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Abstract

The purpose of study is to deliberate upon the impacts of television advertising on children & to identify those critical impacts which lead to behavioral and eating disorder in children. Impacts of TV advertising were identified as unnecessary purchasing, low nutritional food and materialism. A questionnaire using five point likert scale was administered to 425 parents of children aged between 9-14 years, and studying in schools. Samples were drawn through convenience sampling approach from four cities of Pakistan namely Islamabad, Rawalpindi, Bahawalpur & Multan. Data were analyzed by using SPSS software. Pearson correlation was used to measure the relationships of the variables on one-to-one basis indicating the most correlated variable was Unnecessary Purchasing which had Pearson correlation value of 0.312 and significance value of 0.000. It was followed by a Materialism which had Pearson correlation value of 0.260 and significance value of 0.000. Then comes Low Nutritional Food being Pearson correlation value of 0.258 and significance value of 0.000. Testing of hypothesis found that television advertising increases the consumption of food that is unhealthy, having low nutritional values and high in Sugar, Fat and Salt (SFS) in children with F=30.146 & P=0.000. Subsequently, it was found that Television advertising leads to increase in unnecessary purchasing in children with F= 45.747 & P=0.000 and materialism in children with F=30.545 & P=0.000. So, it is summed up that TV advertising is affecting children by increasing their food consumption pattern, preference for low-nutrient, high in sugar, fat & salt (SFS) foods and beverages, change in attitude that is aggressive and violent in nature and inclination towards unnecessary purchasing.

Key Words: TV Advertising, Low Nutritional Food, Violence, Unnecessary Purchasing, Materialism

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History will see advertising as one of the real evil things of our time. It is stimulating people constantly to want things, want this, want that.

Malcolm Muggeridge (1903 - 1990)

1. Introduction

Television is one of the strongest medium of advertisement, because due to its mass reach, it can influence not only the individual's attitude, behavior, life style, exposure and other aspects but even the culture of the country. Children of course are the most awful victims of TV influences. Its effects on the children are universal in nature. But magnitude of TV influence varies from child to child, depending on factors like age and individuality of the child, their viewing pattern that includes duration of TV watching, types of programs, and direction provided by the parents. Total population of Pakistan is nearly 168 million. And 43.40% are children of age group between 11-15 years (Federal Bureau of Statistics, 2009). Nearly 66% of Pakistani households have one or more teenagers. 30% of the household contain children under the age of 10 year who will be the next generation. Total Pakistani population of 169 million contains nearly 30 million adolescents (10-19 year old). Girls aged 20-24 years married by the age of 18 are 32%. 30% of teenagers in Pakistan have never gone to school, although this figure is greater for girls i.e. 44% and 36% for adolescents living in rural areas of Pakistan. Approximately one third of adults work in either paid or unpaid employment (excluding housework) but lot of adolescent girls holds housework activities (Office of the Population Association of Pakistan, 2009). TV viewing has its positive and negative aspects. On the negative side, excessive TV viewing brings laziness and idleness and thus creates childhood obesity, and materialism. Children who watch excessive television may be the ones who do not take participation in games and are consumers of fat and high energy snack foods. Commercials could be attributed as misleading. They do not expose the foods children should eat to keep themselves healthy. Television viewers consider it a mode of relaxation, when they are watching TV, and this state continues until television sets are on. Different sports and hobbies consisting physical work are the source of energy whereas Television viewing is a source of useless energy (Bartsch and London, 2000). On the other side, positive impacts of television viewing are that it helps in enlightening audience knowledge, provide information, educate them and make available skills how to handle different people in different situations. Television is a persistent medium which is everytime available to nearly all children. Most of the children around the globe almost spend about three to four hours daily watching television. In the start, children face problems in understanding television programs. But being immediate learners, they can make balanced decisions about right or wrong under proper guidance of the parents. Thus it is desirable for the parents of young children to monitor the TV viewing habits of

their children (Bartsch and London, 2000). The purpose of our this study is (1) to deliberate upon the impacts of television advertising on children (2) to identify these critical "impacts" and (3) empirically test some of the critical factors that how these factors effect on children.

1.1 Literature Review

The advertising sectors deliberately tones down the influence and possible adverse influence of the product they are advertising. They tend to portray an innocent aspect of daily life in their commercial and hope that this innocent aspect of life would not only attract the attention of potential customers but would also influence them (Adler *et al.*, 2004). Children have been enjoying an unmatched level of attention from marketers and marketing researchers. Young children are more influenced from the TV advertisements as compared to other age groups. And they generally believe in what advertisements have to say about the products. If the advertisements are not very complex, and it says something new, then, likelihood of attracting children's attention would increase (Rice *et al.,* 1988). Children up to five years old are generally fond of hearing the same story again and again. This repeated transmission usually enhances their attention towards the ads, and in a few cases, it was found that the children tend to lose interest due to repeated transmission of the TV commercials. A direct relationship was found in the repetition of commercial and ability to attract children's attention (Wellman, 1990). The advertisers prefer to advertise their products to children due to its deep impact. In view of the children's importance of influencing purchase decisions the advertisers not only target them at home through television but also target them through advertisements in class rooms and schools (Barcus *et al.,* 2004). As stated earlier, children's attention towards the advertisements is highly dependent on factors, that it must be simple, and second is that it must contain something new for the children. As children start viewing TV from early childhood, then, it becomes difficult to explain them that primarily they should eat for the necessary nutrients not for just pleasure. Children's comprehension of advertising messages is dependent on factors like, their ability and skill to make a distinction between commercial from non commercial content and also they must be disbelieving towards the persuasive intent of advertising within the limitation of their knowledge. This process of assessing TV commercials is known as cognitive growth and intellectual development (John, 1999). The growth stage of a child plays a role in the effect of commercials. Children do not understand what and why sales pitch is used. So, one of the major reasons for television advertising is to change the attitude and behavior of the audience. Adults while watching television advertisements understand them though a process known as cognitive filter. This process is inclusive of the following: (1) the viewers suppose that there is a different perspective between the source of the message and the receiver of the message (2) the intentions of the source are always persuasive (3) there is bias in all the persuasive messages and (4) interpretation strategies must vary from biased message to unbiased message (Roberston *et.*

al., 1979). But, once the children reach a level of understanding advertisements through all these four processes of interpretation, they have developed mature comprehension process of interpreting advertising contents. Children below 7–8 years group don't have the ability to understand the TV commercial's cognitive development method. Egocentrism is the common trait of this age group, which means that this age group lacks the ability of perceiving another person perspective (Carroll, 1984). Children have a propensity to believe what they are told through advertisements and may even presume that they are rundown if not provided with the products advertised. For a lot of preschool children, it is not easy to make differentiation between a program having basic purpose to amuse or entertain and a commercial designed to sell. Children's beliefs, desires and motives are not fully developed until they are six years old (Wellman, 1990). Children belonging to age group 3-6 years lack ability to grip advertiser's persuasive intent but possess interpersonal skills of influencing the behavior of parents, and others (Bartsch & London, 2000). Children understand the purpose of advertising that appears on television as early as 5 years of age (Macklin, 1987). Children may be able to form an attitude towards the advertisement if they could understand the purpose and intention of TV advertising. This in due times, helps them in forming an image of the product. And, later on when children reach the age of 8 years, their awareness to advertising gets refined; they tend to assess the messages in true perspective and are capable of responding to commercial advertisement in an established and informed approach (John, 1999). The age of 8 to10 years possesses an elementary understanding of the advertising purpose (Bartsch and London, 2000). And when the children are between age group of 8 to 12 years develop the ability to recall and make valuable use of the information stored in their memory, although this skill is not formed entirely until now. Evidence of the effectiveness of these attempts to lower the total influence of TV advertising on the child is somewhat mixed, but most studies find no or rather small effects of parental concern (Adler *et al.,* 2004). Besides TV commercial, and its other forms, other considerable factors in making the purchase decisions are peer group, friends, parent and direct experience. Some factors may also contribute in purchasing decisions of the children are their age, socio-economic status and cultural background including the parents' level of education (Galst & White, 1976). A single advertisement may marginally affect the Brand preferences. However, repeated exposure of the commercial may create a strong desire for the advertised products, as compared to competitive products (Robertson & Rossiter, 1979). Children may not be able to recall TV commercial over time; however, positive attitudes toward an advertised product may last for another week despite the fact that the ad has been forgotten (Silverman e*t al.,* 1988). The products such as toys, cereals, and ice creams have a longer impact even if the frequency of these ads is limited to one per program (Zuckerman *et al.,* 1978). The researchers have shown that children's product knowledge is primarily based on TV commercials (Caron & Ward, 1975). Goldberg's (1990) study in Quebec used a naturalistic setting and provides reliable evidence

that the more television commercials a child sees for cereals marketed for children, the more likely it is that that product will be found in the household. It has been claimed that a child's developing sense of what our culture deems fit to eat is influenced by the foods that he or she sees in television commercials. The awareness of brands adds security to the lives of these children. Schoolyards are turned into brand showrooms and this can have the impact of prominence social and economic divisions amongst groups which may direct to social segregation, discrimination, teasing, theft or even destruction (Sleaford, 2000). The major objective of the advertisement is to promote products and its features. But, if it is perceived differently it may have broader sociological influence (Barron *et al.,* 1989). Advertising also encourages materialism in which material goods and money is conceived important for personal happiness and social progress as compared to intellectual or spiritual concerns was increasing amongst children and adults. Several authors suggest that advertising stimulates materialistic values in children (Wulfemeyer & Mueller, 1992). Several authors suggest that advertising stimulates materialistic values in children (Wulfemeyer & Mueller, 2007; Greenberg & Brand, 1993). According to these authors, advertising enhances materialism because it is designed to arouse desires for products that would not otherwise be salient Advertising propagates the ideology that possessions are important and that desirable qualities, such as beauty, success and happiness can be obtained only by material possessions (Wulfemeyer & Mueller, 1992). Studies on the effects of advertising directed toward children are generally based on two paradigms: the paradigm of the empowered child and the paradigm of the vulnerable child. In the empowered child paradigm, children are viewed as skilled consumers capable of critically processing commercial messages. Research based on this paradigm, mostly marketing research, generally focuses on the intended effects of advertising. Intended advertising effects refer to children's brand awareness, brand attitudes, and purchase intentions. Advertising-effects research based on the vulnerable child paradigm assumes that children lack the cognitive skills to protect themselves against advertising messages. It is believed that children due to their susceptibility are more vulnerable to the seductive influences of commercials than adults. Research within the vulnerable child paradigm usually investigates the extent to which advertising is harmful for children and addresses issues such as whether children should be protected from these possibly harmful effects. This research focuses on the unintended effects of advertising, for example, on family conflict and materialistic values. In other words, unintended effects are the secondary, usually negative, effects of children's exposure to television advertising. Several earlier reviews have discussed the unintended effects of advertising (Kunkel, 2001; Young, 1990). A longitudinal study of teenagers concludes that television advertising exposure had both short and long-term impacts on adolescents' acceptance of materialistic values (Moore, 2004). The results showed a positive relationship between materialism and peer group influence and showed that higher materialism scores were recorded for the children who were more susceptible to peer influence. In

general, different brands can be linked with conceptual or figurative meanings, conveying standing, their reputation and poise. Adults and children often try to adopt role models, or illusory characters presented in the commercials because they are exposed as smart, powerful, attractive, dominance in appearance and profligate lifestyles. Children, who watch television extremely, tend to be obese because they indulge less in healthy and fruitful tasks including running, cycling jumping and exercise. Furthermore, these children take food, high in sugar and fat such as candy, snacks, sugary cereals and drinks (Macklin, 1987). Sometimes commercials could be endorsed as deceptive. As most commercials targeting children are of candy, snacks, and fast food, such ads therefore act as catalysts in persuading children to demand these unhealthy products. Children food preference is highly dependent on television advertising. However, it conveys an imbalanced nutritional message. The research has established a positive relationship between food advertisements children remember and the number of foods like soft drink, crisps and savory snacks that children eat (Borzekowski & Robinson, 2001). Role of the family, its composition, eating patterns and habits, and socio-economic status is one of the most important in the development of overweight around the globe. The primary agent of socialization for the young, regardless of nationality, is the family. The impact of media on children varies from age to age. A strong correlation was found in television viewing habits, poor diet, poor health and obesity between children and adults. While watching one remains physically inactive, this reduces metabolic rates and displaces physical exercise (Livingstone and Helsper, 2004). Now a days due to easy access to fast food products, excessive advertisement through a lot of media vehicles, the frequent promotion of these sorts of foods through television, Internet and other media, the lack of secure play grounds, and video games add to the overweight (Ludwig *et al.,* 2002). Easy access to energy-rich foods and drinks, the frequent promotion of these sorts of foods through television, Internet and other media, the lack of safe playing areas and safe cycling routes, increased use of video entertainment and computer-related games playing have all been suggested as adding to the 'toxic' environment (Kumanyika *et al.,* 2002). Literature on consumer behavior area about the information processing characterizes children as belonging to one of the three segments – strategic processors, cued processors and limited processors – based on the information skills they possess (Roedder, 1981). Concedes that multiple factors account for childhood obesity and that television viewing/advertising is one among many influences. There has been a substantial amount of research on inter-relationships among watching violent films, videos, TV programmes and aggressive behavior by the viewers of such material, in particular the behavior of children Children's attitudes are also governed by the Media violence. The amount programmes having violent scenes on television is increasing at an alarming level (Paquette G, 2003). The average child views almost 12,000 violent acts and scenes on television annually, most of them have depictions of murder, kidnapping, and sex scenes. Also, more than 1000 studies also highlights that excessive exposure to television violence programmes increases

hostile behavior, particularly in boys (Johnson *et al.,* 2002). Television programs and films are generally full of violence and dreadful scenes, which are being watched in almost every home through cable television creating social problems for people with no exclusion to children. Almost many secrets of adolescence like social and physical matters are watched by all members including children, accordingly childhood purity and innocence is almost impossible to sustain. Family set up also effect children violent behavior. Children in families in distress may be more violent (Josephson WL, 1995). Whether the television is really harmful to children depends from child to child. It could be harmful to some children in some conditions while under the same conditions; it may be beneficial to other children (Canter, 1998).

1.2 Hypotheses:

Based on the literature survey the following hypotheses are developed, and will be tested to describe the relationship among the dependent and independent variables. Hypothesis written below are alternative hypothesis (HA) that will be tested to find out if there is any relationship between the variables. Exposure to television Advertising will be independent variable and dependent variable include low nutritional food, unnecessary purchasing, and materialism.

Hypotheses formulated are:

H1A: There is relationship between Exposure to TV advertising and Low nutritional Food.

H2A: There is relationship between Exposure to TV advertising and Unnecessary   purchasing.

H3A: There is relationship between Exposure to TV advertising and Materialism.

1.3 Specific Objectives:

Main aim of this study is to investigate theoretically and experimentally the effects of advertising on children. Our specific objectives include

1- To deliberate upon the impacts of television advertising on vulnerable groups, especially children.

2- To identify these critical impacts that lead to attitudinal, behavioral and lifestyle   changes amongst children

3- To test empirically some of the critical factors.

1.4 Determinant of children's attitude towards television advertisements:

For developing a framework of study, the existing literature was reviewed under four broad categories:

        a. Unnecessary Purchasing

        b. Low Nutritional Food

        c. Materialism

        d. Exposure to TV Advertising

In this research, main point under study is Television Advertising in order to study the effect of television advertisement on children. In this study, Exposure to TV advertising will be independent variable and dependent variables include unnecessary purchasing, Low Nutritional food, and Materialism.

2. Research Design:

2.1 Data Collection:

The research will be based on primary data. The respondents of the study are the parents of preteen age (age group between 9 and 14) children in Islamabad, Rawalpindi Bahawalpur and Multan. But, to include children into our study, we have put the following qualifying conditions:

1)   They should come from a household which has access to a television set.

2)   . Should be studying in a school (English or Urdu medium school).

Traditionally, the opinions of the parents are generally taken in this kind of research. The reason for selecting parents as a subject has advantages and disadvantages. One of the major disadvantages is that the bias of the parents reflects even when they are talking about the behavior of the children. The disadvantage for selecting children as subject is that the questionnaire some time is very complicated for the children to answer. The present study is also administered to the parents of the children. Convenience sample technique will be used for collecting the data, due to the time limitation and other constraints.

2.2 Instrument:

The research will be based on primary data. Data will be collected by using verified structured questionnaire (Tariq Jalees & Ambreen Naz, 2008). The instrument contained total of 18 questions of which 6 are related to personal data and the 12 are related to the subject study. The questionnaire comprised of nominal and rating scale.

2.3 Sample Size:

The sample size was 430 for the study. But, 425 were finally selected for further data analysis.

2.4 Data Analysis Method:

Data will be entered, edited and analyzed by using SPSS software, by using Regression and correlation technique.

3. Result Discussion:

3.0 Pearson Correlation

Correlation is a statistical tool which can determine the strength and direction of relationship between two variables. The value of correlation ranges from +1 to -1 and both these values show strong positive and negative relationships. While the value 0 show no relationship.

The summarized results are:

Table No. 1

Correlations

		Exposure to Media	Materialism	Low Nutritional Food	Unnecessary Purchasing
Exposure to Media	Pearson Correlation	1	.260**	.258**	.312**
	Sig. (2-tailed)		.000	.000	.000
	N	425	425	425	425
Materialism	Pearson Correlation	.260**	1	.911**	.135**
	Sig. (2-tailed)	.000		.000	.005
	N	425	425	425	425
Low Nutritional Food	Pearson Correlation	.258**	.911**	1	.111*
	Sig. (2-tailed)	.000	.000		.022
	N	425	425	425	425
Unnecessary Purchasing	Pearson Correlation	.312**	.135**	.111*	1
	Sig. (2-tailed)	.000	.005	.022	
	N	425	425	425	425

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

From Table No. 1 we can see that all the variables are positively correlated to exposure to TV advertising. The most correlated variable was Unnecessary Purchasing which had Pearson correlation value of 0.312 and significance value of 0.000. It was followed by a Materialism which had Pearson correlation value of 0.260 and significance value of 0.000. Then comes Low Nutritional Food being Pearson correlation value of 0.258 and significance value of 0.000. Independent variable also shows correlation between them.

3.1 Ordinary Least Square Regression Analysis:

3.1.1 Hypotheses One:

Consumers' responses were classified into four determinants such as "Unnecessary purchasing", "Low nutritional food", "Materialism" and "Exposures to advertising". An analysis was carried out to measure whether significant difference exist between the selected determinants. The hypothesis developed in this context is presented below:

H1A: There is relationship between Exposure to TV advertising and Low nutritional Food.

The above hypothesis was tested through Regression analysis and the summarized results are presented below:

Table No. 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.258[a]	.067	.064	.68364

a. Predictors: (Constant), Exposure to Media

Table No. 3

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.089	1	14.089	30.146	.000[a]
	Residual	197.696	423	.467		
	Total	211.785	424			

a. Predictors: (Constant), Exposure to Media

b. Dependent Variable: Low Nutritional Food

Table No. 4

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.593	.114		14.014	.000
	Exposure to Media	.344	.063	.258	5.491	.000

a. Dependent Variable: Low Nutritional Food

The value of R in table 2 is 0.258 and R Square is 0.067. The value of R shows a positive relationship between variables. The table 3 shows the sum of squares for regression, residual and the total. The regression sum of square value is 14.089 and the residual sum of squares 197.696. The value of F test is 30.146 significant at α 0.000. This shows the models goodness of fit in explaining the variations. This validates our alternative hypothesis H1. Table 4 shows the betas values of constant and the

variables in the model. The beta values show the importance of each variable in the model. It also represents the t statistics values for each variable in the model. The value of t for preparedness is well above +2, which makes it a useful predictor. Hence we accept H1.

3.1.2 Hypotheses Two:

Exposure to TV advertising also leads to unnecessary purchasing. An analysis was carried out to measure the relationship of the independent variable "Exposures to Advertising" and dependent variable "Unnecessary Purchasing". The hypothesis developed is presented below:

H2A: There is relationship between Exposure to TV advertising and unnecessary purchasing.

Table No. 5

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.312[a]	.098	.095	.42605

a. Predictors: (Constant), Exposure to Media

Table No. 6

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.304	1	8.304	45.747	.000[a]
	Residual	76.783	423	.182		
	Total	85.087	424			

a. Predictors: (Constant), Exposure to Media

b. Dependent Variable: Unnecessary Purchasing

Table No. 7

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.277	.071		18.024	.000
	Exposure to Media	.264	.039	.312	6.764	.000

a. Dependent Variable: Unnecessary Purchasing

The value of R in table 5 is 0.312 and R Square is 0.098. The value of R shows a positive relationship between variables. The table 6 shows the sum of squares for regression, residual and the total. The regression sum of square value is 8.304 and the residual sum of squares 76.783. The value of F test is 45.747 significant at α 0.000. This shows the models goodness of fit in explaining the variations. This validates our alternative hypothesis H2. Table 7 shows the betas values of constant and the variables in

the model. The beta values show the importance of each variable in the model. It also represents the t statistics values for each variable in the model. The value of t for preparedness is well above +2, which makes it a useful predictor. Hence we accept H2.

3.1.3 Hypotheses Three:

Hypotheses three n analysis was carried out to measure the relationship of the independent variable "Exposures to advertising" and dependent variable "Unnecessary purchasing". The hypothesis developed in this context is presented below:

H3A: There is relationship between Exposure to TV advertising and Materialism.

Table No. 8

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.260[a]	.067	.065	.57170

a. Predictors: (Constant), Exposure to Media

Table No. 9

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.983	1	9.983	30.545	.000[a]
	Residual	138.252	423	.327		
	Total	148.235	424			

a. Predictors: (Constant), Exposure to Media

b. Dependent Variable: Materialism

Table No. 10

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.691	.095		17.788	.000
	Exposure to Media	.290	.052	.260	5.527	.000

a. Dependent Variable: Materialism

The value of R in table 8 is 0.260 and R Square is 0.067. The value of R shows a positive relationship between variables. The table 9 shows the sum of squares for regression, residual and the total. The regression sum of square value is 9.983 and the residual sum of squares 138.252. The value of F test is 30.545 significant at α 0.000. This shows the models goodness of fit in explaining the variations. This validates our alternative hypothesis H3. Table 10 shows the betas values of constant and the variables

in the model. The beta values show the importance of each variable in the model. It also represents the t statistics values for each variable in the model. The value of t for preparedness is well above +2, which makes it a useful predictor. Hence we accept H3.

4. Conclusion

The focus of the study was to determine the effects of television advertising on children. Television advertising on children could influence determinants such as unnecessary purchasing, low nutritional food, and materialism. In today's media oriented society, almost every children is bombarded continuously with mass media messages including over hundreds advertisements every day, from television, radio, movies, video/computer games, Internet, music CDs, billboards, newspapers, magazines, clothing, packaging and other marketing materials. Many of these messages include low nutritional food, violent and materialism contents that are usually attractive to children as they are largely intended target audience in most commercials and advertisements. Such daily exposure to many forms of the mass media has a tremendous impact upon thinking, values, purchases, food intake, attitude, and actions of children. Research evidence tends to suggest that television advertising results in obesity, created by taking food that is unhealthy, low in nutrition, and high in SSF. It is also suggested that over a long time, heavy watching of brutal advertisements and programmes enhance the likelihood of a disposition towards aggressive behavior amongst children. Cultivated as consumers at very early ages, children are trained to desire foods and beverages whose typical consumption may compromise their health. Television advertising aimed at children increases:

■ Consumption

■ Preference for energy-dense, low-nutrient foods and beverages

■ Change in attitude and behavior that is aggressive and violent in nature.

Extent and nature of television food promotion were found as:

■ Food dominates advertising to children.

■ Five product categories dominate this advertising (soft drinks, presugared cereals,   confectionary, snacks and fast food restaurants).

■ The advertised diet contrasts dramatically with the recommended diet for children.

■ Children engage with and enjoy this "unhealthy" advertising.

■ Food promotion influences children's nutritional knowledge, food preferences, purchasing and purchase-related behavior, consumption, and diet and health status.

■ Food promotion affects both total category sales and brand switching due to television advertising in children.

The study also shows that children's awareness of television advertising and influence on parents' purchase decision are important predictors of children's attitudes to television advertising even though the influence of television advertising is not the only effect on children's purchase behavior.

5. Recommendations

Some recommendations in this regard are:

- Families should discuss television advertisement's educational values with their children i.e. a mode of learning.

- Children should be given such confidence that they may cast critical outlook and analyze what they view in the advertisements. Parents should help children to make a differentiation between reality and imagination / fantasy.

- It is desirable that child should not have a television in his or her bedroom separately. A main location where all family members may watch television is strongly advised.

- Television viewing should be restricted to less than 1 hour to 2 hour per day. Families should opt other active ways to spend time i.e. in sports and games.

- Growing concern among parents, teachers, pediatricians, counselors, religious leaders, and health care has clearly pointed to a need for open discussion, the sharing of experiences and concerns, and the planning of strategies to cope with the huge and often negative, impact of the mass media upon children.

- Although much media content is negative, there are many important positives that need to be explored. Parents can play a key role in this regard.

- Our educational system should prepare its students with such skills through which they may be able to approach the media especially advertising critically.

- In today's media-dominated culture and society, it is vital to assess critically the onslaught of messages sent by the media daily. But most of the students in this age have the ability which is not fully developed, to think critically.

- Swift actions should be taken to tackle food marketing (and the other proven contributors to poor diets). This requires anticipating industry manoeuvres that could undermine public health mandates for promotion of foods such as fruits and vegetables; noting that traditional advertising on television, radio, and billboards is merely a fraction of total marketing (hence all forms of marketing must be included); and taking a creative approach to limiting damaging practices.

- Considerable talent resides in the food industry and in the marketing and lobbying industries which support it. Harnessing this human capital for good is possible but will only occur in response to government action or public outrage. Public opinion polls show substantial support for regulation to curtail food marketing aimed at children. Both statutory and voluntary/self-regulation are currently

being considered as responses to the problem of marketing. However, self regulation alone is not sufficient. In assessing the usefulness of the two options, it is important to think in terms of the public health goal, which is to reduce the volume of marketing to children and to minimize its impact on children's diets.

6. Research Limitations:

This study had the following limitations:

- Time period to conduct the study was very limited.
- Some of the respondents don't answer the question seriously.
- As it was not likely to use advanced psychometric tools and means for the study on children, so, a simple five point rating scale was used for this purpose.

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