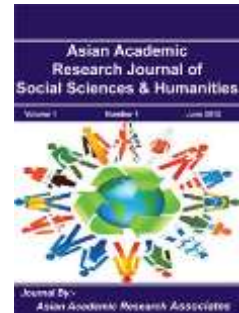




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## TELEVISION COMMERCIALS AND BUYING BEHAVIOUR OF CHILDREN IN INDIA: A STUDY

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### ABSTRACT

The children market is a growing market globally, which is a clear evidence that how strategically important this market is for the advertisers and the marketers. Owing to its importance marketers are devising marketing and advertising strategies especially aimed at this target group. The children in India from age 9-14 years are considered very powerful group which are assumed to play a role of decision makers from such a young age as far as the purchases are concerned. Marketers use attractive media vehicles to communicate with this group i.e Television. This media vehicle viewing is increasing day by day at an exponential rate over the last few years in India and abroad. This study is aimed at measuring the impact of television commercials on the brand preference and the final purchase decision of the kid market. It also aims to measure the impact of peer group pressure on their purchase behavior. The study measures to what extent peer influence is used by children to compel parents to meet their demands for preferred brands. The study was conducted in the National Capital Region of Delhi in India taking a fair representation of both the genders from the children aged (9-14) years. The study was undertaken taking few product categories into consideration. These product categories include shoes, health drinks and fast food and in these categories children have visible discretionary choice in their purchase behavior for the same. Advertisements on television have significant impact upon the brand preference of the target audience. This brand preference thereafter positively impacts upon the purchase behavior of children. This has been validated in product categories like health drinks, fast food and sport shoes- categories which the target audience is very familiar with. For further research; it is recommended that the study covers all the four regions (East, West, North, and South) of India with broad range of age of children to have the real catch of the situation.

**Key words:** *Decision making skills, Purchasing power, Brand preference, Consumer socialization, Television advertisements, Pester power.*