a positive impact of liking of alcohol advertising and brand allegiance at age 18 on the volume of beer consumed at age 21 and self-reports of alcohol-related aggressive behavior. It was found to be a good fit to the data from the longitudinal study. The study concluded that this measurable impact of alcohol advertising occurred during a time of decline in aggregate alcohol in New Zealand. While this effect was not large enough to halt the decline in aggregate alcohol consumption it does indicate a measurable, specific impact of broadcast alcohol advertising on alcohol consumption and related behavior, which is of relevance for public health policy.

Garretson and Burton (1998) studied alcoholic beverage sales promotion: An initial investigation of the role of warning messages and brand characters among consumers over and under the legal drinking age. In a between-subjects study, the researchers examined the influence of brand and warning information on various consumer attitudes and beliefs regarding alcoholic beverages held by youthful consumers both above and below the legal drinking age. The researchers examined potential effects in the context of a sales promotion item, one of the specific areas that have been targeted in recently proposed alcoholic beverage legislation. Results of the study indicated that those of legal drinking age (mean and median ages of 23 and 22 years, respectively) hold more favorable attitudes toward alcohol and perceive less risk associated with the consumption of alcohol than do high school-age (15 to 18 years) students. Although there were some significant differences in risk perceptions across conditions, awareness of the risks of driving after drinking and drinking when pregnant generally were high across all warning conditions. Where the beverage marketer sponsors the warning message, the social concern of the marketer is perceived as more positive than in control conditions in which the US government warning is used or no warning is provided. Respondents had a more favorable attitude towards the sales promotion item when it includes brand

characters than they do in control conditions in which no brand characters were included.

Wyllie, Zhang, and Casswell (1998) studied positive responses to televised beer advertisements associated with drinking and problems reported by 18 to 29-year-olds. The objectives of the study were to examine the nature of the relationships between responses to alcohol advertisements and drinking behavior and related problems and to examine the role of positive and negative beliefs about drinking as intervening variables.

Survey was conducted utilizing a CATI (computer-assisted telephone interviewing) system, involving interviews with 1012 randomly selected respondents. Respondents, eighteen to twenty-nine-year-old were randomly selected from throughout New Zealand. Response to specific alcohol advertisements was measured by recalled exposure (how often they recalled having seen the advertisements) and liking (a measure of positive response). An exploratory non-recursive structural equation model, based on 791 drinkers provided tentative support for the hypothesis that positive responses to televised beer advertisements (as measured by liking) contributed to the quantity of alcohol consumed on drinking occasions, which in turn contributed to the level of alcohol-related problems. The model, which provided a good fit to the data, was consistent with the hypothesis that liking of beer

advertisements had both a direct influence on quantities of alcohol consumed and an indirect influence, via its influence on positive beliefs. These effects were present after controlling for reciprocal effects, none of which were significant. The data did not support the hypothesis that the quantities of alcohol consumed would influence the respondent's liking of beer advertisements. Recalled exposure was not a significant influence on the quantities consumed.

The researchers concluded that the results of the study are consistent with a number of theoretical perspectives and with a growing body of research that are suggestive of alcohol advertising having some influence on the consumption of younger people.

Winslow (1998) conducted a research on adolescent learning of alcohol expectancies from parent, peer and media influences. The hypothesis examined was, whether alcohol-inexperienced adolescents learn alcohol expectancies from parents, peers, and media sources. The subjects of the study were 135 rural eighth grade students, their best friend, and parents. The adolescents were largely inexperienced with alcohol use and parent mean use was non-clinical. Adolescent and parent expectancies were measured with the AEO-A, and AEQ respectively. Adolescents' perception of parent, peer, and media expectancies were reported with revised versions of these scales. A quantity-frequency measure was used to quantify

alcohol use and television exposure was measured by reports of time spent watching, shows preferred, and recognition of alcohol advertising slogans.

The researchers concluded that adolescent expectancies are similar to perceived peer and media expectancies. A relationship between adolescent use and parent expectancy subscales was indicated and the data partially supported the hypothesis that television exposure predicts adolescent alcohol expectancies.

Wyllie, Zhang and Casswell (1998) studied the responses to televised alcohol advertisements associated with drinking behavior. The aims of the study were to examine the nature of the relationships between 10-17 years old New Zealanders' responses to alcohol advertisements and their drinking behavior and future drinking expectations, with consideration also being given to the role of positive and negative beliefs about drinking. The sample of the study was 10 to 17-years old New Zealanders. Survey involved 500 face-to-face interviews, with selection based on random cluster sampling in respondents' homes in New Zealand's three largest urban areas. Response to specific alcohol advertisements was measured by recalled exposure (how often they recalled having seen the advertisements) and liking (a measure of positive response).

An exploratory structural equation model provided tentative support for the theory-based hypothesis that positive

responses to beer advertisements increased the frequency of current drinking and expected future drinking, among this age group. There was no evidence for the hypothesized reciprocal effects; the frequency of drinking (including non-drinking) did not significantly affect the respondent's liking of beer advertisements. There was also no support for a hypothesis that linking of the beer advertisements was a product of a general liking for alcohol. Many of the young people themselves felt that alcohol advertising encouraged teenagers to drink. This was especially the case among 10-13 years old males, who were the most likely to accept the portrayals in alcohol advertising as realistic. It was concluded by the researchers that, the findings are consistent with qualitative and quantitative research and different theoretical perspectives on advertising processes which suggest alcohol advertising is likely to have some influence on young people.

Slater (1996) studied the adolescents' counter arguing of television beer advertisements, evidence for effectiveness of alcohol education and critical viewing discussion.

The pervasiveness of exposure to alcohol advertising among US youth was well documented as is the co-relational evidence linking such exposure to alcohol related attitudes, use and expectations.

A co-relational field experiment was conducted with 82 juniors and senior high school students. It was found that

regency of exposures to alcohol education classes and discussion of alcohol advertising in such classes predicted cognitive resistance (counter arguing) of such advertisements months or even year after class exposure, while females tended to counter argued the alcohol advertisements more than did males, there was no statistically significant difference in the impact of alcohol education on males and females.

Slater (1996) studied adolescents' reactions to television beer advertisements. The effects of sports, content and programming context were examined. The responses of 157 white male adolescents in Fort Collins Co. to television beer advertisements with and without sports content and to non-beer advertisements when embedded in sports and entertainment programming were examined.

A total of 72 advertisements and 74-television program's excerpts were randomly sampled from national programming. Respondents showed consistent preferences for beer advertisements with sports content. A significant three-way interaction between advertisements type, programming type and juniors/ seniors high school age level also indicated that sports programming had an inconsistent effect on responses to beer advertisements. The non-beer advertisements were however responded to more positively during sports than during entertainment programming. Other analysis showed that respondents were more cognitively resistant to beer

advertisements increases the advertisements appeal to underage youth. They did not support adolescents to be more receptive to beer advertisements.

Barton (1989) has done a research on alcohol promotion on television in United Kingdom. The objectives of the study were to determine 1) the extent of alcohol promotion, 2) the volume of advertising during each hour of viewing, 3) whether it was targeted on any particular organs, 4) whether there were any health promotion advertisements concerning alcohol. Television channels were studied during the last three weeks of November, all of December, and the first three weeks of January. Since the majority of the viewers watch television in the evenings, most of the data were recorded between 16 to 02.00 hrs. A standard form was used to record dates, time and whether the advertisements directly promoted alcohol, warned of the dangers of alcohol abuse, or were of some other kinds featuring alcoholic drinks. A special note was made of advertisements that promoted low alcohol drinks, and a note was made of the broad types of television program interrupted or immediately followed by alcohol advertisements. The data were analyzed by means of t-test and the chi-square test.

The study encompassed 54 hours of television viewing time on one channel and 50 on the other, during which 1258 advertisements were seen in association with 96 programs; 156 advertisements promoted alcohol, a mean of 12.4 percent; in

December the mean was 16.8 percent; in the period of Christmas time 22.6 percent of all advertisements promoted alcohol. No anti-alcohol advertisement was recorded during the study. There was an increase in alcohol promotion during sports program. There was a marked increase in the proportion of alcohol promotion occurred between 18.00 and 19.00 hrs, when there was a high percentage of children in audiences.

In 247 commercial breaks the study revealed that, there was an average of just over 5 advertisements per break, and 35.2 percent of the breaks were led by advertisements for alcohol. Alcohol advertisements were also found comparatively longer, lasting 28.1 second on average as opposed to 19.5 seconds for others. It was concluded in the study that alcohol advertisements were relatively powerful, being longer than others and occupying the first and most effective positions in commercial breaks to an overwhelming extent.

2.2.2 Studies related to Cigarette Advertising.

Anderson and Hughes, (2000) studied policy interventions to reduce the harm from smoking. The paper illustrated possible smoking reduction interventions focused on policies rather than individuals. Target 12 of the new WHO Health For All Policy aimed to significantly reduce the harm from addictive substances, including tobacco, in all member states by 2015, and the WHO Third Action Plan for Tobacco-Free Europe focused on reducing the harm from tobacco. These

documents recommend five key policy strategies; market regulation, product liability, smoke-free environments, support for smoking cessation and education, public information and public opinion. Interventions such as price increases, restricting availability, advertising bans and product control could all be used to achieve harm reduction.

Biener and Siegel (2000) studied tobacco marketing and adolescent smoking. The objectives of the study were to examine the effect of tobacco marketing on progression to established smoking. The sample was Massachusetts adolescents ($n = 529$) who at baseline had smoked no more than 1 cigarette were re-interviewed by telephone in 1997. Analyses examined the effect of receptivity to tobacco marketing at baseline on progression to established smoking. The results of the study were that adolescents who, at baseline, owned a tobacco promotional item and named a brand whose advertisements attracted their attention were more than twice as likely to become established smokers than adolescents who did neither. Conclusions of the study was -Participation in tobacco marketing often proceeds, and is likely to facilitate, progression to established smoking. Hence, restrictions on tobacco marketing and promotion could reduce addiction to tobacco.

Siegel and Biener (2000) conducted a longitudinal youth study on the impact of an antismoking media campaign on progression to established smoking. The objective of the study

was to examine the impact of a statewide antismoking media campaign on progression to established smoking among Massachusetts's adolescents. A 4-year longitudinal survey was conducted of 592 Massachusetts youths aged 12 to 15 years at baseline in 1993. The researchers examined the effect of baseline exposure to television, radio, and outdoor antismoking advertisements on progression to established smoking (defined as having smoked 100 or more cigarettes), using multiple logistic regression and controlling for age; sex; race; baseline smoking status; smoking by parents, friends, and siblings; television viewing; and exposure to antismoking messages not related to the media campaign. The results revealed that among younger adolescents (aged 12 to 13 years at baseline), those reporting baseline exposure to television antismoking advertisements were significantly less likely to progress to established smoking. Exposure to television antismoking advertisements had no effect on progression to established smoking among older adolescents (aged 14 to 15 years at baseline), and there were no effects of exposure to radio or outdoor advertisements. These results suggested that the television component of the Massachusetts antismoking media campaign might have reduced the rate of progression to established smoking among young adolescents.

Borzekowski and others (1999) studied the perceived influence of cigarette advertisements and smoking susceptibility among seventh graders.

A perceptual bias, the third person effect, has been observed where individuals believe themselves to differ from others regarding the perceived influence of media messages. Given the frequency with which youth encounter pro-smoking messages and the reported negative effects of these messages, it is of value to study whether youth perceive cigarette advertisements to influence themselves and their friends and peers. The study examined the associations between exposure to social and information pro-smoking environments, the perceived influence of cigarette advertisements on self; best friends, and other youth, and smoking susceptibility. A sample of 571 seventh graders completed surveys on tobacco advertisements and promotions. Study found significant associations between perceived influence of cigarette advertisements and exposure to social and information pro-smoking environments as well as smoking susceptibility. These data suggest that youth be taught that everyone is vulnerable to the tobacco industry's strategies and be given skills to resist pro-smoking advertising.

Fisher, and Colditz (1999) studied tobacco industry advertising and adolescents smoking in United States. The US Federal Trade Commission issued its annual report on the

advertising and promotional activities of the tobacco industry. The report provided an in-depth analysis of industry expenditures from 1963-1997. Between 1990 and 1997, the expenditure on marketing advertising increased 42%, with marked increases in promotional items, which could be found at the point of sale, through mail-in orders, or giveaways. In these periods the expenditure for these was almost double. This marketing technique as well as advertising considered being significant factor in initiation of adolescents taking up smoking. It was reported that who own such items are more likely to take up smoking. It was concluded that the increase in adolescent smoking parallels the increase in expenditure for tobacco promotional items.

Pucci, and Siegel (1999) studied the exposure to brand-specific cigarette advertising in magazines and its impact on youth smoking. Despite the potential influence of cigarette advertising on youth smoking, few studies have characterized brand-specific magazine advertising exposure among youths or examined its impact on youth smoking behavior. A longitudinal youth survey was therefore conducted to assess baseline exposure to brand-specific cigarette advertising in magazines and to measure subsequent smoking behavior. The sample comprised 1,069 Massachusetts youths, aged between 12-15 years at baseline in 1993, and 627 of these youths who were interviewed after 4 years.

The results revealed that five brands accounted for 81.8% of the gross impressions for magazine advertising among Massachusetts's youths. These same brands accounted for 88.4% of the brand market share among 12- to 15-years old smokers nationally in 1993. The levels of brand-specific advertising exposure in the sample were highly correlated with these national brand market shares. Among the cohort, baseline brand-specific exposure to cigarette advertising in magazines was highly correlated with brand of initiation among new smokers; brand smoked by current smokers, and brand whose advertisements attracted attention the most. By documenting a relationship between brand-specific magazine advertising exposure and brand of smoking initiation among new smokers, this study provided strong new evidence that cigarette advertising influences youth smoking.

Pechmann and Shih (1999) studied smoking scenes in movies and antismoking advertisements before movies and their effects on youth. In two experiments, the researchers test rival themes regarding the effects of smoking in feature films on youths and the ability of antismoking advertising to nullify those effects. Eight hundred ninth graders watched either original movie footage with smoking or control footage with the smoking edited out. Emotional reactions were recorded during viewing, and smoking-related thoughts, beliefs, and intent were assessed afterward. The findings support the Forbidden Fruit thesis, in

that smoking (versus nonsmoking) scenes positively aroused the young viewers, enhanced their perceptions of smokers' social stature, and increased their intent to smoke. However, youths' opinions were malleable, and showing them an antismoking advertisement before the film effectively repositioned the smoking from forbidden to taint, thereby nullifying the aforementioned effects. No support was obtained for the Excitation Transfer theory, which predicts that the positive arousal evoked by movie scenes would transfer to smokers who were depicted in those scenes.

Amos and others (1998) studied perceptions of fashion images from youth magazines to see if cigarette make a difference. The paper reported the findings of the first study, which had investigated young people's perceptions of non-advertising smoking images in youth magazines. A self-completion questionnaire was administered to a total of 897 people from three age groups (12-13, 15-16 and 18-19 years). Respondents rated perfectly matched (other than the presence/absence of a cigarette) smoking and non-smoking pictures taken from youth and style magazines on a range of attributes. They also rated their self, ideal and socially desirable images on the same attributes. It was found that the presence of a cigarette affected how the pictures were rated and that the nature of this effect differed between pictures. In general,

smoking images were rated as being druggier, wild and depressed.

In contrast the matched non-smoking images were rated as being more healthy, rich, nice, fashionable, slim and attractive. Smokers and non-smokers differentially rated themselves in the same way that they differentiated between smokers and non-smokers in the photographs. It was concluded that these magazine images of smoking might be acting to reinforce smoking among young people.

Feighery, and others (1998) studied the relationship between receptivity to tobacco marketing and smoking susceptibility in young people. The objective of the study was to assess the effect of the tobacco industry's marketing practices on adolescents by examining the relationship between their receptivity to these practices and their susceptibility to start smoking. Design was Paper-and-pencil surveys measuring association with other smokers, exposure to tobacco industry's marketing strategies, experience with smoking, and resolve not to smoke in the future. 25 randomly selected classrooms in five middle schools in San Jose, California were selected from which 571 seventh graders with an average age of 13 years and 8 months; 57% were female and rest male students were selected for the study. Forty-five per cent of the students were Asian, 38% were Hispanic, 12% were white, and 5% were black. Results of the study revealed that about 70% of the participants indicated

at least moderate receptivity to tobacco marketing materials. Children who were more receptive were also more susceptible to start smoking. In addition to demographics and social influences, receptivity to tobacco marketing materials was found to be strongly associated with susceptibility.

It was concluded that tobacco companies are conducting marketing campaigns that effectively capture teenage attention and stimulate desire for their promotional items. These marketing strategies may function to move young teenagers from non-smoking status toward regular use of tobacco. The results demonstrated that there is a clear association between tobacco marketing practices and youngsters' susceptibility to smoke. The findings provided compelling support for regulating the manner in which tobacco products are marketed, to protect young people from the tobacco industry's strategies to reach them.

Pierce, Choi and others (1998) studied tobacco industry promotion of cigarettes and adolescent smoking. Objective of the study was to evaluate the association between receptivity to tobacco advertising and promotional activities and progress in the smoking uptake process, defined sequentially as never smokers who would not consider experimenting with smoking, never smokers who would consider experimenting, experimenters (smoked at least once but fewer than 100 cigarettes), or established smokers (smoked at least 100

cigarettes). Design for the study was -Prospective cohort study with a 3-year follow-up through November 1996. A total of 1752 adolescent never smokers who were not susceptible to smoking when first interviewed in 1993 in a population-based random-digit-dial-telephone-survey in California were re-interviewed in 1996.

The results of the study showed that -More than half of the sample (n=979) named a favorite cigarette advertisement in 1993 and Joe Camel advertisements were the most popular. Less than 5% (n=92) at baseline possessed a promotional item but a further 10% (n=172) were willing to use an item. While having a favorite advertisement in 1993 predicted which adolescents would progress by 1996, possession or willingness to use a promotional item was even more strongly associated with future progression. From these data, it was estimated that 34% of all experimentation in California between 1993 and 1996 can be attributed to tobacco promotional activities. The findings provided the first longitudinal evidence that tobacco promotional activities are causally related to the onset of smoking.

King, Siegel and others (1998) studied adolescent exposure to cigarette advertising in magazines: An evaluation of brand-specific advertising in relation to youth readership. Magazine advertising accounts for nearly half of all cigarette-advertising expenditures. Objective of the study was- to

investigate whether cigarette brands popular among adolescent smokers are more likely than adult brands to advertise in magazines with high adolescent readerships. Design of study was a cross-sectional analysis of 1994 data on (1) the presence of advertising by 12 cigarette brands in a sample of 39 popular US magazines; and (2) the youth (ages 12-17 years), young adult (ages 18- 24 years), and total readership for each magazine. The measure in study was the presence or absence of advertising in each of the 39 magazines in 1994 for each of the 12 cigarette brands.

Results of the study revealed that after controlling for total magazine readership, the percentage of young adult readers, advertising costs and expenditures, and magazine demographics, youth cigarette brands (those smoked by more than 2.5% of 10- to 15-years-old smokers in 1993) were more likely than adult brands to advertise in magazines with a higher percentage of youth readers. Holding all other variables constant at their sample means, the estimated probability of an adult brand advertising in a magazine decreased over the observed range of youth readership from 0.73 for magazines with 4% youth readers to 0.18 for magazines with 34% youth readers. In contrast, the estimated probability of a youth brand advertising in a magazine increased from 0.32 at 4% youth readership to 0.92 at 34% youth readership. The study concluded that-Cigarette brands popular among young

adolescents are more likely than adult brands to advertise in magazines with high youth readerships.

Henke (1995) studied the young children's perceptions of cigarette brand advertising symbols: awareness, affect, and target market identification.

Non verbal measures were used in interviews with children of age 3 to 8 years from middle class families of southern ME. The main objective of the study was to assess how recognition of cigarettes brand advertising symbols related to age, cognitive development level, affect towards evaluation of cigarettes and ability to identify adults as the appropriate target market for cigarettes.

The result showed, that recognition of cigarette brand advertising symbols in general; regardless of age, cognitive developmental level or recognition scored; children reported not liking cigarettes. They believed cigarettes to be bad to use and found children to be an inappropriate target market for cigarettes. Findings were discussed in terms of social science and public policy and implication for cognitive development.

Pechmann and Ratneshwar (1994) conducted a study in the University of California, on the effects of anti-smoking and cigarette advertising on young adolescents' perceptions of peers who smoke.

The investigators examined in a control experimental setting, the casual effects of smoking related advertising. The

subjects who were non-smoking 7th graders, were first exposed either to cigarette advertisements, anti-smoking advertisements or unrelated – to – smoking (control) ads that were embedded inconspicuously in a magazine. Later they participated in an ostensibly unrelated study in which they read trade information about a peer who was either identified or not identified as a smoker. The subjects' perceptions of their peer, as well as their thoughts and inferences about that person were then assessed. 304 subjects were taken (7th graders) from 4 middle schools in California school districts. 60 percent of them were 12 years old, and the remainders were 13 years old; 59 percent were female, and 41 percent were male.

The results of the study supported the hypothesis of the study that, young adolescents who are exposed to anti-smoking ads should judge a smoker more negatively. It revealed that subjects who saw the anti-smoking ads rated the smokers lower in common sense, personal appeal, glamour, and maturity than the subjects who saw smoking ads. The subjects who saw the cigarette advertisements displayed a slight but non-significant tendency to report more positive thoughts about the smoker (vs. control) target, subjects who saw the unrelated ads displayed the opposite pattern, tending to produce more negative thoughts about the smoker (vs. control) target. The second hypothesis of the study was that the subjects who saw the anti-smoking ads produces more negative inference on the basis of

smoker label. The result supported the hypothesis. The researcher suggested that while the findings of the study showed that anti-smoking advertisements did produce significant effects on judgments, seems to employ that policy officials should focus on boosting anti-smoking advertising.

Krugman, Fox, and Fletcher (1994) conducted a study in USA to examine the way adolescents pay attention to both new and mandated health warnings. At issue was the number of adolescents who attend, how fast they attend, and how long they attend to warning to cigarette advertising.

The sample of the study comprised of adolescents. A creative team, including commercial graphic artist and copywriters, employed to develop taste warnings. The goal was given to the team was to provide specific and relevant health risk information regarding cigarette use and to produce it in a format that led to a greater understanding risk by adolescents. Focused group ranging from 10 to 13 participants were used to taste and refine the new warnings regarding cigarette use. Based on insights from these focus groups, the creative team developed five warnings and incorporated into current cigarette advertisements.

The advertisements were selected based on their broadest appeal to adolescents. Based on the results of the focused group, the creative team selected two new warnings to

compare to existing mandated warnings in the experimental phase of the research.

The actual sample of the study employed 326 adolescents, aged 14 to 18 years recruited from high schools in the Augusta area of United States of America.

At the start of the experimental session, an individual subject was brought into a quiet room and shown series of advertisements on the projection screen in which two advertisements were having mandated warnings and the other two advertisements were having newly created warnings. The subjects were then asked to complete a taste of masked recall. They were given black and white copies of each of the five advertisements with the single masked area. For the cigarette advertisements the masked area corresponded to the area of warning. Subjects were then instructed to write the information they recalled seeing in the masked area.

The result of the experiment revealed that in both advertising context, the new warnings were superior to the mandated warnings with respect to attracting attention of adolescents. More participants attended to the new warnings than to the old warnings and the new warnings attracted attention to themselves more quickly than the mandated warnings. New warnings were noticed in 1 to 2.5 seconds less time.

The investigator concluded that the use of in-ad health warnings could be improved if they are targeted novel, simple and tested for effectiveness prior to use. The implications of the research was that new warnings are able to attract the attention of more adolescents and get attention in a shorter period of time. Both of these advantages are important issues with respect to the efficacy of warnings.

2.2.3 Studies related to Television Advertising & Cognition.

Zinser, Freeman, and Ginnings (1999) carried out a comparison of memory for and attitudes about alcohol, cigarette, and other product advertisements in college students.

The purpose of the study was to compare the attitude ratings and recall scores of cigarette, alcohol, automobile, deodorant, jeans, soft drink, athletic shoe, breakfast cereal, and fast food restaurant advertisements. Male and female college students rated the advertisements of these product groups on a number of traits- adventurous, eye-catching, appealing, informative, believable, good times, recreational, effectiveness, romantic, athletic, buy product, and honesty. Drawing on their everyday experience, the students also were asked to recall as much about the advertisements from these product groups as they could. The results revealed that the rating and recall scores of the alcohol advertisements were significantly higher than those for the cigarette advertisements and among the highest of all of the advertisement groups. The female recall scores

pilot program in which several blocks of commercials were shown following the programs; respondents were asked to list all brands they recalled seeing during program including the brand names and any qualifying portion of the product name. The data showed that the younger age group (13-17 years) scored higher in the brand recall procedure and the young adults scored more than the older adults in the brand recall procedure. In the recognition procedure the research corporation measured brand recognition of commercials, which run on a regular basis on prime time television. Questionnaire was mailed to a sample of 1000 households. The questionnaire showed pictures and scripts for the test commercials with the brand names blocked out. Respondents were demonstrated recognition by identifying from a list of three competing brands which brand actually appeared in the commercial.

The data showed that the recognition scores were highest among teens and scored decreased monotonically with increase in the age of the respondents. It was concluded from the memory function for advertising measured across three common awareness measures – day after recall, brand recall and brand recognition that, younger people remember advertising better than older people, younger adults remembered advertising better than older adults, and teenagers remembered advertising better than younger adults.

Tavassoli and Others (1992) conducted an experiment on program involvement and its relationship with memory and attitude towards advertisements. The study was conducted in 1992 and had two experimental conditions. For the experiment televised soccer game was selected. In both conditions subjects saw a summary of the first half highlights of the 1990 world cup game followed by the entire second half and a post game show, including highlights and interviews. In the intrusive condition, five sets of three commercials interrupted the game and made viewers miss the action for the duration of the commercial. In the non-intrusive condition the identical commercials were shown in the same order as in the intrusive condition. In this the game, however, was shown without any commercial interruption. The program involvement and all dependent measures were collected following the post game show in both conditions.

86 university students were recruited to participate in the approximately 80 minutes experiment. The subjects included active soccer players. Program involvement was measured by 7-point Likert type scale and subjects' mood and overall annoyance with the commercials as well as attitude towards advertising were also measured.

The results revealed that, memory performance increased for both the recall and recognition as involvement increased from low to moderate level and then decreased as involvement increased further to high level. Viewers had the more positive

attitudes under moderate level as compared to both low and high levels of program involvement. Attitudes towards sponsorship announcement, which had very little message content, were not affected by the program involvement. Both the memory and attitude measures supported the condition that advertising effectiveness is highest under moderate level as compared to low and high level of program involvement.

The memory and attitude measures supported the condition that advertising effectiveness is highest under moderate level as compared to low and high levels of involvement. The experiment showed that intrusive commercials are better remembered overall. Annoyance with the commercials was linearly influenced by program involvement as well as by condition. Subjects were more annoyed at the highest level of program involvement.

2.2.4 Studies related to Food Advertising on Television

Padmanabhan (2001) in the study tube-watching kids prefer junk food, presented an interesting report on the eating habits of 91 families in neighborhoods around Washington DC, USA, brought out by Tufts University, Boston. The study was reported widely by news agencies, including Reuters and AP in January 2001. The study was released by the American Academy of Pediatrics on its website. The study revealed a significant set of findings: children belonging to families that watch TV regularly during mealtimes go more for pizza, snack foods and

soft drinks laced with caffeine, and less for fruits and vegetables. Lead researcher Katharine Coon, was of the opinion that television itself as well as the kind of foods advertised on it might be among the significant factors for this pattern of eating habits. The significant findings on three hypotheses were: 1) Increased levels of TV watching correspond with 'a cluster of family food behaviors where people tend to be unfocused. They want easy routines, no muss, no fuss,' It is less fussy to grab a quick bite than fruits or vegetables that may need sitting at the dining table for dinner. Researcher also points out that the food culture that is promoted on television, too, promotes the quick bite and processed foods. In this sense, television could be seen as a marker for a particular type of family culture. 2) The study also revealed that television mealtime habits are found more in families with less educated mothers regarding an awareness of the qualities of food. The study also found that television watching during mealtimes was more likely in single parent households. 3) The third significant hypothesis of the study was that the advertising blitz of foods on television could well be reinforcing the family's eating decisions.

Hammond and Casswell (1999) studied the extent and nature of televised food advertising to New Zealand children and adolescents. There has been international concern over the balance of television advertising for healthy and less-healthy foods to which children and adolescents are exposed. The study

examined the extent to which 9-17 years old New Zealanders were exposed to advertising for different food groups over a year and compared New Zealand rates of advertising with a 13-country study. Method adopted in the study was - 'People meter' data collected over three months - May and September 1995 and February 1996 - and food advertising from a sample week of television during hours when children were likely to be watching were also examined. Comparison was made with a similar 1989 South Australian study and an international study covering 13 countries.

Results of the study revealed both the exposure estimated for a year and the opportunities for exposure during the sample week were highest for sweet snacks, drinks, and fast food/takeaways and breakfast cereals. There were very low levels for fruit, vegetables, and meat/fish/eggs. Water was not advertised in any sample month. Comparisons with the 13-country study showed New Zealand had the third-highest rate of food advertising, the highest rate of confectionery and drinks advertising, and the second-highest rate of restaurant advertising, which included fast food restaurants.

The study concluded that current patterns of food advertising pose a conflict of interest between public health and commercial interests. Regulation of food advertising may be needed to address this in order to improve future health.

A world wide non-profit federation of consumer organization London (1999), examined the wide diversity in the practice and regulation of television advertising to and for children, with special emphasis on food advertising, in thirteen developed economy countries: Australia, Austria, Belgium, Denmark, Finland, France, Germany, Greece, Netherlands, Norway, Sweden, United Kingdom and the USA.

The results revealed that Children are acknowledged to require special consideration in respect to advertising, as they are less able than adults to understand fully the intent of advertising or its persuasive techniques and are therefore less able to judge it critically. However the extent to which such considerations are enshrined within regulations or codes of practice, whether internationally or nationally, varies considerably. For example, Sweden and Norway do not permit any television advertising to be directed towards children under 12 and, no advertisements at all are allowed during children's program. Australia does not allow advertisements during program for pre-school children and, in the Flemish region of Belgium; no advertising is permitted 5 minutes before or after program for children. Sponsorship of children's program is not permitted in Denmark, Finland, Norway and Sweden while in Germany and the Netherlands, although it is allowed, it is not used in practice.

The research for this report found the highest level of advertising to children was in Australia- an average of 34 advertisements an hour, more than double that found in many European countries and up to 15 times as many as in countries with the least advertising (Sweden and Norway). The second highest level was found in the USA with the UK having the most within Europe.

The consumer organizations in the study expressed concerns about the amount of advertising to children; about marketing techniques such as the use of promotional gifts, cartoon characters and personalities as well as sponsorship, tele-shopping and premium rate phone services targeting children.

The research further revealed that food advertising comprised the largest category of advertised products to children in virtually all countries. Confectionery, breakfast cereals (mainly sweetened) and fast food restaurants overall accounted for over half of all food advertisements. Confectionery was the largest category comprising nearly a fifth of all food advertising. Other types of food products that were widely advertised were savory snacks, dairy products, ready prepared foods, soft drinks, cakes and biscuits and desserts. Consumer organizations have expressed concern about the negative effect such a largely 'unhealthy' diet of commercials for foods high in fat, sugar and/or salt may have on children's health

and nutrition. Advertisements for healthier foods such as fruits and vegetables were either non-existent or extremely few in number.

The highest levels of confectionery advertising were found in Greece and the UK four times more than found in Germany and over 35 times as much as in Sweden. The USA and Australia topped the league for breakfast cereal advertising. The most prolific advertiser was McDonald's, with advertisements for the fast food chain found in virtually every country. Other widely advertised brand names were Nestlé, Kellogg's, Mars and Cadbury's. A nutritional analysis for this study of foods advertised on television to children in the UK found that 62% of advertisements were for products high in fat, 50% were for products high in sugar and 61% for products high in salt. Overall, 95% of advertisements were for foods that were high in fat and/or sugar and/or salt. In most participating countries there are few or no specific rules concerning food advertising to children beyond the rules, which must apply to all advertising.

Ewing, Napoli and Plessis (1998) conducted a cross-cultural analysis of food advertising effects in the Curtin University of Technology, Perth- Western Australia.

The objective of the study was to analyze the food category more closely, investigating likeability and other potential predictors of advertising recall.

Data for the study were extracted from Ad Track, an advertising research database, measuring in market recall of all television commercials. Each week a telephonic survey was conducted from 200 randomly selected respondents. Respondents were asked whether they could remember seeing a television commercial for a particular brand and, if so, they were told to describe that commercial. If the commercial was correctly described (verified recall was established), the respondents were asked to rate the same in terms of their liking. The data set consisted of the brand and commercial description, the duration of the commercial, the media gross rating points, the frequency during the first burst; spontaneously recall prompted recall; total verified recall; verified recall from males and females; total liking; male liking and female liking- for 1022 food product commercials.

The results of the analysis revealed that there were statistically significant differences between all categories of food on both liking and recall. Fats, oils, and sugars (chocolates, sweets, deserts, and like); pet foods, condiments, and combinations meals were significantly more liked and recalled higher than proteins; bread, cereals, rice, and pasta; and fruit and vegetable. It appeared that, the food advertising for the fun foods was generally found more effective than the healthier foods.

The findings further revealed that the female respondents both liked and recall food advertising more than male respondents. It was also revealed that the higher the liking of the food, higher was the recall of advertisements. The duration of the advertisements was also related to recall in that longer the commercial, easier was the learning and recall of advertisements.

2.2.5 Studies related to Gender Portrayal in Television Advertising

Signorelli, (1997) studied reflections of girls in the media in University of Delaware, USA. The main objectives of the study were to analyze the range of media for several messages they sent to girls- about the importance of appearance, relationships and careers – analyzing the extent to which these messages are reinforced across the different media.

The study examined six types of media that are among the most heavily used by teenage girls. The media were sampled during the month of Nov 1996. The sample of media included: 25 television shows favored by girls of age 12-17 years; 15 movies released in 1995 seen by girls in movie theaters; four issues each of the top 4 teen magazines; top 20 music video ranked on MTV; television commercials shown before, during, and after the sample of television shows and magazine advertisements from the sample of teen magazines.

The results of the study illustrate the dual role media play. The media offers girls many positive role models,

independent women, who rely on themselves to solve their own problems. Women are shown being self-reliant and using intelligence, honesty, and efficiency to achieve their goals. The study also showed, however, that this same media favored by teenage girls often contain stereotypical messages about appearance, relationships and careers. The findings revealed that on the television program studied over a third of women (35%) and almost as many men (32%) rely on themselves to solve their problems. Television commercials targeted at women were more likely to appeal to them as 'being in control' (29%) than commercials targeted at men (2%) or gender-neutral (12%) advertisements. On TV both women (46%) and men (52%) are frequently shown acting in an honest and direct way. About a third of women (34%) and men (30%) on TV are shown behaving in an intelligent manner. Almost a quarter of women (24%) are seen using their intelligence to achieve their goals compared to men (14%).

The analysis of the media also showed that women continue to be underrepresented in most media, which limits opportunities to portray women in full range of roles as TV shows 55% men and 45% women, TV commercials followed with, 58% men and 42% women. Media's female portrayals send girls messages emphasizing a women's ideal appearance and the importance of appearance in their lives as more than half of the women on television, movies and commercials are portrayed

as being of at least 'average' body weight-in TV program 46% of the women and 16% of the men, are thin and very thin .In TV commercials, 32% of women, and 6% of men are shown thin or very thin. Women are much more likely to make or receive comments about their appearance –in TV over 1 in 4 women (28%) receive comments about their appearance than compared to 1 in 10 men (10%).

In commercials appearance -related comments were directed at 26% of women compared to 7% of men. In TV women are seen spending time in grooming and shopping-10% of women as men 3% are shown combing hairs, deciding on clothes, looking in a mirror etc. TV commercials also show a similar trend with 17% of the women seen grooming themselves compared to less than 1% of the men. Women's lives are most often portrayed in the context of relationships while men's lives are most often seen in the context of careers.

In contrast to men seen in professional settings, over a quarter of women 27% are seen doing 'gender-stereotyped chores' like doing dishes, cooking, and cleaning compared to 1% of men seen doing chores. Women on TV are often shown crying and whining –34% of women to 20% of men. On TV women are much more likely than men to be seen partially clothed or wearing underclothes. Three times as many women (9%) as men (3%) are seen promising sex on TV to achieve their

goals while men are more likely than women to use brawn and physical force.

Arvidsson (1996) analyzed women magazines article and advertisements. A content analysis of advertising and articles on love, sexuality and the body in a Swedish magazine for young women identified three distinct epochs. In the 1940's and 1950's young women were seen as a special category of people needing romantic involvement and certain material goods in preparation for marriage. In the 1960's and 1970's the emphasis changed to the need for young women to express their individuality. In the 1980's and 1990's the stress shifted from self-expression to self-discovery. A literature review showed that a similar shift had been observed in the youth, where individual identity was perceived more in terms of subjective reflexive process than as being determined by external social structures.

Smith (1994) had done a content analysis of gender differences in children's advertising. In the first part of the study she had emphasized the importance of studying the behavioral differences between boys and girls and then explored how the advertisements portray the sexes in different ways.

The sample consisted of advertisements recorded during a typical week of children's television programming. The times in which the taping of advertisements occurred included after-school hours on weekdays (3 p.m. to 5.30 p.m.) and Saturday mornings (7 a.m. to 11 p.m.) The number of times each

advertisement appeared was noted .The study also focused on those advertisements aimed at a single sex, excluding the analysis of advertisements that may be classed as uni-sex or neutral. The actual coding of variables was achieved by using one male coder and one female coder. The variables measured were the gender-positioning of the advertisement (male or female); the frequency of airing the advertisement; the type of product being advertised; the sex of the voice-overs; the activities of the characters; and the physical settings of the advertisements.

It was found that more advertisements were aimed at boys than at girls, in terms of the number of advertisements using boys and in terms of the type of products advertised. Of the eighty-two different advertisements studied, 27 (or 32.9%) were aimed at girls, while 55 (or 67.1%) were aimed at boys In addition, the toys classed as either male or female were differentiated in terms of traditional sex roles. A definite correspondence existed between the sex of the narrator and the intended position of the advertisement. Of the twenty-two advertisements for girls making use of a narrator, only *two* used female voices exclusively. In contrast, those advertisements for boys used *only* masculine voices.

It was found that boys and girls both performed passive activities, in proportion to the total number of actions, on an approximately equal level. A reasonable proportion of girl

characters were seen to be physical, but only boys were involved in antisocial behavior .In terms of setting, it was revealed that girls do spend a significant amount of time in the home. Boys were seen mainly away from home. The out- of-home setting for girls was more limited and ordinary. The settings classed as fantasy for girls, were two typical features - they were colored pink, with a sort of simple cotton-candy background. The boys, however, were shown in far more adventurous fantasy situations.

It was concluded that if children do indeed take what they see on television as examples of appropriate behavior, then the role of advertising is central to their developing perception of gender, both in terms of themselves and others

Craig (1992) content analyzed the effect of television day part on gender portrayals in television commercials.

The main intention of the study was to consider whether and how gender portrayals in advertisements aimed at men differ from those aimed at women, by using specific day parts (daytime, evening primetime and weekend afternoon sports) as a framework for the supposed target audience (women, family and men respectively).

Researcher compared 2,209 television advertisements, taken from three major network channels in the USA, between 6 and 14 January 1990. The programming and advertising on the three network channels, were recorded which resulted in a total

of 30 hours of daytime, 30 hours of primetime and 39.5 hours of weekend television.

A number of features including: characters, primary visual characters, role, product, setting and primary narrator were studied. The results proved that, the actual percentages of all-male and all-female advertisements were about equal during evening primetime, advertisements for all-adult male characters were more than twice as likely to be found during the weekend (33%) as daytime (14%) broadcast. In the same way, advertisements with only adult females made just 5% of the weekend sample, but 20% of that during daytime hours; advertisements with only children or teenage characters made up 6% of the daytime but just 1% of the weekend advertisements. It was found that 27% of the overall sample had no identifiable primary visual character, but an absence of primary visual characters was more prevalent in weekend (33%) and evening (32%) advertisements than in daytime advertisements (20%). Children or teens were found to be primary visual characters in only a small percentage of advertisements in this sample. They were more likely to be found in daytime (11%) than in evening (7%) or weekend (5%) advertisements. During daytime hours, only 40% of the adult primary visual characters were men, but during the weekend 80% were men. There were found to be large differences in the roles played by primary visual characters in different day part. Characters in weekend

advertisements were more likely to portray celebrities, professionals and workers than those in daytime advertisements, but were less likely to portray children/teens, homemakers, parents or spouse/partners. Also, these characters were about equally likely to portray 'sex objects/models' in all three-day parts

While virtually all-daytime advertisements fell into the 'body', 'food' or 'home' categories, only 30% of the weekend advertisements did so. The weekend advertisements were 29% 'automotive' and 27% 'business products/services'. For daytime advertisements 44% of the advertisements fell into the 'body' category, while only 15% of the weekend advertisements did so. Most of the daytime advertisements were set in the kitchen, 'other room' or 'outdoors away from home'. An analysis of sex differences revealed that women primary characters were proportionately more likely than men primary characters to appear in advertisements in all three 'indoors at home' categories. Daytime men were proportionately more likely to appear in advertisements set in the two outdoor categories as well as at business locations. Male narrators were heard on virtually all weekend advertisements with narrators (97%), a somewhat smaller percentage (91%) was found in the evening advertisements, dropping even further (86%) for the daytime. Also, when women were heard as narrators, it was

overwhelmingly for products classified as 'body' (62% in evening and 60% in daytime)

The study concluded that the results of study supported the hypothesis that advertisements aimed at one sex tend to portray gender differently from advertisements aimed at the other sex. Gender portrayals during primetime are different from those of either daytime or weekends. During primetime, women were more likely to be shown in positions of authority and in settings away from the home than they were during daytime. Men, in contrast, were more likely to be portrayed as a parent or spouse and in home settings during primetime than they were at weekends. Primetime can therefore be referred to as the 'marked' category, since it does not over-employ the use of gender stereotypes. Indeed, the primetime advertisements in this sample were found to represent a more sophisticated and balanced portrayal of gender.

Sengupta (1992) carried out a cross-cultural study of role portrayal of women in magazine advertisements of USA, portrayal of women as housewives had declined over the years. However the practice of showing significantly fewer women than men in working roles was still prevalent. Also, women were frequently shown as being dependent on men and as sex objects.

In the Asian advertisements, women were very often shown in the non-working roles of housewives and mothers even

today. Furthermore, women in Asian magazines advertisements were frequently portrayed in passive and unintelligent roles primarily for their sex appeal to attract the attention of their readers. Women in working roles in Asian advertisements were shown to occupy position of lower level and prestige as compared to women in the advertisements from USA. The women in non-working roles in Asian advertisements appeared frequently in decorative roles in idle situations. Such a portrayal may in fact be a reflection of reality as it was sometimes alleged that for women to be passive and submissive to men was the cultural norm in Eastern culture.

Caballero and Solomon (1984) did the content analysis of women's role portrayal in television advertising. The objective of the study was to content analyze the status of women in 1977 television commercials in with their portrayed status in 1980. The comparative study was to determine whether the trend toward a more realistic portrayal of women in society continuous to be in evidence.

The method of the study was that during one-week periods in both 1977 and 1980, trained observers analyzed all television commercials containing models on the three-major networks during the day (1.00 to 4.00 pm.) and prime time (7.00 to 10.00 pm). Totals of 2,095 and 1,872 commercials were analyzed in 1977 and 1980 respectively.

The television commercials were analyzed according to the variables: channel, time of day, product category, aid-distribution, characters women appear with, role played by women, age, characterization, setting, ultimate consumer, and voice over.

The results of the study showed that one third of the commercials came from each of the major networks with respects to the advertisements targeted only to women, the percentage of day time advertisements is higher in 1980, when 67 percent of all advertisements were targeted to women during the day time. It was observed that in both 1977 and 1980 food products were the most heavily advertised product category. Household items and personal care products followed food as the next most advertised product.

Between 1977 and 1980 there were some significant differences in product advertisements targeted to women i.e., house hold product and food advertisements declined in usage from 1977 to 1980, while personal care entertainment, healthcare advertisements increased. This reflected a change in marketers' perceptions of the roles women play in the buying process for various product categories.

It was further observed that there was increase in the young women portrayal (18-35) in 1980 where 65 percent of all advertisements showed young women, whereas only 6 percent of women were shown older (56 and over). According to the

characterization of female models, it was observed that women were mostly shown in family oriented portrayal, 51 percent of all advertisements in both 1977 and in 1980 and there was no attempt to change the women's family role portrayal. The role of the women as the sex object was low of 8 percent in 1977 but subsequently increased to 11 percent in 1980. Also women in decorative roles- rose from 8 percent in 1977 to 22 percent in 1980. According to the characters women appear with, it was observed that when women appeared in 1977 commercials they were most likely to appear alone (34 percent). However in 1980 only 16.2 percent were appearing alone. They were most likely to appear in commercials showing both men and women (49 percent). It was noted that women continuing to play a major role in commercials in both 1977 and in 1980 in which women model was a central character in the advertisements and either spoke or handled the products.

2.2.6 Studies related to Sports Marketing, Sports Person, Celebrity Spokes Person in Advertising

Mc-Donald (1996) studied the sport star Michael Jordan's presentations in commercials and its marketing value.

Selected sporting and advertising accounts were examined in USA to suggest as to how representations of basketball, star Michael Jordan's athletic body was depicted by the advertisers, that rely on particular association of black masculinity, sexuality, and nuclear family. The image of Jordan, in advertisements, offered an enticing portrayal of black

masculinity. The advertisers were showing notions of natural athleticism and family sentiments.

This public persona of Jordan presented a moralistic family values, climate of Post Regan USA while simultaneously it denied historical and stereotypical depiction of black masculinity as overly erotic and dangerous. Thus, study revealed that marketing strategies were encouraging a voyeuristic, but safe enjoyment of Jordan's commoditized body.

Bourgeois (1995) studied the sport, the media and the marketing of identities. A study of the commoditization of sports identities focuses on media practices that influence how a professional sports team represented a community and how the fans identify with the team. The growing commercialization of sports combined with sport audiences, increases awareness and expectations of certain national and international marketing with the gradual conversion of sports into a consumer commodity, in a departure from an individual centered culture, the emergence of a consumerist culture controlled by advertising, shapes the individual in a patchwork of identities.

Burnett, Menon and Smart (1993) conducted a study on sports marketing. The objective of the study was to see if sports enthusiasts and sports participants differ in respect to media habits and attitude towards advertising.

The subjects used in this study were all part of the annual consumer survey panel members in the USA. 5000

questionnaires were mailed to panel members in the spring of 1990. A total response of 3870 was received and served as a data base for the study. The sample was further divided by gender and type of sports participation. The later classification was subdivided into two other categories—participants sports enthusiasts and spectator sports enthusiasts.

The questionnaire consisted of wide variety of topics including life styles , product usage, shopping behavior etc. The items particularly relevant to the study were various activities items , life style items , addressing attitudes towards advertising in media , measured on a 1-6 Likert type scale , radio and television items , based on average hours per day.

The primary question addressed in this study was whether sports participants and sports spectators, both male and female, differ with respect to a variety of advertising and media related variables. The results of the study confirmed the salience of segmenting the sports enthusiast by type of participation and gender. With respect to the variables examined in the study ,the high participant male differed from the other categories in a number of media usage patterns . In general, the high sports participant male was found a user of upscale media, including traditional business, sports, and a variety of more sophisticated types of programming. The high scores spectators male uses several of the same media as the participant male , except he watches more and different types of television programs. The

high spectator male also expresses attitudes that are quite tolerant of advertising and its messages.

Female high sports participants provided greater separation than the male group. These women exhibited clear preferences for the more sophisticated media and a dislike for media such as soaps, mysteries, and game shows. The high sports spectators females were found to be media enthusiastic showed a wide range of media tastes with sports being just one of the many events they view. The female participants had strong negative feelings about advertising. They did not like controversial products like contraceptives, to be advertised on television. The attitudinal variables proved to be far more important in case of women. The female participants found having strong negative feelings about advertising. They did not like controversial products like contraceptives, exhibiting the more open attitudes towards advertising and what was being shown on television.

Eaton and Dominick (1991) investigated the ways in which toy products have increasingly become the inspiration for the creation of television cartoons and other programs, to the point where the phrase 'program-length commercials' has been used to describe such productions.

The objectives of the study were to investigate if toy-linked cartoons use more overt merchandising techniques and more violent than non toy-based cartoons; if toy-linked shows

contain more stereotypes than less commercialized shows. It was also to find difference in the number and type of antisocial and pro-social acts shown in toy-linked versus non toy-linked cartoons.

Researchers studied a purposive sample of TV cartoon shows, with the intention to reflect both qualitative and quantitative aspects of the sources. The actual sample consisted of 16 hours of children's cartoon TV programs, sampled from 1988 network and syndicate shows in the USA. All the cartoons that appeared in the April 1988 issues of TV Guide were listed.

The advertising techniques were measured in a number of ways: 1) the coders recorded any time when the toy tie-in product's name was verbally or visually represented in the program. 2) The way in which the program used music as an integral part of that program and product format was coded, either as 'no music', 'mood enhancing' or 'key part of plot and story'. 3) The coders also noted if the program aired a promotional advertisement for a future show in the series.

The analysis of the data showed differences in the ways that music was used in the program as 44% of the toy-linked shows used music as an integral part of the plot. The most striking difference emerged through an analysis of character species. Humans constituted only about half of the characters coded. In 11% of toy-based cartoons, the characters were coded as robots, while only one of the 306 characters in non toy-based

cartoons were robots. In contrast, the latter cartoon type boasted 41% of animal characters compared with only 24% of the former. 44% of the toy-linked shows in this sample were classed as 'saturated' with violence, compared with only 6% of the non toy-linked shows. Generally, there was little difference between the cartoons, since males dominated and accounted for more than 75% of all characters in each cartoon type, and few portrayed members of the minority groups. The dominance of male characters seemed to correspond with the findings from other studies dealing with many aspects of the media. Product related cartoons were found to have 20% more antisocial acts than non toy-based cartoons, males were more likely (80%) than females to commit an antisocial act and this did not differ by program category. Non toy-based shows were found to contain slightly more pro-social acts than toy-connected cartoons.

Ohanian (1991) conducted a research on the impact of celebrity spokesperson's perceived image on consumers' intention to purchase in the University of Texas, Austin.

The objectives of the research were to examine what was the impact of a celebrity's attractiveness, expertise, and trustworthiness on a respondent's intention to purchase a product; and whether male and female respondents evaluate celebrity spokesperson differently.

To develop a list of celebrities to be included in the research the researcher gave a panel of 40 graduate students 3

minutes to list all the celebrities names they could remember and then researcher selected two male and two female celebrities from the list for research. Using a similar approach, another group of 38 college students was asked to indicate the most appropriate products that those celebrities could endorse.

Based on the results, the researcher compiled a list of products commonly used and purchased by a wide cross section of the population and then final product/celebrity prepared. Four questionnaire, one for each celebrity were developed and handed out to three groups of individuals; one group selected from neighborhoods (97), other from the members of churches (246), and the third one from a student population of graduate and under graduate students (217). However the final sample consisted of 542 respondents from all the three groups.

The result of the research showed that in each case respondent evaluated the celebrities to be significantly different from each other with respect to their attractiveness, trustworthiness and expertise and with regard to the intention-to-purchase measure. However, gender and age of respondents had no significant effect on their intention to purchase or on how they evaluated the attractiveness, trustworthiness, and expertise of the four celebrities. As regards to source credibility the respondents showed insignificant impact on their intentions to purchase of the products endorsed by each of the four celebrities. Only the perceived expertise of the celebrities was a

significant factor explaining the respondents' intentions to purchase.

The researcher concluded that the purchase situation did not produce a differential impact on intention to purchase.

Frieden (1982) conducted a study on effects of spokesperson of advertising.

The objective of the study was to examine whether or not consumer attitude generated by advertising would differ depending on the type of spokesperson appearing in the advertising, the gender of the spokesperson and the age of the audience members. The research involved eight experimental treatments administered to two groups of consumers. The research was conducted in the spring of 1983 in a small southeastern SMSA, involving eight central location tests. 226 people participated in the experiment. The college student sample was drawn from four undergraduate liberal-arts classes on the campus of a major university.

The advertising stimuli were eight versions of a black – and-white magazine ad for a color television set with the brand name masked. Although the ads were developed specifically for the experiment, they appeared quite realistic.

Subjects received the experimental materials, a set of instructions, one magazine-sized advertisement, and a self-administered questionnaire. The test-ads were rotated to permit randomization of treatments within each group. After examining

the advertising stimulus for roughly 30 seconds, subjects responded to a series of questions. Attitude toward ad, the spokesperson, and the advertised product were measured on seven-point semantic differential scales, while purchase interest was measured on an 11- point purchase probability scale. The final portion of the questionnaire was devoted to gathering standard demographic and television usage information. Most subjects completed the questions in less than 10 minutes.

The results of the study indicated that, the type of spokesperson used in advertising could affect consumer response. None of the endorser types had a consistently positive effect across the set of criterion variable. While the celebrity treatments generated superior performance on the attribute "spokesperson likable" they did not produce especially favorable ratings in terms of "spokesperson" "knowledgeable", "product quality", and "ad-trustworthy".

Miller and Busch (1979) conducted an experimental evaluation of host selling, premium and announcer television commercials directed toward children. The variables in the experiment were, stage of cognitive development, sex, and race of the children.

The product category selected for the experiment was breakfast cereals. Three types of treatment commercials were created and produced especially for research project- the announcer commercial, the host commercial and the premium

commercial. The appeals, theme, product and slogans of the three commercials were identical only the format was altered. The commercials were spliced into a program tape. The target audience was children between the ages of 3-15. The approximate running time of the program was 27 minutes. Immediately after viewing the program, students were administered a questionnaire to collect data on three dependent variables- attitude toward the advertised product, recall of commercial content and a behavioral measure (product selection).

The experimental results revealed that, girls had a more favorable attitude toward the advertised product after exposure to the commercial than did the boys. The findings showed no difference in the percentages of boys and girls who selected the advertised product. No differences between white and black children in attitude or recall but higher percentage of white children selected the advertised product than did black children. The result showed the stage of cognitive development – pre-operational (5-year old) and concrete operational (8-12 years old) had no significant effect on the respondents' attitude scores. It had the significant effect on the children's ability to identify correctly elements contents in commercials. A greater percentage of concrete operational children selected the advertised cereal than did pre-operational children.

The finding showed that premium commercial had a clear superiority over host selling and announcer commercials as measured by the percentage of children who selected the advertised product. Within the premium commercial group, the pre-operational children group actually had higher recall scores than did the concrete operational group.

The results of the experiment did not provide an unequivocal answer to the questions about television advertising to children. The experimenters concluded that, television advertising influences children's attitudes and behavior and suggested that, the type of commercial format is important in influencing a child's product selection behavior. They recommended that future research should be designed to co-relate other variables with children's responses to television commercials i.e. the amount of television viewing, income level of parents, I.Q. level of children and children's attitude towards commercials.

2.2.7 Studies related to Television Violence.

Sheehan (1983) in the study of age trends and the correlates of children's television viewing followed two groups of Australian children, first and third-graders, for a three-year period. He found that for the older group, now third through fifth grade, both the overall amount of violence viewing and the intensity of viewing were significantly related to the child's level of aggressive behavior as rated by their classmates

Atkins, and others (1979) studied television violence and its impact on behavior of children in selective exposure to televised violence. They measured the aggressive behavior by giving nine to thirteen-year-old boys and girls situations such as the - Suppose that one is riding bicycle down the street and some other child comes up and pushes him off his bicycle. What would he do? The response options included physical or verbal aggression along with options to reduce or avoid conflict. The investigators found that physical or verbal aggressive responses were selected by 45 per cent of heavy-television-violence viewers compared to only 21 per cent of the light-violence viewers.

Liebert & Baron (1972) in the study short-term effects of television aggressive behavior investigated young children's willingness to hurt another child after viewing videotaped sections of aggressive or neutral television programs. The boys and girls were in two age groups, five to six and eight to nine-years-old. The aggressive program consisted of segments of the untouchables, while the neutral program featured a track race. Following viewing, the children were placed in a setting in which they could either facilitate or disrupt the game-playing performance of an ostensible child playing in an adjoining room. The main findings were that the children who viewed the aggressive program demonstrated a greater willingness to hurt another child.

Stein and Friedrich (1972) in the study television content and young children's behavior presented 97 preschool children with a diet of either 'antisocial' 'pro-social', or 'neutral' television programs during a four-week viewing period. The antisocial diet consisted of twelve half-hour episodes of Batman and Superman cartoons. The pro-social diet was composed of twelve episodes of Mister Roger's Neighborhood (a program that stresses such themes as sharing possessions and cooperative play). The neutral diet consisted of children's programming which was neither violent nor pro-social.

The children were observed through a nine-week period, which consisted of three weeks of pre-viewing baseline, four weeks of television exposure, and two weeks of post-viewing follow-up. All observations were conducted in a naturalistic setting while the children were engaged in daily school activities. The observers recorded various forms of behavior that could be regarded as pro-social (i.e. helping, sharing, cooperative play) or antisocial (i.e. pushing, arguing, breaking toys). The overall results indicated that children who were judged to be initially somewhat aggressive became significantly more so as a result of viewing the Batman and Superman cartoons. Moreover, the children who had viewed the pro-social diet of Mister Roger's Neighborhood were less aggressive, more cooperative and more willing to share with other children.

2.2.8 Studies related to Zapping Behavior.

Meurs (1998) conducted a study on switching behavior during commercial breaks in Netherlands.

The objective of the research was to obtain insight into the degree of avoidance behavior in regard to television advertising and the factors, which exert an influence on this avoidance behavior. The specific objective of the research was to obtain insight into the degree in which channel switching around and during commercial breaks does occur, the influence of this switching on the ratings of commercial breaks, and the causes of this switching.

The people-meter data were obtained by means of continuous television research commissioned by broadcasters of the five main television channels and their sales houses. The national sample of thousand households consisting of approximately 2400 persons six years and older were taken as the sample of the research. The data set of the research project included all commercial breaks of the five main channels from January to April 1995; thus covering a wide range of different commercial breaks of all 12400 commercial breaks, 12278 remained in the data set of selection. The calculations of the viewing data were based on individual minute-by-minute ratings.

The findings of the study revealed that zapping during commercial breaks is motivated by functional needs. People

stop watching a break because they have a reason to stop watching television altogether, or because they wish to find out what is being shown on the other channels. One of the most striking findings of the research was that the presence of commercials that cause of irritation because of overload and campaign wear out in a commercial break does not seem to have an immediate effect on the switching behavior during that commercial break. Irritation caused overload and wear out has no noticeable effect on actual viewing behavior; it may have a negative effect on the likeability and effectiveness of television advertising. One of the most noteworthy results is that product and campaign characteristics do not exert any influence on the switching behavior during commercial breaks. In this respect neither the kind of product advertised in the break, the numbers of times the commercials have been shown previously on television, nor discrepancies between product-target- group profiles of the commercials relative to the viewer profiles of the programs prior to and after the breaks, do affect the decrease and increase in the rating.

Zufryden, and others (1991) studied the zapping and its impact on brand purchase behavior.

The objectives of the study were to understand the way zapping affects advertising effectiveness. The main focus was on the impact of commercial zapping on a household's brand purchase behavior. The data of the study contains store-level

casual and household-level purchase data along with TV commercial exposure information obtained from individual household TV meters. In addition, complete demographic information was also achieved for the household panel.

The results of the study revealed that, zapping level tended to be much higher in prime -time but that commercial zapping was only slightly higher during prime - time. Majority of household channel - switching occurs during actual programming rather than during commercials breaks. The presence of TV remote unit and cable TV household both had a significant impact on household zapping behavior. In addition, the household profile that tended to have the greater inclination to zap was one that included multiple person's households, higher income, children under 18, use of VCRs, and college educated members.

With respect to the relationship of zapping to advertising effectiveness it was found that zapped commercials were significantly more effective than non - interrupted advertisements with respect to their impact on brand purchase behavior due to the potential heightening of viewer attention to the TV set at the time of the zap.

2.2.9 Miscellaneous studies related to the Influence of Advertising.

Kamp and Macinnis (1995) investigated the characteristics of portrayed emotions in commercials in the university of California. The impact of two variables i.e. emotional flow and emotional integration were investigated to see how the ads with these two characteristics of emotions in commercials affect viewers.

The sample of the study comprised of 400 consumers recruited by a professional marketing research company served as respondents in the study. The subjects were between the ages of 18 and 65, had household incomes in excess of \$20,000 per year and were pre-dominantly (75%), female. Nine commercials were selected to represent variability on the emotional flow and emotional integration constructs were used as test commercials for the study. Three advertisements each were placed on a set of 9 videotapes. The experiment took place at a suburban shopping mall with 8 to 12 consumers participated in each session. Consumers first answered a set of demographic questions followed by question about purchase behaviors in different product categories. After that they were exposed to the commercials and were asked to indicate the level of empathy, emotional flow and attitudes towards the advertisements. A battery of feeling responses asked consumers to rate the extent to which they felt sentimental, joys, warm hearted, interested, excited, proud, irritated, doubtful, ashamed, and sad. A six-item

empathy scale was used to measure the empathy consumers experienced while watching the advertisements.

The results of the investigation revealed that; the advertisements regarded as dynamic; evoked more empathy than advertisements regarded as static. Commercials for which emotion integration was high evoked more empathy than those for which emotions integration was regarded as low. Emotional flow and integration affected the consumer's feelings for advertisements; consumers experienced more intense positive feelings when emotional flow in the advertisements was dynamic vs. static. Consumers also experienced more positive feelings when emotional integration was high vs. low.

The results suggested that dynamic advertisements are less likely to produce unintended negative feelings like irritation, confusion, doubt, sadness, than were the static advertisements. When emotional flow was dynamic, advertisement generated more favorable advertisement attitudes and stronger self-brand image congruity than when emotional flow was static. Furthermore, the commercials also evoked more favorable advertisement attitudes and greater self-brand image congruity when emotional integration was high vs. low. The result further indicated that, changes in purchase intentions were greatest when advertisements were dynamic and emotional integration was high. However, when advertisements were dynamic and emotional integration was

low, consumers were less likely to report desires to purchase the advertised brand.

It was concluded in the study that emotions in commercials found to have significant effects on the purchase intentions of consumers.

Singh (1995) reviewed various studies on children and television advertisements conducted in USA.

The objectives of those studies were in general - as to how children process the advertised messages, what they do with it and how their behavior influenced by what they see and hear. An attempt was made to summarize their general findings where some common ground was found.

The findings of the reviewed studies revealed that younger children tended to pay more attention through the commercials compared with older children. For all children full attention to commercials was highest for those advertisements shown at the beginning of the programs, and for the children the auditory pull of commercials was often more powerful than the visuals.

Majority of the respondents below six were found unable to recognize the difference between commercials and programs. Older children aged 9 or above generally found feeling that advertising was to persuade them to buy things.

Children between 5-6 years of age simply considered advertisements as fun and joy. Older children considered

television commercials as more persuasive than assertive, children of parents with high educational level tended to attribute persuasive intent at an earlier age by 10 years or so than the children of parents with lower educational level.

The general research consensus were that children's attitude to television commercials ended to become more negative as they grow older. Some older children even found advertisements silly. Heavy viewers tended to like and trust advertisements and express stronger behavioral intentions towards products advertised. Researches could not be able to evolve any consensus about the eventual effects of advertising on children's behavioral though they deemed it to be a matter of crucial importance.

Alwitt and Prabhakar (1994) studied to identify the viewers who disliked television advertising for different reasons.

The primary goal of the research was to examine the interactive effects of viewer's demographics like income, attitude to television programming, age, and specific reasons for disliking television advertising and how much it was disliked.

A survey was mailed to 1000 households in 1991 but 794 responses were found usable. Respondents were asked to participate in study on education, television program and television advertising. The survey included measures of four types of information 1) respondents indicated importance of television advertising related to other social or personal

concerns; 2) they rated how much they liked television program and television advertising on separate 7-point like-dislike scales, they also rated to their overall attitude to television advertising on 7-point scale; 3) respondents indicated how much they agreed with 41 beliefs about television advertising on 5-point Likert type scale.

The results of the study showed that the respondents tend to dislike television advertising in general. They rated television advertising as boring and bad, however they did not rate it as harmful. The older people found to dislike television advertising more and they found it boring. Viewers who believed that television advertising offers informational benefits or other advantages tend to like television advertising in general. Viewers who found television advertising as offensive, non informative, shown too frequently were tend to dislike television advertising.

The results further showed that according to the income level affluent viewers who found television advertising intrusive disliked the television commercials more than the other income group people. The viewers who liked television program and believe that television advertising was too repetitive also found disliking television advertising and similarly who liked television programs and believe that television programs is not like real life and offer any benefit to them disliked television advertising more. The result also showed that the younger

respondents who believed that television advertising is not informative disliked it more and were more critical to television advertising.

Beatty and Talpade (1994) examined adolescents' influence in family decision-making. The objectives of the study were to examine the effects of parental employment status on teens' influence as well as gender-based differences in perceptions.

Questionnaire was used to collect the data . Questions were asked relative to family members, and a seven point response scale was used to measure the respondent's perceived contribution. The product selected were – television, video cassette recorders, stereo systems, telephones , answering machines and furniture.

Data were collected from 429 students from a south eastern university of Alabama,Tuscaloosa. Out of 429 students, 193 were female and 189 were male , ranging in age from 16-19 composed the teenager sample, 68 percent of them were 18 year old.91 percent of the respondents lived with both parents and of these, 47 percent were from dual income households. Household incomes were high- 32 percent at \$ 20,000 – 49,999 , 35 percent at \$ 50,000 – 80,000 and 28.5 percent above \$ 80,000 ; less than 4 percent earned less than \$ 20,000.

The results showed that the teens' financial resources were positively associated with influence in the beginning stage

for teenager purchases. The result further showed that teens' perceived financial resources affects their perceived participation in a family stereo purchases. Product importance was found positively associated with teenager influence at both beginning stage/ final decision stages for family purchase as well as teenager purchase - the greater the importance of the product category to the teenager, the higher his/her level perceived influence on the decision making process for (a), durables for family use and, (b) durables for teenager use.

Further more, teenager usage is positively associated with influence perceptions for family purchases- the higher the level of usage anticipated of a product by the teenager, the higher his/her level of perceived relative influence on the decisions making process for durables for family use.

The results using parental employment status as the independent variable and the teenager influence as the dependent variable showed that teenager in dual – income families have greater perceived influence in the beginning and final deciding stage for family purchases. However, the teenagers in the dual income families felt that they had no greater influence at beginning and final deciding stage for their own purchases. Parents' employment status appeared to affect teens' influence on family purchases of stereo, and phones but not of televisions, VCRs, and furniture. The result further showed that the mothers of female respondents found disagreeing about

their daughters' contribution to the final deciding stage for a family purchase.

Brand and Greenberg (1994) conducted a study of commercials in the classrooms the impact of Channel One advertising program in USA.

The objectives of the study were to see behavioral effects of Channel One advertising on viewers and non-viewers of Channel-One advertising program, using three variables: purchase intentions, actual purchases, and discussions about products with peers and parents; to discover the extent to which the viewers recall product brands and content elements advertised on the program.

To assess the impact of advertising in classroom more than 800 students (48 percent female) in four Michigan public high schools were surveyed. Two high schools had been receiving advertising in school as part of their daily school routine while the other two high schools had never accepted the Channel One advertising program. All respondents came from 10th grade class. The survey was administered between March 22 and April 10, 1991 to 373 students in the schools where advertisements were shown and 454 students in control schools where Channel One advertising program was not permitted. Identical questions in an identical sequence were given to the respondents of both the categories of the schools for testing of all the dependent variables.

The results of the study showed, that the viewers of the commercials shown in the first two schools evaluated product advertised on the program more highly than did their non-viewing counterparts. They expressed more consumer-oriented attitudes than non-viewers, and were more likely than non-viewers to report purchase intentions for the advertised products shown to them in the Channel One advertising program in schools. Students from these schools were no more likely than their non-viewing peers to report actual purchases of those advertised product. There was no difference between viewers and non-viewers in amount of interpersonal communication about product advertised on the program. However, high school respondents in both conditions indicated they were much more likely to discuss products with peers than with parents. Most viewers recalled between 3 and 5 advertised products; the average recall was 4.4 products. Among the channel viewers, 62 percent provided details about their recollection of elements for commercials shown on Channel One.

The study concluded that the respondents' evaluation of Channel One advertised products were more favorable among viewers than non-viewers; viewers expressed stronger consumption oriented values than non-viewers and one in five viewers indicated affect for the advertisements and were more likely than non-viewers to report purchase intentions. These

data provided evidence that advertising in school on Channel One program impacts adolescents' cognitions about advertised products, produces positive affects toward product advertised, enhances their consumer orientations and adds to their intentions to purchase the advertised products.

Mittal (1994) carried out an exploratory research on public assessment of television advertising. The objectives of the research were to assess the extent to which television advertising is liked or disliked by consumer, to assess consumer perceptions of attributes like believability, entertainment, silliness, etc of television advertising; to assess consumer perceptions of the effects and consequences of television advertising; to assess whether television advertising is viewed less or more favorably than advertising on other media; and finally to find out how consumers consume and cope with television advertising.

The data were collected from 300 members of a consumer panel maintained by a state university in a southern state in the USA. 215 surveys were returned, of which 203 were selected for the study. A list of questions of both intended and unintended consequences of television advertising was put in order under ten broad categories and mailed to the sample.

The results of the research showed negative attitudes of consumers toward television advertisements; with about half of the respondents expressing a dislike compared to only about

one fourth expressing a liking for advertising. Less than one fourth of the consumers perceived attributes honesty, informativeness more than half perceived advertising as irritating, boring, and offensive, deceptive and silly. Some 60 to 75 percent of the consumers indicted television advertising for spreading materialism, promoting sex and unwholesome values and promoting counter values and taking undue advantage of children. The consumers mostly found disliking commercials for political candidates followed by commercials for beer, feminine hygiene, and car dealerships. Commercials for some products like supermarket advertisements, social advertising especially for anti-drunk driving were appreciated.

Majority of the respondents denied the economic benefits of commercials e.g. raise standard of living, lowering of prices etc. Television advertising was found perceived by consumers to be even more deceptive and irritating than radio advertising and substantially more irritating and less informative than print advertising. About half of the respondents reported they used to leave the room or attend to chores during commercial breaks and about one third reported flipping channels when commercials come on television. Half of the respondents resented the repetition of commercials no matter how interesting the commercial might be; and about half of the respondents did not mind the repetition provided the commercial was interesting. A majority of the respondents

avored government regulations of the contents of television advertising and repetition and, indeed, a ban on children's commercials altogether.

Chan (1993) conducted a research on television advertising and students peer interaction in consumer learning. This was a cross-sectional study, which investigated the consumer learning by adolescents, based on the social learning and the peer interaction pattern approaches.

The major objectives of the study were - to map out the amount of exposure of adolescents toward TV advertising; to explore the frequency of peer interaction discussing about TV advertising; to explore the interaction between the adolescents' exposure to TV advertising - time and their peer interaction activities about TV advertising in facilitating consumer learning.

The method chosen for this study was a general survey. A total of 1,117 subjects, from 1 to 5 students from different educational levels, were selected from Government, subsidized, and private schools in Hong Kong. A questionnaire was used to collect the data.

The findings of the research revealed that there were no difference of age and sex on consumer learning; exposure to TV advertising time was positively related to consumer learning; and peer interaction was positively related to consumer learning. TV advertising viewing, a common activity among respondents aged 11 to 19, had a significant effect on

developing adolescents' consumer learning, and peer interaction activities about TV advertising, which were employed by nearly all respondents following TV advertising viewing, also proved significant. It is concluded in the study while the main effects, that is, exposure to TV advertising and peer interaction activities discussing about TV advertising are not interactive, they were independently significant in affecting consumer learning.

Langbourne Rust Research Group (1993), were made field observations of parents and children shopping together to find out how their in-store behavior varied with the age of the child. The objective of the research was to conceptualize the factors that influence in-store decisions with an eye toward developing new marketing strategies, which would target families with children of specific ages. The study showed the consumption pattern of children of various ages.

The data for this study were anecdotal narratives about parents and children shopping together collected by members of the ARF'S Children Research Council who visited supermarkets and toy stores. Posing as shoppers, they waited in an aisle, watched for parents and children who traveled down the aisle together. On seeing a shopping party entered the aisle they estimated the child's age, recorded some basic information about the shoppers and took notes on what they said and did. Two hundreds records were collected. Data were a convenience

sample, gathered whenever the observers were in the store and parents came down the aisle with their children.

The results of the observation showed that 97 children were of young age (1 –3 years) and 103 children were old ones (10-13 years). It was found that younger children were much more likely to point at products or other things in the store than the older children. Younger children were much more likely to exhibit some sort of physical involvement with product or displays by exploring things, play with them, open them, manipulate them or consume them than the older children. Observation further revealed that the parents were more firm and unyielding with their younger children's demands. Kids between 6 and 9 were found negotiating successfully in getting the desired product. In case of children aged 10 and older, parent's acceptance was found automatic. In the supermarket the parents found interacting with their older children more often reflecting a degree of teamwork and division of labor with co-ordination and communication between the members of the shopping party and a set of shared objectives. Shopping with older children more often showed signs of prior planning reflected in the fact that the older children referred to a list or brought out a coupon that had been saved for future use. Older children were spontaneously found motivated in the store environment, read about the packaging or other information about the product.

Widgery and Mc-Gaugh (1993) studied the importance of message appeals regarding vehicle purchase decisions in advertisements. It was hypothesized that vehicle purchases are becoming gender free as years passed and that significant difference is there between males and females in their perceptions of the importance of various message appeals. The scores will be significantly greater for older respondents than for younger respondents.

The data for the research were based on five markets selected randomly from among 42 metropolitan markets. Telephone interviews in these five markets were conducted among randomly selected households. No attempt was made to balance the sample by sex. In all five markets combined there were 1740 interviews with adult household members. The original intent in gathering this information was to examine automobile purchase appeals.

The findings of the study supported the gender hypothesis, that females score higher than males on the importance of various message appeals related to vehicle purchase. 19 of the 28 purchase appeals had significantly higher salience scores for females than males - like freedom from repairs, fuel economy, length of warranty, pick up and acceleration, total overall price etc. The results further showed that gender differences were greater in the older age groups than the younger age groups. The researchers implied that

females generally (across all age groups combined), consider a purchase of a vehicle more seriously than males. They care more about various message appeals used to persuade them in the advertisements than males

Collins and others (1992) observed the degree to which children were affected by advertising in four different countries-Ireland, Australia, Norway and the USA. The main objective of the study was to attempt an assessment of the possible relationship between children's perceptions of the world and the techniques employed by the advertising industry. Their studies were mainly concerned with groups of nine year olds, who were asked to complete questionnaires in the four-week period leading up to Christmas asking basic questions about the toys that children were hoping to receive by Christmas and how exactly they learnt about the existence of these toys. Having gathered together the initial attitudes of their subjects, researchers proceeded to hypothesize about the possible connection between television advertising and the subsequent buying patterns of the family.

The results gathered of study confirmed that, television advertisements play an important role in stimulating the interests of children. They found a more clearly marked influence over boys than girls; boys were in a slight majority in all the countries studied. Australia was the only country in which it was not the case that boys were most likely to have seen their

hoped-for Christmas present on television. Over 40% of the children in all four countries had not seen their hoped-for present on television; those who had are therefore only in a small majority the children questioned as listed other sources of information concerning particular products: magazines, catalogues, friends and store displays. So television advertising, though powerful, is by no means the only information source.

During the study, it was found that some children have more access to television advertising than others, due to the fact that circumstances vary greatly from one country to another. For example: as a result of deregulation, the Australian commercial channels were saturated with advertisements, with anything up to 15 minutes of advertising in any one hour, with approximately 8 advertisements shown in sequence. In massive contrast was the situation in Norway, where advertisements were allowed to be screened for only 20 minutes a day, with no more than six minutes in every hour taken up with trying to sell a product. The advertisements directed at children were strictly forbidden.

It was established that, half of all Christmas presents were first seen on television. Children were asked how truthful they believed advertisements to be. A huge proportion (68 - 89%) felt that, at best, advertisements told the truth only sometimes. When asked, most children were clear on the point that not all advertisements are truly honest because they were based

completely on the manufacturers' wish to sell a product, no matter what tactics were required to fulfill such an objective.

The study concluded that it is clearly inaccurate to suppose that children were victims of advertising, since they were far more discerning than most adults gave them credit for. Most children were found convinced that their parents were more affected by the television advertisements they see, which researchers acknowledged as a neat and rather amusing reversal of adult concern.

Kunkel (1992) studied the nature and number of commercials during children's programs on different type of channels.

The objectives of the study were to know as to how much advertising and other non program content were presented during children's programming, what types of products were advertised, what persuasive strategies were employed in the advertisements and how were product qualification or disclosures had been communicated to children.

A total of 604 hours of children's programming comprised of the sample for the study were taken in February and March 1990. Only those programs judged to be originally produced primarily for child audience were included. Only programs featuring and contents that targeted children aged between 2-12 years as the primary audience were examined.

The major findings were that the two of the six product group's toys and cereals, breakfast foods accounted for more than half of all advertisements observed in the study. Toy advertisements appeared frequently on all the channels.

The most prevalent theme fun, happiness accounted for roughly one fourth of all advertisements. Two were found most frequent i.e. taste/flavor, smell and product performance. The least common approaches used to promote products were safety, quality of materials and peer status.

Roughly half of all the commercials included at least one disclosures/disclaimer. All advertisements that two or more disclosures were most common in cereals/breakfast advertisements and in toy advertisements. In contrast disclosures for other types of products was less frequent. Children's understanding of disclosures for other type products was less frequent. Children's understanding of disclosures was greatest when both audio and visual formats were employed to convey the message. However, only a small proportion of advertisements with disclosures used this appeal. Contest and premiums were observed in only 3-10 percent respectively of all children's advertisements. However, premiums were particularly among fast food advertisements.

Baxter (1989) studied how children use media and influence purchases. The objectives of the study contained multimedia information, product usage, and purchase influence.

The purchase influence was a pivotal and major focus in the study.

The sampling frame were households with children. The diverse age group of the children was 6 to 14 years. The interview schedules were prepared and one-to-one interview with the children of the sample group was carried out. The interview process had three parts: the personal interview, the TV diary, and the marketing questionnaire.

The findings of the study revealed the interesting media habits of the children 6-14 years of age. The study reported that 58 percent of boys favored comic books and 42 percent of girls favored comic books. The findings of another print media i.e. magazines and newspapers revealed that, 57 percent of the children read magazines and gender wise, boys represent 55 percent vs. 45 percent for girls. 74 percent of all the children over 10 years of age said that they read newspaper daily.

For the television viewing mostly boys and girls heavily watched television in the daytime after school. They also watch television from 5 to 8 pm. During this period, boys had the edge over girls. In the early Saturday morning, boys really leaded the girls; 62 percent of boys were the viewing audience. It was revealed that MTV, HBO channels were most popular with children. The study revealed that food snacks like candy; popcorns, ice creams, fruits and chips were the product where children had a major purchasing influence. The second

purchase influence was on the video rentals for movies in which the children liked to buy cassettes of Ninja Turtles, The little Mermaid and Ghost Busters etc. The findings showed that the children's purchase influence goes beyond the immediate household. It is domino effect touching everyone in their orbit: grand parents, uncles, friends, peers, and parents.

Aaker and Norris (1982) analyzed characteristics of television commercials perceived as informative. The purpose of the study was to focus upon the informativeness of television advertising and to what extent did viewers consider prime time television commercials to be informative and relevant, how did informativeness vary by product class.

BRC (Bruzzone Research Company) tested television commercials by sending a mail questionnaire to a national sample of 1000 households. Replies were received from about 50 percent of the sample. The questionnaire contained the description of each commercial under test. Six photos from the commercials were presented. Under each photo was the associated commercial script. The questionnaire included commercials- recognition questions, an interest question, a brand name recognition question, a television-viewing question and a number of demographics. In addition, the respondents were asked to check any of 20 alphabetically listed adjectives that they felt to describe the commercials. The study was based

upon 524 prime time commercials tasted by BRC in quarterly test

The result showed that, a sizeable percentage of prime time television commercials that had been running for four weeks or more perceived as being informative by substantial audience group. The two product categories, food and beverages, which together contained 32 percent of sample commercials were perceived as substantially less informative than other commercials. The low food informativeness was to snack foods (including gum and candy and desserts.) and for the beverage category, the low informativeness was for soda and beer. Durables like television set commercials had more informative value than automobiles.

The findings further revealed that the informative commercials were perceived to be convincing, effective and interesting. They were found to be quite distinct three other types of commercials: those disliked, those perceived as entertaining and those perceived as warm. The comparative advertising was not perceived as substantially more informative than other advertising.

Gorn (1982) experimented the effects of music in advertising on choice behavior. The subjects were exposed to a neutral product (conditioned stimulus) in the context of a background feature (unconditioned stimulus), often found in commercials.

The experiment was conducted on 244 undergraduates of a first year management course at McGill University of North America. The experiment was carried out during class time. The experimenter explained that an advertising agency was trying to select music (unconditional stimulus) to use in a commercial for a pen (conditional stimulus). The experimenter let the subjects heard some music that was being considered while they watched the slide of the pen, which the agency was planning to advertise. Very little information regarding the pen's attributes was visible in the slide. The following conditions were structured (1) condition L1- liked music, light blue pen;(2) condition L2- liked music, beige pen; (3) condition D1- disliked music, light blue pen;(4) condition D 2 – Disliked music beige pen. To counter balance the music and the color of the pen within each class, one half of the first class was randomly assigned to the liked music – light blue pen condition L1, while the other half was assigned to the disliked music- beige pen condition D2. In the second class one half of the student were randomly assigned to the liked music- beige pen condition L2, with the other half assigned to the disliked music – light blue pen condition D1. The subjects in each condition heard the music while they watched the slide. They then evaluated music on the scale ranging from disliked very much to liked very much. They were told that they would receive either a light blue or beige pen for their help.

The results of the experiment showed that comparing the effect of light vs. disliked music; there was a very clear-cut impact of the music in the expected direction. 74 out of 94 subjects (79 percent) picked the color of the pen associated with the liked music, while only 30 out of 101 subjects (30 percent), picked color of the pen associated with the disliked music. The color of the pen did not seem to matter. 36 out of 43 people (84 percent) picked the light blue pen when it was associated with the liked music; 38 out of 51 (74 percent) picked the beige rather than the light blue pen when the beige pen was associated with the liked music. The result supported the notion that the simple association between a product and stimulus such as music can occur product preferences as measured by product choices.

The experimenter suggested that emotional arousing background features in the commercials might make the difference between choosing and not choosing the advertised product.

Moschis (1981) studied the consumer related learning properties that comprised consumer behavior in adolescents.

The study hypothesized that older adolescents (15 years and above), acquired complex consumer learning scales to a significantly greater extent than younger adolescents. There are no significant differences in the degree to which older and younger adolescents acquire simple consumer learning scales

and that consumer learning skills are well integrated among older adolescents but not among younger adolescents.

The sample of the study consisted of 806 adolescents from 13 schools in 7 towns and cities in Wisconsin. The questionnaire was distributed to middle schools and sr. high schools. Most students needed 30 to 45 minutes to complete the 10-page questionnaire. The data were analyzed with the help of one-tailed t-test. The results of the study revealed that there were differences on complex consumer skills for younger and older adolescents. Older adolescents scored significantly higher than younger adolescents on complex skills like information seeking, consumer finance management, economic motivation, and social motivation.

The result further showed that significant differences were found in the degree to which younger and older adolescents possessed simple consumer skills which showed that younger adolescents had more favorable attitudes towards advertising, brands and prices and a lesser amount of consumer affairs knowledge than older adolescents. The result further indicated that consumer skills measures were well integrated only among older adolescents. The study indicated that, young people are susceptible to advertising and other marketing techniques in adolescence stage, as their cognitive resistance to advertising does not seem to fully develop in this phase of life. The researcher therefore suggested that, consumer education

materials and practices be catered to both Jr. high School and Sr. high school students.

Bur and Bur (1977) studied parental responses to child marketing. The purpose of the study was to examine how parent respond to children's request to buy as a result of the communication directed to children.

The data were collected from 400 mothers having children between the ages of 2 and 10 in Michigan, USA.

The questionnaire included forced – choice- type questions, Likert type scaling, and open-ended questions. In addition, the respondents were invited to discuss in length, verbally and in written form, their attitudes towards child marketing and specifically television advertising to children.

The results of the study showed the viewing pattern of the children as reported by their parents which showed that the peak of the Monday-through-Friday viewing age group was 5 year old category; Saturday's highest viewing audience was the 6 year old group; and the Sunday peak audience was 8 year old group.

On the basis of average, it was estimated that a sample child in the study spent more than twenty-two hours watching television during a complete week. The parents reported that they were least likely to buy the product when the child wanted to buy that other use it. The greatest likelihood occurred when a child wanted the price of premium associated with the product

or when the child gave the reference of the ad-product on television. Parents often responded that the “saw on it on television” appeal was usually combined with more information such as economy, ease of use, and so forth. In addition the appeal to get the price of premium was usually met by parents with the logic that the request was not unreasonable and that surely some one in the family would eventually consume the product.

Keiser (1975) studied the awareness of brands and slogans among adolescents. The objectives of the study were, to judge whether adolescents were aware of the seller’s brand or the slogans use to carry the brand message and whether certain segments of adolescents market more aware of brands and slogans than others.

A questionnaire was constructed to measure the criterion variables of brand and slogan awareness and several predictor variables, like age, income, sex, social class, and mass media exposure and opinion leadership. Asking respondents to identify 20 brand names assessed brand awareness; respondents were also asked to complete the ten slogans to indicate slogan awareness. The study was conducted among a random sample of Columbus, Ohio, high school students. A multi-state technique was used to select the 1280 respondents.

The results of the study suggested that greatest brand awareness was found among older adolescents; adolescents

earning the highest weekly income; male adolescents; adolescents whose parents were in the upper social class; and were opinion leaders. Adolescents from senior high school correctly identify more brands than those in junior high schools. Although total brand awareness was found to be greatest for male adolescents, female awareness was generally greater than that of males for the products used mostly by females. The brand for which greatest awareness was found among adolescents who spent most time watching television was for soaps and toothpastes. Regarding the slogan awareness, greatest slogan awareness was observed among adolescents: in junior high schools; in the upper class; who spent the most hour watching television; exposed most frequently to print media; and who were opinion leaders.

Doolittle and Pepper (1974) attempted to determine the influence that advertising has on children by understanding the communication processes involved while children view television advertisements, including the manner in which children perceive and react to these advertisements. This study offered extensive analysis of the content and form of the television advertisements aimed at children in 1974.

The main objective was to determine the direction in which advertising was moving in terms of the portrayal of current lifestyles in children's television advertisements. Researchers recorded a number of television advertisements

broadcast on network channels in the USA, on Saturday morning (9a.m.to 1 p.m.) February 9, 1974. Sixty separate advertisements were recorded. These ran on the three networks from one to as many as eight times, and this totaled 162 advertisement exposures in all. Of the 63 advertisements, 49 (82%) were used for the actual content analysis. The advertisements were then divided into seven product categories as Breakfast Food (40%), Sweets (Candy and gum) (18%), Snacks (Cookies and soft drinks) (12%), Meal Food (Spaghetti and ravioli) (7%), Other Food (not breakfast, meal or snack) (7%), Toys (7%) and other products (8%).

After pre-testing, the final coding instrument contained 28 variables, considered relevant to the study. These variables examined five broad areas of content and presentation, as follows: elements of production and style e.g. pace, editing and audio; product presentation e.g. usage on screen; buying rationale e.g. personal advancement, product enjoyment; characterization e.g. presence or absence of children/adults, sex roles; ambience e.g. reality v. fantasy, mood, story presentation.

The analysis was presented for the total number of advertisement exposures or 'tokens' (146) rather than for each different advertisement or 'type'. The researchers then addressed the four areas of content and presentation set out at the start of the study, and these findings emerged as follows: (1)

Live-on-film production was used exclusively in roughly 40% of the sample while animation was used solely in only 25% of the advertisements. (2) The advertisements in the various product categories frequently employed a variety of production techniques, with the exception of Breakfast Food advertisements, since over 70% used a combination of live and animated techniques. (3) The sound in all the advertisements in the sample contained voice, which was often an off-camera voice-over. There was a predominance of male voice-over occurrences. In addition to the voices heard, almost 75% of the advertisements used some form of music, over half of which incorporated singing. (4) The majority (40%) of the advertisements was found to be moderately paced, while slow pacing was used least. (5) Product use, such as eating food or playing with a toy, was featured in 75% of the advertisements. There was a tendency for the product to be shown being used live. Indeed, all the advertisements for toys relied on live footage, as did most of the breakfast food and sweet advertisements. (6) Product promotion emerged as not being directly related to the product qualities. (7) Product Enjoyment was found to be the major reason given for product purchase in over 40% of the advertisements in the sample. Included in this count were the entire Toy and other Food advertisements, over 75% of Sweets and 50% of Snack advertisements. (8) Product Superiority was generally shown through direct or implied

comparison with another product. This was the case in 25% of all the advertisements in the sample, but in 40% of the Breakfast Food advertisements. (9) Promotions were found to involve contests and free prizes, and were seen exclusively in terms of Breakfast Food sales. Indeed, this sale technique comprised 75% of the total Breakfast Food promotions, which included toys, games and competition entry. (10) Pleasing Product Associations was found to be the primary buying rationale in just 10% of the advertisements overall, but in 80% of the Meal Food commercials. The associations generally consisted of identification with cute, animated, anthropomorphic characters. (11) Personal advancement technique often made claims that the product would improve strength, health or appearance and only figured in 1% of the (Breakfast Food) advertisements in the sample, making it the least used selling tactic in this instance. (12) It was found that about 75% of the advertisements in the sample featured children. However, they were presented as major characters in only 6% of the sample. It was found that some product categories featured children rather more than others. For example, children were often major characters in advertisements for Toys and Other Foods. They were featured in 80% of the Meal Food advertisements, in 75% of Snack and 60% of Breakfast Food advertisements. (13) Teenagers found to be the age group featured least in the sample, since teenagers only appeared in 6% of the advertisements. (14) Adults were featured

in over half of the advertisements, with 75% involving a major role contribution. All the Snack Food advertisements included adult characterization, with 80% of Meal Food advertisements also showing adults. They were once more featured in 60% of the advertisements for Breakfast Foods and sweets. (15) The study identified the dominance of one sex using the product in 11% of the advertisements in the sample, 94% of which were male dominated. Males also dominated in 94% of the Breakfast Food advertisements. In fact, 91% of those advertisements in which the voice type was clearly audible used a male voice-over. Females were seen to dominate only in advertisements for Toys and those products classed as 'girl-oriented'. (16) Anthropomorphic were used in over half of the advertisements. The main types of product to employ this form of characterization were Foods and Sweets, and they usually took the form of animals or fantasy characters. (17) No evidence seemed to have emerged to show that the world of television advertising is making any real efforts towards reflecting a society in which the sexes are equal.

Hawkins and Coney (1974) studied the peer group influences on children's product preferences. This study attempted to provide some insight into how children's purchase decisions are affected by the role played by peer groups. The subject uses in the study were first grade students of Oregon, USA. A preliminary interview with the subject was conducted the

week before to the beginning of the experiment. In the interview information of each subject's favorite colors and favorite playmate within the class was gathered. A concluding interview was conducted in the last week of the experiment to recall the subject's reaction to the various brands and to again ascertain each subject's three best friends within the class.

For the experiment the product use was a high protein cookie. The cookies were removed from the original boxes and wrapped individually with a colored wrapping paper. The wafers were identical except for the color of the wrapping paper. The subjects were then allowed to select one of the three brands each day for 17 consequent school days. Each subject has to print his name on the back of the wrapper and return the same to the teacher.

The results revealed that peers groups do play an important role in younger children's learning of product preference and consumption pattern. It was found that friends exerted a high degree of influence on each other's choice .The close friends in the experiment chosen cookies covered in identical color wrapping papers.

Ward (1972) studied the children's reaction to television commercials. The purpose of the study was to extend the data gathered in an earlier exploratory study (Ward, 1971) of young children's perceptions, judgments and explanations of television advertising.

The data were collected from 67 children, ranging from 5 to 12 years of age belonged to middle to upper middle class families in Boston, USA. The interview was conducted and the questions were asked in a listed form. The findings revealed that children in all age groups could identify the term commercials, but kindergarten children exhibited confusion regarding them. About two thirds of the younger children exhibited a low level of differentiations between programs and commercials, while over two thirds the older children exhibited high degree of differentiation. The younger children showed no understanding of the purpose of the commercials; second grader understood that the purpose was to sale goods, while older children judged the commercials and commented on technique employed in construction of commercials. The kindergartners could recall food product advertisements; second grader could recall products, which they could identify (toys); and fourth and sixth graders showed no consistent pattern of recall. The findings of the study showed that the recall become more multi-dimensional and complex with age. Almost half of the children interviewed in the study felt that commercials do not always tell the truth, only about one fifth of the respondents felt that commercials always tell the truth, and the majority of those children were in the youngest age group.

The youngest children indicated that a commercial was liked because the product was liked or possessed. Younger

children enjoyed commercials; children become increasingly contemptuous of commercials as they grow older, but they continue to enjoy humor. Children cited entertainment reasons as explanation for liking or disliking commercials. They liked commercials with humor, good music, cartoons, and they disliked commercials they think are boring and dull.

Research trends emerged from the reviewed literature:

The research trends emerged from the literature reviewed are as follows:

- The researches conducted on television advertising were exploratory, experimental, and field researches.
- Mainly the methods used in the studies reviewed were survey, observation, and content analysis of television advertisements. Questionnaire and interview schedules were used as tools to collect the data.
- The samples of the studies generally covered all age groups right from kindergartners to late adolescents, and some studies covered the adults as well.
- The statistical measures used in the studies reviewed were chi-square, Analysis of variance (ANOVA), Analysis of co- variance (ANOCOVA), product movement co- relation, t-test and percentages.

- ↳ Few of the studies conducted were longitudinal researches to judge the influence of television advertisements for years.
- ↳ Mostly researchers in abroad conducted researches on micro- level subjects of advertising like alcohol advertising, cigarette advertising, food advertising, sports marketing, music, TV violence, zapping behavior of respondents and gender portrayal in media etc.
- ↳ Many researchers studied level of awareness, preferences to advertisements, understanding, recall/memory, and recognition of advertising messages and the influence of advertising on the behavior of children from pre school to late adolescents, including adults.
- ↳ Most of the researchers have taken age, sex, income level of the family, frequency of exposure to media, viewing duration, preference of programs, educational level of parents as variables for their studies.

The research trends discussed above further revealed deficiencies such as:

- ↳ Researches on influence of advertising on adolescents were conducted in piece meals. No in-depth study was found which throw light on the influence of television advertisements on the different aspects of adolescents' lives.

↪ Some of the variables undertaken for the present study have not been touched in any of the researches reviewed like level of social maturity, advertisement viewing behavior, mother's occupational status, mother's work status and class of study.

The general and concise trend of the results of the studies reviewed showed that, children of all age groups were found influenced by television advertisements. This subject could be further explored in depth specifically with the sample of adolescents. Hence, it was decided to undertake a research on the influence of Television Advertisements on the selected aspects of adolescents' lives.