

## **Attitudes Towards Television Advertising : A Measure for Urban-Rural Children**

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### **Abstract**

This study mainly seeks to identify the children's attitude towards television advertisements among urban and rural children in India. A survey of 960 urban and rural children (476 urban and 484 rural children) aged 6 to 14 years in three urban cities, Ludhiana, Moga and Barnala (selected as per population) and in the rural areas of three provinces, Sidhwan Bet, Nihal Singhwala and Barnal Block was conducted in May 2011 to Jan, 2012. Questionnaires were distributed through 6 urban and 6 rural elementary schools and data was collected by researchers themselves along with the trained children psychologists. Result of the factor analysis identified into five factors based on construct of attitudes towards TV Advertising; Enjoyment; Credence; Product Information; Irritative and Persuasion. The dimensionality of these factors exhibits almost similar patterns across children of both domicile. Children from both areas have a positive attitude towards television advertisement considering them as important source of product and brand information. Rural counterparts reported that television advertisements create materialistic values in them and persuade them for buying products. Overall, children exhibit an optimistic attitude towards television advertisements. The positive children attitude towards advertising suggests that advertiser be sensitive to tactics that generate children scepticism towards advertisements. The implications of the findings for future theoretical and empirical developments of research in this field are also discussed.

### **Key Words**

Attitudes, Advertising, Children, Television, India

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## INTRODUCTION

Attitude towards advertising has been defined as a learned predisposition to respond in a consistently favorable or unfavorable manner towards advertising in general and are the major determinants of brand attitudes and purchase intentions. Gaining an understanding of the children attitude toward TV commercials is important to marketers for two reasons. First, children especially in the age group 6-14 are believed to be capable of developing psychological constructs, making comparisons and forming impression. Secondly, marketers are discovering that it is a segment with immense marketing potentials. Compared to their predecessors they are more affluent and have more choices. Children opinion towards advertising in general is of utmost importance to both practitioners and those responsible for advertising control. Advertisements featuring products like snacks, toys, confectionaries, cookies and fast foods are specifically designed targeting children, in order to motivate them to try new brands and purchase more. Marketers all over the world are still struggling to find ways and means to evaluate the impact of their advertisements on children. Several studies have shown that children's attitude towards commercials is an important predictor of their attitude towards the advertised products and brands (Atkin, 1977; Batra & Ray, 1986; Moore & Lutz, 2000; Phelps & Hoy, 1996). Cognitive development researches have established that children develop the understanding of persuasive intent of the television advertisement before they attain the age of eight (Donohue *et al.*, 1980; Wartella, 1982). Communication Researchers (Roedder 1999; Valkenburg & Cantor 2001) have consistently tried to answer two principal questions pertaining to children's attitudes towards TV advertising; (a) at what age they are able to make discrimination between program and commercial; (b) recognition of persuasive intent; when children begin to apply a degree of skepticism to their understanding of advertising claims and appeals. Children's susceptibility is largely determined by two types of intervening processes : (a) their cognitions about advertising in general, often referred to as cognitive defenses (Brucks *et al.*, 1988; Gunter & Fumham, 1998; John, 1999), and (b) their effective responses to commercials in particular (Derbaix & Bree, 1997; Moore & Lutz, 2000; Van Raaij, 1986). Cognitive advertising defenses include children's knowledge of the advertisers' persuasive intent and skepticism towards commercials. Information processing theories suggest that children in early childhood are not capable of using sophisticated information storage and retrieval strategies to process advertising (Roedder, 1981). By the age of 7 or 8, most children are able to distinguish commercials from television programs and have at least a basic understanding of their persuasive intent (Bijmolt *et al.*,

1998; Ward, Wackman & Wartella, 1977). However, the information-processing researches suggest that they, need to be promoted or cued to apply this knowledge until they are about 12.

Affective responses to commercials include children attitude towards television commercials as a predictor of their attitude towards brand as well as their predictor of request for advertised product (Galst & White, 1976; Wiman, 1983). Hence, it is imperative for the marketers to develop insights into the child's comprehension process, their understanding of the content and intent of the advertisements and accordingly develop their advertising campaigns. The starting definition of attitude towards TV advertising was adapted from the Eagly and Chaiken (1993) definition of the concept of attitude, "Attitude towards TV advertising is a psychological tendency that is expressed by evaluating TV Advertising with some degree of favor or disfavor." Advertising can enable a child to relate knowledge already assimilated to new information, make inferences beyond the facts presented, and draw conclusions based on these identified relationships. Despite the developmental nature of understanding advertising relatively little attention has been given to the measurement of children's attitudes towards TV advertising. Thus, the primary goal of the present study which is exploratory as well as descriptive in nature was to investigate the children attitude towards TV advertising as it will aid the marketers to understand the factors that have an impact on the formation of their attitude towards the preferred brands as it affects their purchase decisions.

## **LITERATURE REVIEW**

The concept of attitude, such as children's attitude towards advertising, is widely studied phenomena in child consumer research. Rossitier (1979) developed the standard measurement for children's attitudes towards television advertising, which has proved very useful for related researches over the years. The scale consists of 7 items on a four-point Likert scale and has been used with 9 to 12 years-old children. The scale measures a single dimension and interrelationship between seven items was found to be low. Out of seven items, three items describe the credibility dimension, two items the likeability of commercials and the last two the persuasive power of TV advertising. Rossiter (1979) himself examines three categories of specific effects of TV advertising on children : (1) Cognitive effects, focusing on children 's ability to understand commercials, (2) attitudinal effects, focusing on children's feeling towards TV advertising; and (3) behavioral effects, focusing on the extent to which children are persuaded to desire and ask for advertised products. Rossitier's publication can be considered a pioneering work

in the development of a scale measuring children's attitude towards TV advertising. Riecken and Samli (1981) applied Rossiter's scale to three product classes (cereals, toys and medicines). The reliability obtained for the scales applied to the specific products were relatively high (from .69 to .76), but the alpha obtained for the scale assessing attitude towards TV advertising in general was rather low (.60). The Derbaix and Pecheux (2003) scale to assess the 8 to 12 years old children attitude towards TV advertising consist of 7-items. Children responses were taken on four-point Likert scale. Confirmatory factor analyses displayed two main factors: the first (five items) referring to the entertainment dimension of TV advertising and the second (two items) to credibility towards television advertisement in general. The weakness of this scale was that 'credibility dimension' consisting of two items only and the absence of a dimension concerning the effect of advertising on behaviour, which is, in our opinion, a relevant element of attitude towards TV advertising. M. D'Alessio *et al.*, (2009) developed a new scale consisting of 12 items measuring the children attitude towards TV advertisements. The internal consistency was relatively high for the three subscales (range .70 to .74). Three factors were extracted from scree plots and five items were covered under enjoyment dimension; four items under credence and three items by behavioral dimension. The weakness of all these scales according to researcher was that it does not contain any items to predict the information and social role dimensions. Apart from these researches focusing children and teens, extensive research has been carried out to measure attitude towards advertisements with different population groups, such as executives (Greyser and Reccc 1971), subscribers to Consumer Reports (Anderson, Engle dow, and Becker 1978), and students (e.g. Haller 1974). Zanot (1981) reviewed these and related studies, concluding that American consumers' attitudes about advertising had become more negative over the years. While these two dimensions do not comprehensively measure the underlying beliefs about advertising, they were central themes in the criticisms that Bauer and Greyser (B/G) and the AAAA sought to (in) validate. Although their open ended responses provided many "information" and "entertainment" reasons for liking advertising they 7 item measure has often been adopted as if it were sufficient.

There are controversies about whether the scales used by Bauer and Greyser (1968) and other studies in the 1960s really measured consumers' attitudes or beliefs. On the basis that beliefs are information a person has about a person, an object or an issue, Muehling (1987) claimed that beliefs must be combined with an evaluative factor in order to represent attitudes (cited in Ramaprasad, 2001, p. 5). As a result, researchers have concluded that Bauer and Greyer's (1968)

scales are used to measure beliefs (Muehling, 1987; Andrews, 1989; Pollay and Mittal, 1993).

Pollay and Mittal (1993) proposed a more thorough model which included various belief dimensions. This model was operationalized by an instrument on the basis of Bauer and Greyser's (1968) Seven-item scale and 21 other items made up of seven additional scales. Personal uses of media were measured by three scales (e.g. product information, social role and image, and hedonic/pleasure). Four scales measured the social effects of advertising; these included good for the economy, materialism, value corruption, and falsity/no sense. Pollay and Mittal's (1993) study found support for Bauer and Greyser's (1968) seven-factor model. They also found that beliefs about advertising predict consumers' AG.

Television advertising content is an important factor in the development of children consumer behaviour. Through the ad., children learn about new brands and products, how to use them. After getting insight into the concept of attitude toward television advertising from existing literature, a new investigation was made which expanded the already existed scale and to include various other belief dimensions.

## **RESEARCH METHODOLOGY**

Data for this research was collected both from rural and urban children of Punjab. Multistage cluster sampling technique was employed to collect the data. The three cities were selected to represent urban sample (Ludhiana, Moga, and Barnala) on the basis of high, medium and low level of population. The respective population of these cities was 14.9 percent; 8.7 percent and 2.3 percent of total population of Punjab as per census 2001. One block (Sidhwan Bet; Nihal Singh Wala; Barnala block) was randomly selected from each selected district. Then from the selected block two villages were randomly selected from the list prepared by District Economic and Statistical Organisation, to represent rural sample. Two elementary schools were recruited in each of the selected cities to collect data from urban sample and one elementary school from each village to represent rural sample. In all 6 urban school and 6 rural school were selected for the study.

Students generally came from lower- to- middle class backgrounds. The total number of students in each school ranged from 700 to 1500. Average class size ranged from 50 to 70 in all the schools selected. Respondents were 960 (476 urban and 484 rural children) grade 1 to 7 students aged 6 to 14 year. The survey was self administered for the Fourth, Fifth Sixth and seventh graders; however, due help was provided to 1 to 3 grade students. There were equal number of boys and girls. The mean age of the respondents was 10 years (S.d. = 1.9 years). Data

collection was coordinated along with the researcher, with a faculty member in the mass communication department and a doctoral student in psychology.

The questionnaire used in the study contained a pool statement pertaining to overall attitudes towards advertising, advertising effectiveness, its role in the society and other relevant issues. Initially a pool of 32 items were chosen for development of scale. All of these statements were adopted from earlier writings (Barksdale *et al.*, 1982; Bauer and Greyser, 1968; French *et al.*, 1982; Mehta 2000; Rossiter 1977; Derbaix & Pecheux 2003;). These statements covered the specific effects of TV advertising on children: (1) cognitive effects, focuses on perceptions, concepts, and beliefs regarding the attitude object, (2) attitudinal effects, focusing on children feelings towards TV advertising; and (3) behavioural effects, focusing on the extent to which children are persuaded to desire and ask for the advertised products. The present study defines attitude towards television advertising as a multi-factorial construct covering five fundamental aspects: credence, enjoyment, product-information, behaviour -intention and irritative. Participants' responses were recorded on a 5-point Likert scale (1= strongly agree; 5= strongly disagree). The questionnaire was originally drafted in English; it was then translated in Punjabi and back translated in English to ensure conceptual equivalence.

### **Data Validation**

The designed questionnaire was put to content validity (face), construct validity (convergent and discriminant) and cross validity. The face and content analysis eliminated most of the semantic variation and the list was reduced further via review and consultation with experts and via a small pilot test. 6 variables were eliminated after verifying the content and face validity and finally a scale of 22 variables were finalised by the researchers for the study. The attributes have high correlation with the related constructs (loading in excess of 0.5) and low correlation with unrelated construct (loading less than 0.4) and thus, the questionnaire passes the test of convergent and discriminant validity. According to Kline (1986), Cronbach coefficient alpha is the most efficient measure of reliability and when computed, it should always be greater than 0.7 when items are selected for test. So, Cronbach alpha reliability analysis was conducted for the items included in the study. The internal consistency - Cronbach alpha value for reliability of the questionnaire - was found to be 0.781. All the items were well above the 0.70, which was the commonly accepted threshold (De Vellis 1991; Nunnally and Bernstein 1994; Spector 1992). All individual scale items had statistically significant (at  $p < 0.05$  level) item-to-total correlations. Hence, all items are deemed reliable.

### Data Analysis

Statistical Package for Social Sciences, SPSS for Windows (11.5) and Microsoft Excel have been used to apply various statistical tests for data analysis purpose.

### RESULTS AND DISCUSSIONS

The results of the study were divided into two sections. In the first pass through the data produced frequencies and basic descriptive statistics, such as means and standard deviations, for each of the attitude statements.

#### Univariate analysis of statements measuring children attitude towards television advertising

A list of twenty-two opinions/statements regarding the influence of television advertising was presented and children were asked to indicate the strength of their agreement or disagreement with each of these statements on a five point Likert scale i.e. 'Strongly Agree', 'Agree', 'Neutral', 'Disagree', 'Strongly Disagree'. Each statement was tested via 't-test' with null hypothesis, 3 (neutral) i.e., that children's views would not be strongly positive or negative was concluded, the null hypothesis can be rejected at the 0.25 (2- tail) level of significance for all the statement tested as presented in Table 2 indicated that children's views are unlikely to be neutral on these issues from both the samples.

**Table 1**

**Comparative Mean Score on Parameters Measuring Rural and Urban Children Attitude Towards Television Advertising**

Sr. No.	Statement	Rural Mean±SD	Urban Mean±SD	t-value	p-value
1.	TV ads are a valuable source of information to me	4.26±0.760	4.15 ±0.778	1.543	0.123NS
2.	I find TV ads quite amusing and entertaining	3.67±1.156	3.70±1.098	0.364	0.716NS
3.	I get irritated when TV ads are there in mid of program	3.08±1.245	2.94±1.252	1.23	0.134NS
4.	TV ads present true features of the product advertised	2.98±1.261	2.82±1.134	1.485	0.138NS
5.	Sometimes, I find TV ads are more enjoyable as compared to other media content	3.23±1.289	3.00±1.307	1.970	0.049*

Contd.

Contd. Table 1

6.	I don't believe everything TV commercials tell me	3.59±1.234	3.69±1.186	0.91	0.1833NS
7.	I would like to buy the products advertised on TV	3.97±0.959	3.60±1.062	3.926	0.000**
8.	TV ads add humor to my life	3.68±1.136	3.62±1.099	.626	0.532NS
9.	TV ads provide information about new product launched in the market	3.93±1.175	4.05±0.990	1.260	0.208NS
10.	I think TV ads are misleading as they only show good things about the product advertised	4.01±1.274	4.21±1.230	1.45	0.113NS
11	Sometimes, I take pleasure in thinking what I heard or saw in TV ads	3.89±1.009	3.56±1.108	3.447	0.001**
12	TV ads inform me about latest fashion trends	3.97±1.028	3.85±0.884	1.381	0.168NS
13	TV ads show me the life that I would love to live	3.73±1.070	3.52±1.090	2.156	0.032NS
14	TV ads show me the product that suits my personality	3.65±1.087	3.32±1.135	3.285	0.001**
15	I like catchy punch lines in TV ads	4.10±1.739	3.72±0.819	3.06	0.008**
16	TV ads persuade me to buy unaffordable things just to show off	2.52±1.220	2.70±1.117	1.717	0.087NS
17	I often ask my parents to buy me what I see in TV commercials	3.48±1.241	3.26±1.139	2.031	0.043*
18	I think TV ads create lust in me to buy things	3.20±1.318	3.29±1.111	0.749	0.454NS
19	I consider TV ads as bad things	3.12±0.857	3.37±0.877	3.158	0.002**
20	When TV commercials are there I change the channel	3.20±0.919	3.15±0.935	.517	0.605NS
21	I think TV ads insult my intelligence as they show me the world of fantasy	3.26±0.990	3.20±0.913	0.708	0.479NS
22	TV ads persuade me to like. the product	3.39±1.328	3.23±1.262	1.375	0.170NS

Computed from primary data; NS= Non-Significant; \*Significant ( $p < 0.05$ ); \*\*Significant ( $p < 0.01$ ).



A perusal of Table 1 showed that among rural children the highest extent of agreement came to statement-1, 'T.V. ads are a valuable source of information to me' with mean score of 4.26 indicating that the rural children perceive that TV ads are valuable source of information for them, followed by statement-15 'I like catchy punch lines in TV ads', statement-10, 'I think TV ads are misleading as they only show good things about the product advertised' with a mean score of 4.01, statement-12, 'TV ads informs me about latest fashion trends' with a mean score 3.97, statement-7, 'I would like to buy the products advertised on TV' with a mean score of 3.97, statement -11, 'Sometimes, I take pleasure in thinking what I heard or saw in TV ads' with a mean score of 3.89, statement-13, 'TV ads show me the life that I would love to live' with a mean score of 3.73 and statement-8, 'TV ads add humor to my life' with a mean score of 3.68. The lowest level of agreement came with statement-16, 'TV ads persuade me to buy unaffordable things just to show off' with a mean score of 2.52, followed by statement-4, 'TV ads present true features of the product advertised' with a mean score of 2.98, statement-3, 'I get irritated when TV ads are there in mid of program' with a mean score of 3.08, statement-19, 'I consider TV ads as bad thing' with a mean score of 3.12.

In case of urban children the highest extent of agreement came with statement-10, 'I think TV ads are misleading as they only show good things about the product advertised with a mean score of 4.21, followed by statement-1, 'TV ads are a valuable source of information to me' with a mean score of 4.15, statement-9, 'TV ads provide information about new product launched in the market' with a mean score of 4.05, statement-12, 'TV ads inform me about latest fashion trends' with a mean score of 3.85, and statement-15, 'I like catchy punch lines in TV ads' with a mean score of 3.72. The lowest level of agreement came with statement-16, 'TV ads persuade me to buy unaffordable things just to show off ' with a mean score of 2.70, followed by statement-4, 'TV ads present a true feature of the product advertised' with a mean score of 2.82, statement-3, 'I get irritated when TV ads are there in the mid of program' with a mean score of 2.94 and statement-5, 'Sometimes, I find TV ads are most enjoyable as compared to other media contest' with a mean score of 3.00. The results indicated that the urban children consider TV ads to be less truthful and but still consider them as valuable source of information.

### **Multivariate Analysis to Measure Children Attitude Towards Television Advertising**

With the relatively large sample size and 22 attitude statements, exploratory

factor analysis was used to reduce the perception statements and place them under particular dimension to make it more meaningful. Exploratory factor analysis was performed on the rural and urban sample separately due to different demographic profiles and also on sample as a whole. Their factor analysis through principal component technique was done in order to highlight the contents that emerged through different statements. Principal component analysis was employed for extracting factors. Orthogonal rotation with varimax was run wherein each factor is independent of, or orthogonal from, all other factors. Cronbach's alpha was applied to check the reliability of scale. Before the application factor analysis the correlation matrix, Kaiser- Myer-Olkin Measure of sampling adequacy, Bartlett's Test of Sphericity was also conducted to check the overall significance of the correlation matrices. The value of KMO came to be 0.630 in case of rural sample; 0.620 in case of urban sample and .661 in case of Overall sample. This shows that statements are good enough for sampling. All the factors were given appropriate name on the basis of variables represented in each factor. Factors were named after the items that had their highest loadings on that factor.

The captured data was run in SPSS 11.5 windows. The responses of 480 children to 22 attitude measuring statements have been subjected to factor analysis. The screen plot suggested that five factors should be extracted in case of rural and urban samples and six factors in totality. The dimension formulated to define the construct of attitude towards TV advertising were confirmed after factor analysis and accounted for 66.48 per cent of total variance in case of rural samples; 65.20 per cent of total variance in case of urban sample and 75.28 per cent of total variance in totality.

### **Results of Factor Analysis Measuring Overall Children Attitude Towards Television Advertising**

The responses of 480 children to 22 perception statements have been subjected to factor analysis. The overall Kaiser-Meyer-Olkin measure of sampling adequacy was found to be 0.661 and Bartlett's Test of Sphericity was also significant (Approx. chi-square=2040.23, df=231, significance =.000) indicating the suitability of data for factor analysis. Thus, all of these examinations revealed that data was fit for factor analysis.

Table 2 displays, the results of principal component analysis with varimax rotation. Principal component analysis was employed for extracting factors. The number of factors to be extracted was finalized on the basis of 'Latent Root

**Table 2**  
**Principal Component Analysis with Varimax Rotation for Extracting Factors from Overall Children Response to Parameters Measuring Their Attitude Towards Television Advertising**

Statement	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Communalities
A1	0.384	0.599	0.421	0.21	0.114	0.109	0.752
A2	-0.03	0.121	0.619	0.324	0.137	0.228	0.574
A3	0.442	0.022	0.251	0.334	0.691	-0.05	0.850
A4	-0.017	0.798	-0.137	0.175	0.105	0.229	0.750
A5	-0.142	0.322	0.759	0.105	0.157	0.12	0.750
A6	-0.007	0.248	0.107	0.752	0.114	0.229	0.704
A7	0.813	0.018	0.002	0.204	0.213	-0.114	0.761
A8	0.447	0.401	0.548	0.051	0.115	0.273	0.751
A9	0.396	0.665	-0.013	-0.3	-0.261	0.006	0.757
A10	0.401	0.241	0.307	0.634	0.143	0.233	0.790
A11	-0.002	0.399	0.589	0.117	0.211	0.027	0.565
A12	0.257	0.692	-0.079	0.249	0.108	-0.102	0.635
A13	0.318	0.305	0.047	0.285	0.168	0.622	0.693
A14	0.445	0.246	0.148	0.085	0.154	0.508	0.569
A15	0.395	-0.157	0.638	-0.044	-0.243	0.162	0.675
A16	0.699	-0.193	0.431	-0.044	-0.154	0.052	0.740
A17	0.794	0.004	0.227	0.286	0.115	-0.003	0.777
A18	0.713	0.01	0.126	0.128	0.223	0.008	0.591
A19	-0.053	0.495	0.035	0.256	0.542	-0.123	0.623
A20	0.398	0.228	0.247	0.078	0.624	0.077	0.673
A21	0.361	0.359	0.032	0.671	0.132	-0.122	0.743
A22	0.762	0.221	0.025	-0.033	-0.149	0.102	0.664
Eigen Value	4.56	3.17	2.73	2.19	1.68	1.06	
Variance (%)	(20.72)	(14.41)	(12.41)	(9.95)	(7.63)	(4.81)	
Cumulative Variance (%)	(20.72)	(35.13)	(47.54)	(57.49)	(65.12)	(69.93)	
<b>Cronbach's alpha</b>	<b>.740</b>	<b>.756</b>	<b>.691</b>	<b>.781</b>	<b>.756</b>	<b>.689</b>	

- Extraction Method : Principal Component Analysis
- Rotation Method : Varimax with Kaiser Normalization
- Rotation converged in 13 iterations
- Cumulative variance was 69.93%
- Communalities were more than 0.50 to as high as 0.850
- Eigen values ranged from 4.56 to 1.06

Criterion' i.e. factors having eigenvalues greater than 1 have been selected. Orthogonal rotation with Varimax was run. Rotation covered in 13 iterations. In orthogonal rotation, each factor is independent of or from, all other factors. Six factors were extracted from responses of overall respondents which together accounted for 69.93 percent of the variance. The statement's loading on each of the factors (the loading of a statement on a factor can be viewed as equivalent to the correlation co-efficient of that statement with that factor where the range in from +1 through 0 to -1), their communalities, their Eigenvalues and the percentage of variance explained by each factor is displayed as per table 1.3. High positive loading make a major contribution to the meaning of that factor and high negative loading make a major contribution to the opposite meaning of that factor. As the total sample was of 480 children (240 rural children & 240 urban children) a factor score of .5 was acceptable.

Table 3 shows the summarized dimension wise list of statements in overall sample, arranged as per preference ruling, along with variance attached to each dimension as well factor loading attached to each statement giving a ready summarized view.

**Table 3**  
**Dimensions Extracted from Varimax Rotation Analysis Measuring Overall Children Attitude Towards Television Advertising**

Factor Number	Name of Dimension (% of Variance)	Label	Statement (Factor Loading)
Factor 1	Persuasion (20.72%)	A7	1. I would like to buy the products advertised on TV (0.813)
		A17	2. I often ask my parents to me what I see in TV commercials (0.794)
		A22	3. TV ads persuades me to like the product.(0.762)
		A18	4. I think TV ads creates a lust in me to buy things (0.713)
		A16	5. TV ads persuade me to buy unaffordable things just to show off (0.699)
Factor 2	Product Information (14.41%)	A4	1. TV ads present true features of the product advertised (0.798)
		A12	2. TV ads inform me about latest fashion trends (0.692)

**Contd.**

Contd. Table 3

		A9	3. TV ads provide information about new product launched in the market (0.665)
		A1	4. TV ads are valuable source of information to me (0.599)
Factor 3 (12.41%)	Enjoyment	A5	1. Sometimes, I find TV ads are more enjoyable as compared to other media content (0.759)
		A15	2. I like catchy punch lines in TV ads (0.638)
		A2	3. I find TV ads quite amusing and entertaining (0.619)
		A11	4. Sometimes, I take pleasure in thinking what I heard or saw in TV ads (0.589)
		A8	5. TV ads add humor to my life (0.548)
Factor 4	Credence (9.95%)	A6	1. I don't believe everything TV commercials tell me (0.752)
		A21	2. I think TV ads insult my intelligence as they show me the world of fantasy (0.671)
		A10	3. I think TV ads are misleading as they only show good things about the product advertised (0.634)
Factor 5	Irritative (7.63%)	AS3	1. I get irritated when TV ads are there in mid of program (0.691)
		A20	2. When TV commercials are there I change the channel (0.624)
		A19	3. I consider TV ads as bad things (0.542)
Factor 6	Social Role (4.81%)	A13	1. TV ads show me the life that I would love to live (0.622)
		A14	2. TV ads show me the product that suits my personality (0.508)

### **Results of Factor Analysis done for Measuring Rural Children Attitude Towards Television Advertising**

The responses of 240 rural respondents were factually analyzed so as to compare them with the results of urban respondents. The overall Kaiser-Meyer-Olkin measure of sampling adequacy was found to be 0.630 and Bartlett's Test of Sphericity was also significant (Approx. chi-square=985.40, df=231, significance =.000) indicating the suitability of data for factor analysis. Thus, all of these examinations revealed that data was fit for factor analysis.

The Table 4 states, the results of principal component analysis with varimax rotation for rural respondents, showing thereby the statement's loading on each of their factors, their communalities, the factor labeling, their Eigen values and the percentage of variance explained by each factor. Rotation covered in 12 iterations. In orthogonal rotation, each factor is independent of or from, all other factors. Six factors were extracted from responses of overall respondents, which together accounted for 66.48 percent of the cumulative variance. High positive loading make a major contribution to the meaning of that factor and high negative loading make a major contribution to the opposite meaning of that factor. As the total sample was of 240 children a factor score of .5 was acceptable.

The Table 5 displays the summarized dimension wise list of statements in case of rural samples, arranged as per preference ruling, along with variance attached to each dimension as well factor loading attached to each statement giving a ready summarized view.

**Table 4**  
**Principal Component Analysis with Varimax Rotation for Extracting Factors from Rural Children Responses to Parameters Measuring their Attitude Towards Television Advertising**

Statement	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Communalities
1	0.297	0.183	0.683	0.143	0.003	0.609
2	0.341	0.693	0.161	-0.168	0.212	0.696
3	0.446	0.414	-0.173	0.159	0.564	0.744
4	0.248	0.233	0.749	0.189	0.123	0.728
5	-0.386	0.596	0.107	0.184	0.154	0.573
6	-0.218	0.199	0.343	0.701	0.112	0.709
7	0.698	0.199	-0.157	0.158	0.109	0.588
8	0.266	0.769	0.004	-0.026	0.077	0.669
9	0.381	-0.046	0.588	0.285	0.279	0.652
10	-0.327	0.189	0.314	0.649	0.237	0.719
11	0.228	0.751	0.104	0.24	0.119	0.699
12	0.285	0.116	0.662	0.173	0.106	0.574
13	0.783	0.196	0.084	0.147	0.103	0.691
14	0.586	0.321	0.183	-0.045	0.183	0.515
15	0.399	0.585	-0.235	0.344	0.167	0.703
16	0.748	-0.296	0.345	-0.158	0.115	0.804
17	0.764	0.204	-0.166	0.184	0.109	0.699
18	0.801	0.173	0.073	0.112	0.146	0.711
19	-0.314	0.378	-0.261	0.194	0.532	0.63
20	0.391	0.347	0.343	0.227	0.518	0.711
21	-0.364	0.257	-0.266	0.515	-0.106	0.546
22	0.721	0.355	0.089	0.076	-0.001	0.660
Eigen Value	5.41	3.48	2.64	1.82	1.27	
Variance (%)	(24.58)	(15.82)	(12.01)	(8.29)	(5.78)	
Cumulative Variance (%)	(24.58)	(40.40)	(52.41)	(60.70)	(66.48)	
<b>Cronbach's alpha</b>	<b>0.896</b>	<b>0.797</b>	<b>0.785</b>	<b>0.864</b>	<b>0.747</b>	

- Extraction Method : Principal Component Analysis
- Rotation Method : Varimax with Kaiser Normalization
- Rotation converged in 12 iterations
- Cumulative variance was 66.48%
- Communalities were more than 0.50 to as high as 0.804
- Eigen values ranged from 5.41 to 1.27

**Table 5**  
**Dimensions Extracted from Varimax Rotation Analysis Measuring Rural Children Attitude Towards Television Advertising**

Factor Number	Name of Dimension (% of Variance)	Label	Statement (Factor Loading)
Factor 1	Persuasion (24.58%)	A18	I think TV ads creates a lust in me to buy things (0.801)
		A13	TV ads show me the life that I would love to live (0.783)
		A17	I often ask my parents to buy me what I see in TV commercials (0.764)
		A16	TV ads persuade me to buy unaffordable things just to show off (0.748)
		A22	TV ads persuade me to like the product. (0.721)
		A7	I would like to buy the products advertised on TV (0.698)
		A14	TV ads show me the product that suits my personality (0.586)
Factor 2	Enjoyment (15.82%)	A8	TV ads add humor to my life (0.769)
		A11	Sometimes, I take pleasure in thinking what I heard or saw in TV ads (0.751)
		A2	I find TV ads quite amusing and entertaining (0.693)
		A5	Sometimes, I find TV ads are more enjoyable as compared to other media content (0.596)
		A15	I like catchy punch lines in TV ads (0.585)
Factor 3	Product information (12.01%)	A4	TV ads present true features of the product advertised (0.749)
		A1	TV ads are a valuable source of information to me (0.683)
		A12	TV ads inform me about latest fashion trends (0.662)

**Contd.**



**Contd. Table 5**

		A9	TV ads provide information about new product launched in the market (0.588)
Factor 4	Credence (8.29%)	A6	I don't believe everything TV commercials tell me (0.701)
		A10	I think TV ads are misleading as they only show good things about the product advertised (0.649)
		A21	I think TV ads insult my intelligence as they show me the world of fantasy (0.515)
Factor 5	Irritative (5.78%)	A3	I get irritated when TV ads are there in mid of program (0.564)
		A19	I consider TV ads as bad things (0.532)
		A20	When TV commercials are there I change the channel (0.518)

### **Results of factor analysis done for measuring urban children attitude towards television advertising**

The responses of 240 urban respondents were factually analyzed so as to compare them with the results of rural respondents. The overall Kaiser-Meyer-Olkin measure of sampling adequacy was found to be 0.620 and Bartlett's Test of Sphericity was also significant (Approx. chi-square = 1465.11, df = 231, significance = .000) indicating the suitability of data for factor analysis.

Table 6 states, the results of principal component analysis with varimax rotation for urban children attitude towards television advertisement, showing thereby the statement's loading on each of their factors, their communalities, the factor labeling, their Eigen values and the percentage of variance explained by each factor. Rotation covered in 10 iterations. In orthogonal rotation, each factor is independent of or from, all other factors. Six factors were extracted from responses of urban respondents which together accounted for 63.09 percent of the cumulative variance. High positive loading make a major contribution to the meaning of that factor and high negative loading make a major contribution to the opposite meaning of that factor. As, the total sample was of 240 children a factor score of .5 was acceptable.

**Table 6**  
**Principal Component Analysis with Varimax Rotation for Extracting Factors from Urban Children Responses to Parameters Measuring Their Attitude Towards Television Advertising**

Statement	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Communalities
1	0.781	0.258	0.144	0.319	0.011	0.80
2	-0.058	0.114	0.656	0.352	0.017	0.57
3	0.001	0.321	0.002	0.701	0.011	0.59
4	0.634	0.198	0.0389	-0.171	0.265	0.54
5	-0.071	-0.142	0.782	0.236	0.075	0.70
6	-0.018	0.289	0.149	0.127	0.701	0.61
7	0.394	0.637	0.188	0.058	-0.142	0.62
8	0.389	0.284	0.699	0.153	0.117	0.76
9	0.803	0.185	0.126	-0.081	0.005	0.70
10	0.421	0.358	-0.021	-0.013	0.502	0.56
11	0.318	0.222	0.518	-0.039	0.214	0.47
12	0.659	-0.055	0.149	-0.126	0.245	0.54
13	0.319	0.741	0.242	0.031	0.112	0.72
14	0.721	0.238	0.279	0.264	0.001	0.72
15	0.453	0.216	0.687	-0.025	0.207	0.77
16	0.339	0.522	-0.12	0.371	0.005	0.54
17	0.381	0.692	0.223	-0.048	0.005	0.68
18	0.378	0.537	0.271	0.188	0.113	0.55
19	-0.066	0.216	-0.025	0.645	0.417	0.64
20	0.02	-0.015	0.043	0.778	0.012	0.61
21	-0.295	-0.075	-0.101	0.298	0.621	0.58
22	0.399	0.601	0.204	0.126	0.191	0.61
Eigen Value	4.17	3.13	2.72	2.24	1.62	
Variance (%)	(18.95)	(14.23)	(12.36)	(10.18)	(7.36)	
Cumulative Variance (%)	(18.95)	(33.18)	(45.55)	(55.73)	(63.09)	
<b>Cronbach's alpha</b>	<b>0.834</b>	<b>0.759</b>	<b>0.748</b>	<b>0.803</b>	<b>0.785</b>	

- Extraction Method : Principal Component Analysis
- Rotation Method : Varimax with Kaiser Normalization
- Rotation converged in 10 iterations
- Cumulative variance was 63.09percent
- Communalities were more than 0.50 to as high as 0.80
- Eigen values ranged from 4.17 to 1.62

Table 7 displays the summarized dimension wise list of statements in case of urban samples, arranged as per preference ruling, along with variance attached to each dimension as well factor loading attached to each statement giving a ready summarized view.

**Table 7**  
**Dimensions Extracted from Varimax Rotation Analysis Measuring Urban Children Attitude Towards Television Advertising**

Factor Number	Name of Dimension (% of Variance)	Label	Statement (Factor Loading)
Factor 1	Product Information (18.95%)	S9	TV ads provide information about new product launched in the market (0.803)
		S1	TV ads are a valuable source of information to me (0.781)
		S14	TV ads show me the product that suit my personality (0.721)
		S12	TV ads inform me about latest fashion trends (0.659)
		S4	TV ads present true features of the product advertised (0.634)
Factor 2	Persuasion (14.23%)	S13	TV ads show me the life that I would love to live (0.741)
		S17	I often ask my parents to buy me what I see in TV commercials (0.692)
		S7	I would like to buy the products advertised on TV (0.637)
		S22	TV ads persuade me to like the product. (0.601)
		S18	I think TV ads create lust in me to buy things (0.537)
Factor 3	Enjoyment (12.36%)	S5	Sometimes, I find TV ads are more enjoyable as compared to other media content (0.782)
		S8	TV ads add humor to my life (0.699)
		S15	I like catchy punch lines in TV ads (0.687)

**Contd.**

**Contd. Table 7**

		S2	I find TV ads quite amusing and entertaining (0.656)
		S11	Sometimes, I take pleasure in thinking what I heard or saw in TV ads (0.518)
Factor 4	Irritative (10.18%)	S3	I get irritated when TV ads are there in mid of program (0.701)
		S20	When TV commercials are there I change the channel (0.778)
		S19	I consider TV ads as bad things (0.645)
Factor 5	Credence (7.36%)	S6	I don't believe everything TV commercials tell me (0.701)
		S21	I think TV ads insult my intelligence as they show me the world of fantasy (0.621)
		S10	I think TV ads are misleading as they only show good things about the product advertised (0.502)

**Table 8**

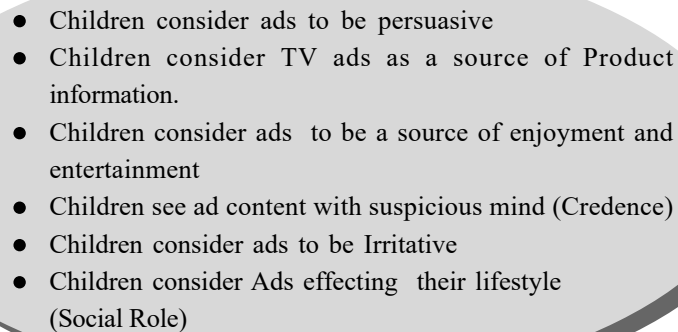
**A Bird's Eyeview of Dimensions Extracted from Factor Analysis of Parameters Measuring Children Attitude Towards Television Advertising**

Sample\ Dimension	Overall Sample (N=480)	Urban Sample (N=240)	Rural Sample (N=240)
Factor 1	Persuasion (20.72%)	Product Information (18.95%)	Persuasion (24.58%)
Factor 2	Product Information (14.41%)	Persuasion (14.23%)	Enjoyment (15.82%)
Factor 3	Enjoyment (12.41%)	Enjoyment (12.36%)	Product information (12.01%)
Factor 4	Credence (9.95%)	Irritative (10.18%)	Credence (8.29%)
Factor 5	Irritative (7.63%)	Credence (7.36%)	Irritative (5.78%)
Factor 6	Social Role (4.81%)		

Table 8 and Fig. 1 provides an overview of all the factors along with the variance extracted through exploratory factor analysis between all samples to provide a bird eye view of the results.

A bird's eye view of factor analysis has been summarized in above table. It is evident from above table that sub samples of rural and urban children have similar factor structure as that of overall sample. The factor 'Social Role' is an independent dimension for overall sample but it is a part of 'Persuasion' in case of rural sample & 'Persuasion' & 'Product Information' in case of urban samples. Based upon these observations, it can be concluded that 5 factors incorporate major dimensions of population under study. The rural children as well as urban children showed positive attitude towards television commercials considering them as important source of information, highly recognizing them as enjoyable and do agree that they are quite persuasive.

**Figure 1 : Dimensions of children attitude towards advertising in India**

- 
- Children consider ads to be persuasive
  - Children consider TV ads as a source of Product information.
  - Children consider ads to be a source of enjoyment and entertainment
  - Children see ad content with suspicious mind (Credence)
  - Children consider ads to be Irritative
  - Children consider Ads effecting their lifestyle (Social Role)

*Six dimensions emerged from the result of the study measuring Indian children attitude towards television advertising*

- **Enjoyment or Entertainment** : This dimension predicts that children experience advertising as pleasure upon exposure or in recollection of ideas what are presented in advertisements. They consider that ads can be beautiful to look at, touching in their sentiments, funny in their portrayed events, or uplifting in their music, fun and happiness and humor present in TV ads. Advertising as hedonic/pleasure was measured with the following items: advertising is often amusing and entertaining, and sometimes I take pleasure

in thinking about what I saw, heard or read in advertisement (Pollay and Mittal,1993) .This dimension is considered as backbone of children attitude towards TV advertising, as likeability of ads effect children brand and purchase preferences.

- **Product Information :** Much of the discussion by economists and the advocacy justification of advertising role as a provider of information (Norris, 1984). This information, it is argued permits greater market place efficiencies, (i.e. more exact matching between consumer' needs and wants and producers' offerings). Advertising provides product information to consumers. Product information is measured using the indicators suggested by Pollay and Mittal (1993): advertising is a valuable source of information about sales/ products, learn which brands have the features I am looking for, and keep up to date with products available on the market.
- **Credence :** The credence means an enduring propensity to believe advertising claims and to understand the nature and purpose of TV commercials. The concepts of credence is close to that of skepticism towards TV advertising in general (high levels of credence indicate low level of skepticism towards commercials) because it implies the consumers' recognition that advertisers have specific motives and that their communications may be biased and varied in their truthfulness. Obermiller and Spangenberg (2000) defined the consumer skepticism as the general tendency towards disbelief of advertising claims. Skepticism is a basic "marketplace belief" that varies across individuals and is related to general persuadability. The term credence is used as it can be assumed that skepticism is a construct more related to accumulated experiences and more developed inferential skills. Credibility can be measured e.g. 'you can always believe what people in television commercials say or do' (Rossiter, 1977), 'Nothing in commercials is true', and I don't believe everything commercials tell me.
- **Persuasion :** It is subjective perception of the persuasive power of TV advertising, the perceived evaluation of the effect on desire for the advertised products and the effect on their request to parents to buy these products. Commercials can instill a desire for a particular product and affect both the actual and intended behavior. Rossieter (1977) included this dimension in his final scale (comprised of 7 items) even though only one of the items was meant to assess it (Television commercials try to make people buy things they don't really need. This dimension covers Indian children purchase intentions to buy the advertised products.
- **Irritative :** This dimension of the Indian children showed that they sometimes

consider advertising to be irritative in nature. Speck and Elliott (1997) concludes that ads avoidance was higher for TV than for other media, such as magazines and newspapers. The avoidance behavior result into negative attitude towards television ads and take a form of 'zapping' switching other channels during ads.

- **Social Role** : Much advertising provides life style imagery, and its communication goals often specify a brand image or personality, the portrayal of typical or idealized users ,associated status or prestige, or social reactions to purchase, ownership, and use. The emergence of this dimension shows that Indian children feel that the advertising teaches them about fashion and what to buy to impress others.

## **CONCLUSIONS AND RECOMMENDATIONS**

The results obtained from both the samples showed certain similarities. Few new dimensions emerged from the results i.e. product information; social role apart from already discussed dimension i.e. credence, behavioral- intention, and enjoyments which were already considered by earlier researchers. Five dimensions emerged from the results of both the samples, only weightage to the particular dimension varied. Urban subjects have shown strongest belief for product information and persuasion dimension while rural subjects for persuasion and enjoyment indicating that rural children strongly believe that their purchase behaviour gets affected by television advertising. It may be due to the fact that Indian children now have easy access to domestic and foreign TV channels , which is making them exposed to too many new products with attractive appeals . They look to advertising for information regarding available choices and respond favorably towards it. Children from both the domiciles showed less specktism towards television advertising.The result showed rural children as compared to urban children look at advertising as more manipulative than informative. This may be due to the fact that it is influenced by their educational backgroud and social class of their parents.Earlier studies indicated that there is a significant relationship between children's attitude towards TV advertising and parent conformism. As a personality trait, conformism is a feature of parents' mentality that can be extermely important as it influences children's attitude and behaviour towards commercials Wiman's (1983). Overall, children from both the domociles have positive attitude towards television advertisements and agreed that it has strong impact on their purchase intentions.

The above findings have significant implications for advertisers, agencies, and advertising researchers. First, the research reminds us that, to be effective,

advertising is something people should like looking at, believe, and find utility with keeping them up-to-date about products and services. Advertising that is entertaining, informative, and truthful promotes children to like advertising in general and believe in its value. The advertisers must realize that the children in this age are in informative stages of their life and adoption of inappropriate approaches in developing ad campaigns would harm them in the future. Policy makers can use the information provided by the research to develop different advertising strategies for approaching children from both the domiciles. By keeping this in mind as they should develop new executions, advertisers and agencies which will combat negative attitudes towards advertising and improve responses to all advertising.

#### **LIMITATIONS AND FUTURE RESEARCH**

Like all other survey research, this exploratory study also suffers from some limitations. The results of this study be interpreted with care. Since it focuses on the children who are from a selected segment of the country, the result may not be generalised to overall Indian children attitude towards television advertisements. In addition, as noted earlier, the use of a rather small, convenience sample may have distorted the result to some extent. Furthermore, the fact that the findings summarized in this article involve only perceptions of the advertising and their contents is another limitation. We must be sensitive to the fact that self-reports may not provide the most reliable estimates of attitude towards TV advertising. Direct behavioural assessments should offer considerable potential for future research.

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