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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	OPERATIONAL EFFECTIVENESS OF VIRTUAL PANEL IN POWER PLANT SIMULATOR: A STUDY <i>DR. S. SELVAM, R. VIJAYALAKSHMAN RAO & L. S SENTHIL KUMAR</i>	1
2.	A STUDY ON IMPLEMENTATION OF SIX SIGMA <i>DR. VINOD N. SAYANKAR</i>	3
3.	THE USE OF BUSINESS PROCESS OUTSOURCING (BPO) AND CO-SOURCING BY INDIAN BANKS <i>DR. MUNISH SABHARWAL</i>	6
4.	RELIABLE CLOUD STORAGE SERVICES WITH DATA INTEGRITY <i>DR. J. THIRUMARAN & DR. K. SIVAKUMAR</i>	11
5.	PB FREE SOLDERING INSPECTION OF PCBA <i>PRATHIBA V KALBURGI</i>	15
6.	QUERY BASED IMAGE RETRIEVAL USING NEAREST NEIGHBORS <i>K. SELVAM, G. LAKSHUMANAKUMAR & K. L. SHUNMUGANATHAN</i>	18
7.	KNOWLEDGE BANK: AN INITIATIVE FOR ACADEMIC EXCELLENCE <i>DIPALI PRAKASH MEHER & DR. NILESH MAHAJAN</i>	22
8.	SOLVING TRAVELING SALESMAN PROBLEM BY DYNAMIC PROGRAMMING <i>CH. BATTUVSHIN, B.CHIMED-OCHIR & R.ENKHBAT</i>	28
9.	EMPIRICAL STUDY ON PARENTAL PERCEPTION TOWARDS THE IMPACT OF ADVERTISING ON CHILDREN OF PUNJAB <i>PREETI THAKUR</i>	31
10.	STUDIES ON WEB BASED MANAGEMENT SYSTEM USING LOAD BALANCING SYSTEM <i>S. ARUNKUMAR</i>	36
11.	DETERMINING EFFECTIVE FACTORS ON ADJUSTMENT SPEED OF CAPITAL STRUCTURE IN TEHRAN STOCK EXCHANGE LISTED COMPANIES <i>MASTANEH ABDOLLAHI DARESTANI & HOSSEIN KARBASI YAZDI</i>	40
12.	INVENTORY OF KNOWLEDGE MANAGEMENT AND EFFECTIVE UTILISATION OF ORGANISATIONAL RESOURCES <i>DR. ABUBAKAR SAMBO JUNAIDU & SHEHU MALAMI SARKIN TUDU</i>	46
13.	COMBINED EFFECTS OF THE FORMAL FINANCE AND FIRM CHARACTERISTICS ON SMES GROWTH IN SOKOTO STATE, NIGERIA <i>MUSTAPHA NAMAKKA TUKUR & BAPPAYO MASU GOMBE</i>	51
14.	IMPACT OF TELEVISION ADVERTISEMENTS ON BUYING BEHAVIOUR OF TEENAGERS: AN ANALYSIS <i>DEEPAK KUMAR SHARMA & HARDEEP</i>	56
15.	AN EFFICIENT SMART SURVEILLANCE APPLICATION ON ANDROID DEVICE USING MESSAGING SERVICE AND EFFICIENT MOTION DETECTION MECHANISM <i>M.R. PRIYADARSHINI</i>	62
	REQUEST FOR FEEDBACK & DISCLAIMER	65

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STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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EMPIRICAL STUDY ON PARENTAL PERCEPTION TOWARDS THE IMPACT OF ADVERTISING ON CHILDREN OF PUNJAB

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ABSTRACT

The study on "Parental perception on the impact of advertising on the children of Punjab" was conducted to find out the parental perception about the impact of T.V advertisements on children and to find out the factor influencing children purchase decision. The study was carried out in Jalandhar, Phagwara and Ludhiana cities of Punjab, a state of North India, using a sample size of 100 parents and the data was collected through a structured questionnaire. It demonstrates that children demand more of the product whose advertisements they like. Parents believe that television advertisements are affecting the study of children, making them more violent and stubborn. Children start copying from the advertisements and indulge in bad habits. They have negative impact on children since they demand, nag and pester their parents to purchase the advertised product. Television advertisements are an important factor which drives their product choice and inculcate unhealthy eating habits in them.

KEYWORDS

advertising, Kids, change in behaviour.

INTRODUCTION

In India television has come up in a huge way and advertising is a huge multimillion dollar industry that has an enormous impact on the development of a child. Parents believe that there is change in the pattern and behavior of children when they watch television advertisements. Television advertisements have a negative impact on children since whenever they come across an advertisement, they demand, nag and pester their parents to purchase the advertised products. Refusal of such requests often results in conflict and deteriorates parent's relationship with their children. They think that children need some kind of protection from advertisement; otherwise they will exploit their credulity and loyalty. For this reason, countries like Norway has introduced a total ban on television advertising directed at children. In Sweden, television advertisements are banned for children below the age of 12 years. Australia does not allow advertisements on television during programs for pre-scholars. Countries like Greece have proclaimed a partial ban on advertisements prohibiting toy advertising between 7am and 7 pm.

OBJECTIVES OF THE STUDY

- ❖ To find out the parental perception about the impact of T.V advertisements on children.
- ❖ To find out the factors influencing children purchase decision.

LITERATURE REVIEW

Darian C Jean, (1998), This research has analyzed the in-store behaviour of children and their parents while shopping for children's clothing. Data was collected by unobtrusively observing and recording the behavior of parents and children in retail stores. Results indicate that a purchase was more likely where both parties were highly involved in the search, the interaction was collaborative, the parent had positive evaluations of quality, price, practicality and style, the child had positive evaluations of price, style and colour, and the salesperson addressed the needs of both the parent and the child. It is recommended that retailers' strategies for merchandise selection, sales force training and in-store promotions, address the needs of both parent and child. **McNeal, U. James, Ji.F. Mind, (1999)**, The research has reported that Chinese children as consumers learn information about new products and their attitudes toward different sources of information. Chinese children's usage of the mass media was also examined, as was the relationship between mass media usage and information sources. The findings show that Chinese children utilize a wide variety of information sources to learn about new products including parents, retail outlets, and the mass media, and surprisingly they consider the newest medium, television, to be the most important of all. The effects of gender, age and family occupation were also considered. **Grant.J.Isabel, Stephen.R.Graeme, (2005)**, has examined the key communicating factors which influence 12-13 year old girls in their purchasing decisions for fashion clothing. A series of four, structured focus group interviews, consisting of six girls, with questions developed after analysing the available literature. A qualitative method of data analysis was conducted based around five related themes and the "reflective stage", 11-16 years. The findings show the key decision factors when buying are parental and peer group approval, and the purchasing of fashion items is strongly influenced by brand name and its associations. The findings revealed the respondents were prepared to pay a premium for branded clothing, placing a high emphasis on the product being deemed cool. **Panwar, J.S. & Vidyanagar, Vallabh & Agnihotri, Milan (2006)**, This study was designed to extend knowledge of cognitive processing of advertising messages by urban children in India. Data was collected from 250 children aged between 7 and 12 years. It was found that children's ability to decode and process advertising messages and to understand their intents is influenced not only by their cognitive abilities at different age strata but also by their social and personal environments. Social norms related to acceptability and appropriateness of gender behaviour also influence the processing of ad messages by the children of both sexes. Other elements like likeability of the model, character or endorser, story line, slogan and the music will create liking or disliking for a particular advertisement and hence decoding of its message. **Shoham. Aviv, Dalakas. Vassilis (2006)**, The purpose of this paper is to examine the influence tactics used by adolescent children and parental yielding to these tactics outside North America. The findings indicate that Israeli adolescents use rational tactics more often than emotional tactics for both products. Parental yielding follows the same pattern – it is highest for rational tactics and lowest for emotional tactics for both products. **Mittal. Manish, (2008)**, the purpose of this paper was to gain knowledge will be helpful in designing the promotional strategy to reach the most prominent decision maker in viewing habits of Indian children primary data was collected from 171 respondents of age group of 4-6 from private schools. The research indicates that kids channel is more popular among kids. **Vernebar, S. Sachin, Wadha, Preety, (2008)** this research has analyzed the area of expenditure by their parents for their children, shows children are analyzing brands and logos, and to explore what kind of ads are liked by kids. Descriptive research is used for kids while exploratory research for parents and data was collected using survey method, and the research tools used were structured questionnaire, the sample design was selected through non probability purposive sampling, sample size 180 respondents, in which 30 girls, 30 boys and rest of 120 were parents across their different age categories and their findings were that children influence on the purchasing decision in household in extensive and on cross which might be attributed to rising disposable income on one brand and increasing effect of advertising on children on the other. **Agrawal, Noopur, Tripathi prabash, Aditya, (2008)** has analyzed the impact of television advertising on children's food preference with special reference to Delhi NCR collected data from 300 respondents in the age group of 6-16 years, Convenience based sampling was adopted and the major findings were TV ads are still the most popular media to reach kids but online ads have also created buzz, at least it come out that TV ads have positive influence on the food preference of kids in Indian prospective. **Mohideen.A.K, (2009)** has analyzed the ethical value of advertising in print electronic media. A structured questionnaire was used to collect the primary data random sample of 150 respondents between the age group of 18 to 35 years various professions were taken. The findings of this study indicate that even those

who use the brand feels its advertisement are unethical. **Bridges, Drobe, Erin, Burgess, Brigitte, (2009)** has analyzed a group of consumers referred to as "tween" a sub group of generation Y, described as pre-adolescents, aged 9-15 years who are between the children and junior markets, by taking previously tested measures and applying them to "tween" girls. The first section of the survey included demographic items consisting of twin's age, grade level and race future research should replicate or adopt the study a larger sample in order to determine the strengths of relationships since the majority of respondents were between the age group of 12-15. **Fan Ying, Li Yixuan (2009)**, The purpose of this paper was to report an empirical study on children's buying behaviour in China, with a special focus on their information sources. Primary data were collected from a sample of 155 children aged ten-13 using questionnaire survey. Various statistical methods such as Pearson correlation and tests were employed to analyse the data. Chinese children regard television commercials as an important information source for new products. However, they place greater level of trust in interpersonal information sources, especially in their parents who are perceived as the most credible information source with respect to their learning about new food products. **Bridges Drake Erin, Burgess Brigitte (2009)**, This paper has analyzed and thrown light on the behaviors of a group of consumers referred to as "tween", a sub-group of Generation Y, described as pre-adolescents, aged 9 to 15, who are between the children and juniors markets, by taking previously tested measures and applying them to "tween" girls. The first section of the survey included demographic items consisting of tweens' age, grade level and race. Future research should replicate or adapt the study to a larger sample in order to determine the strength of the relationships, since the majority of the respondents were between the ages of 12 to 15, leaving younger tweens under-represented. **Priya Pankaj, Baisya Rajat Kanti and Sharma Seema (2009)**, The paper analyzed the impact of children's attitudes towards television advertisements on their resultant buying behaviour. The research has been based on exploratory and descriptive research design. The demand for the advertised products is heavily influenced by the children's attitude towards advertisements. **Jam Ahmed Farooq, Akhtar Shakeel, Tahir Hijazi Syed, et.al (2010)** has analyzed the Impact of marketing activities (specially advertising) on children is very important and sensitive issue for the society and marketers. We explored with sample from 07 different schools 330 children and 107 parents to come up with practical insight of advertising influence on children memory and behavior in Pakistani context. Our results showed interesting findings that ads do not impact negatively to children memory and behaviour. **Pandey Akhilesh Chandra, Singh Aniruddh (2010)**, has analyzed the Response to advertisement, general Media habits of the Consumers, factors of maximum impact on purchase decision, the relationship between watching TV and likelihood of advertisement. The findings shows that there is significant relationship between watching T.V and liking of advertisement seen on the T.V., About 92% respondents agreed that they watch TV one to two hours every day.

RESEARCH METHODOLOGY

QUANTITATIVE RESEARCH was done for the study because aim was to gather an in depth understanding of human behaviour and the reason that govern such behaviour. The target population is parents having at least 1 child within the age group of minimum 2 years and maximum 16 years of Jalandhar, Phagwara, Ludhiana and Punjab. The sample size of the study surveyed 100 parents. Non probability sampling technique is used. Further quota sampling is used because only 100 parents having at least 1 child within the age group of minimum 2 years and maximum 16 years are taken. Primary data is been collected from the parents with the help of structured questionnaire which will include close and open ended questions. Secondary data is been collected from journals as well as magazines, newspapers and different websites.

INTERPRETATION

(From table 1 KMO value is 0.799, which is greater than 0.5 and this shows that the sample is adequate.)

The final statistics comprises the communality for all 15 variables and the Eigen value of all factors which have Eigen value of 1

The first step in interpreting the output is to look at the factor extracted. The Eigen value table states that there are 4 factors which have Eigen value of 1. The last column in the table 3 shows that the 4 factors extracted together account for 58.39% of the total variance. In this 4 factors (reducing them from 15) have lost only 41.61% of the information content, while 58.39% is retained by the 4 factors extracted out of the 15 variables. Looking at rotated component matrix in table-4 that variable no.'s 11, 13, 14 and 15, have loading of 0.700, 0.748, 0.661 and 0.763 respectively. This suggests that factor 1 is a combination of these 4 original variables; which are:

- 1). Effects the study of the children
- 2). Children become more violent
- 3). Children behaviour becomes Stubborn
- 4). Children start copying from the advertisements and indulge in bad habits

In this case factor 1 could be named as **negative impact of advertisement.**

Now looking at factor 2 In rotated component matrix (table 4) in second column, variable no. 2, 7, and 10 have loading of 0.749, 0.784 and 0.618 respectively. This tells that factor 2 is a combination of these 3 original variables; which are:

- 1). Any specific toy or gift attached with the product impules the child to purchase the product
- 2) Impulses children to change their preference towards a specific product
- 3) Effect children's health or fooding habits as most of the food commercials aimed at children

In this case factor 2 could be named as **shift in demand towards various products.**

Looking at rotated component matrix (table-4) in third column, we notice that variable no. 5 and 9 have loading of 0.819 and 0.659 respectively. This suggests that factor 3 is a combination of these 2 original variables; which are:

- 1). Children get easily influenced by cartoon characters shown in advertisement
- 2). When children visit shopping mall, forcibly demand the product

In this case factor 3 could be named as **influenced by advertisement.**

Looking at rotated component matrix (table-4) in forth column, we notice that variable no.1 and 4 have loading of 0.778 and 0.824 respectively. This suggests that factor 4 is a combination of these 2 original variables; which are:

- 1). Advertisement enhances the knowledge of children
- 2) Enables Logical thinking of your child.

In this case factor 4 could be named **enhances analytical skills of child.**

FINDINGS

The findings for parental perception about the television watching habits that highly effects their children is shown in column 1 of rotated component matrix (table 4) shows that advertisements are having **negative impact on children.** Advertisements effect the study of the children as they watch more television, they are also becoming more violent and their behaviour becomes Stubborn due to the kind of advertisements shown. Children start copying from the advertisements and indulge in bad habits. There is a **shift in demand towards various products.** Any specific toy or gift attached with the product impules the child to purchase the product, advertisements also impules children to change their preference towards a specific product and it also effect children's health or fooding habits as most of the food commercials aimed at children & get **influenced by advertisement.** Children's are getting easily influenced by cartoon characters shown in advertisement and when children visit shopping mall they forcibly demand the product that they see in advertisement. It has been found out that advertisement **enhances the knowledge of children** and enables logical thinking among them.

LIMITATIONS

The limitations of the study are:-

- ❖ As the study had limited time to complete my research so there is a boundation of time constraint in my study.

- ❖ There are some limitations of study regarding sample selection because entire sample is taken from only three cities of Punjab so it may not be the true representative of population, Life style, economic condition and per capita income of that area might have some influence on the community in sample.

CONCLUSION

The study was started with the aim to explore the role of advertisement in influencing the behavior of children and the findings provided astonishing insights for future researchers and marketing managers. It has been concluded that ads didn't help buying behavior but children insist on buying things they like while shopping with their parents. And the reason for this insistence was proved to be personal not the impact of advertising. We find mix results that they try to copy the ads, and parents rejected the notion that ads negatively impact the behavior of their children, while they were agree in majority that ads enhance the knowledge of their children. We discussed several key insights for practitioners and future researchers. The study has a great importance for marketers involved in positioning and advertisement and will definitely add value in marketing literature regarding impact of marketing practices on society especially on children.

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ANNEXURE FACTOR ANALYSIS

TABLE 1: KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.799
Bartlett's Test of Sphericity	Approx. Chi-Square	413.632
	Df	105
	Sig.	.000

My KMO value is 0.799, which is greater than 0.5 and this shows that my sample is adequate. So I can go ahead with factor analysis.

COMMUNALITIES		
	Initial	Extraction
Advertisement enhance the knowledge of children	1.000	.619
Any specific toy or gift attached with the product impulses the child to purchase the product	1.000	.626
Increases excitement level of children	1.000	.591
Enables Logical thinking of your child.	1.000	.706
Children get easily influenced by cartoon characters shown in advertisement	1.000	.710
Children get easily influenced by celebrity endorsement or children endorsing the product	1.000	.300
impulses children to change their preference towards a specific product	1.000	.686
depiction of culture , of any country or society.	1.000	.420
When children visit shopping mall , they forcibly demand the product	1.000	.622
Effect children's health or fooding habits as most of the food commercials aimed at children	1.000	.576
effects the study of the children	1.000	.622
effect the lifestyle as they try to imitate as their icon in advertisement	1.000	.477
Children becomes more violent	1.000	.625
children behaviour becomes Stubborn	1.000	.579
Children start copying from the advertisements and indulge in bad habits	1.000	.602

TABLE-2: TOTAL VARIANCE EXPLAINED

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.651	31.008	31.008	4.651	31.008	31.008	2.698	17.990	17.990
2	1.530	10.201	41.209	1.530	10.201	41.209	2.220	14.798	32.788
3	1.455	9.702	50.910	1.455	9.702	50.910	1.963	13.087	45.875
4	1.123	7.487	58.398	1.123	7.487	58.398	1.878	12.522	58.398
5	.908	6.051	64.449						
6	.852	5.677	70.126						
7	.718	4.789	74.915						
8	.678	4.522	79.437						
9	.598	3.986	83.422						
10	.523	3.487	86.910						
11	.479	3.193	90.103						
12	.426	2.843	92.946						
13	.412	2.748	95.694						
14	.368	2.452	98.146						
15	.278	1.854	100.000						

Extraction Method: Principal Component Analysis.

TABLE-3: COMPONENT MATRIX^a

	Component			
	1	2	3	4
Advertisement enhance the knowledge of children	.274	.220	.693	.122
Any specific toy or gift attached with the product impules the child to purchase the product	.472	.347	-.393	-.358
Increases excitement level of children	.637	-.096	-.041	.417
Enables Logical thinking of your child.	.427	.143	.706	-.073
Children get easily influenced by cartoon characters shown in advertisement	.517	.238	-.302	.542
Children get easily influenced by celebrety endorsement or children endorsing the product	.490	.083	.229	.002
impulses children to change their preference towards a specific product	.576	.115	-.107	-.574
depiction of culture , of any country or society.	.602	.175	.141	-.081
When children visit shopping mall , they forcibly demand the product	.455	.594	-.087	.233
Effect children's health or fooding habits as most of the food commercials aimed at children	.693	.217	-.073	-.209
effects the study of the children	.565	-.475	.240	-.138
effect the lifestyle as they try to imitate as their icon in advertisement	.649	.124	-.185	.080
Children becomes more violent	.643	-.435	-.025	.147
children behaviour becomes Stubborn	.645	-.342	-.171	-.128
Children start copying from the advertisements and indulge in bad habits	.552	-.526	-.104	.094
Extraction Method: Principal Component Analysis.				
a. 4 components extracted.				

TABLE-4: ROTATED COMPONENT MATRIX^a

	Component			
	1	2	3	4
Advertisement enhance the knowledge of children	-.023	-.069	.095	.778
Any specific toy or gift attached with the product impules the child to purchase the product	.005	.749	.232	-.104
Increases excitement level of children	.498	.027	.558	.175
Enables Logical thinking of your child.	.117	.116	-.011	.824
Children get easily influenced by cartoon characters shown in advertisement	.182	.078	.819	-.023
Children get easily influenced by celebrety endorsement or children endorsing the product	.226	.221	.191	.404
impules children to change their preference towards a specific product	.224	.784	-.064	.133
depiction of culture , of any country or society.	.220	.400	.250	.386
When children visit shopping mall , they forcibly demand the product	-.168	.325	.659	.231
Effect children's health or fooding habits as most of the food commercials aimed at children	.242	.618	.284	.234
effects the study of the children	.700	.152	-.122	.306
effect the lifestyle as they try to imitate as their icon in advertisement	.313	.393	.463	.099
Children becomes more violent	.748	.090	.214	.108
children behaviour becomes Stubborn	.661	.362	.105	-.004
Children start copying from the advertisements and indulge in bad habits	.763	.069	.120	-.018
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				

TABLE-5: COMPONENT TRANSFORMATION MATRIX

Component	1	2	3	4
1	.612	.535	.455	.362
2	-.786	.366	.437	.239
3	-.039	-.305	-.306	.901
4	.075	-.698	.713	.010

TABLE-6: COMPONENT SCORE COEFFICIENT MATRIX

	Component			
	1	2	3	4
Advertisement enhance the knowledge of children	-.087	-.137	.021	.486
Any specific toy or gift attached with the product impules the child to purchase the product	-.129	.442	.001	-.156
Increases excitement level of children	.162	-.200	.308	.013
Enables Logical thinking of your child.	-.041	-.019	-.112	.492
Children get easily influenced by cartoon characters shown in advertisement	-.010	-.157	.526	-.105
Children get easily influenced by celebrety endorsement or children endorsing the product	.016	.027	.025	.193
impules children to change their preference towards a specific product	-.019	.473	-.253	-.009
depiction of culture , of any country or society.	-.020	.132	.028	.161
When children visit shopping mall , they forcibly demand the product	-.228	.068	.380	.076
Effect children's health or fooding habits as most of the food commercials aimed at children	-.032	.277	.013	.040
effects the study of the children	.303	-.013	-.218	.117
effect the lifestyle as they try to imitate as their icon in advertisement	.032	.093	.188	-.044
Children becomes more violent	.319	-.116	.037	-.032
children behaviour becomes Stubborn	.257	.108	-.080	-.110
Children start copying from the advertisements and indulge in bad habits	.352	-.099	-.015	-.102
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Component Scores.				

TABLE-7: COMPONENT SCORE COVARIANCE MATRIX

Component	1	2	3	4
1	1.000	.000	.000	.000
2	.000	1.000	.000	.000
3	.000	.000	1.000	.000
4	.000	.000	.000	1.000
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Component Scores.				

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