


TELEVISION ADVERTISEMENTS: CHILDREN'S PESTERING POWER INFLUENCE ON PARENTS BUYING BEHAVIOUR

Ardi Gunardi^A, Swati Mathur^B, Eddy Jusuf^C



ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 31 January 2023</p> <p>Accepted 18 April 2023</p>	<p>Purpose: This original exploratory research study was to examine the influence of children's pestering on parents buying process called as pester power.</p>
<p>Keywords:</p> <p>Children's Pester Power; Parents Decision-Making; Entertainment; Advertisement Likability; Content Credibility; Quality Information; Celebrity Endorsement.</p> <div data-bbox="172 1081 480 1328" style="text-align: center;">  </div>	<p>Methodology: Data were collected from 654 respondents of 6-15 years age group children and their parents using non-probability samplings through survey and interview methods by a structured questionnaire, from two states of Andhra Pradesh and the Telanagna States of India. Finally, 437 (66.8%) samples data was analyzed using the IBM SPSS and AMOS package using Exploratory Factor Analysis (EFA), and Structural equation modeling (SEM).</p> <p>Findings: The study results revealed that entertainment, advertisement likability, content credibility, quality information and celebrity endorsement had a significant impact on children's pestering power, that affects their parents buying process. Families who want to shield their kids from needless commercial exploitation have a clear understanding of their problems, and the legislature must take crucial measures to control such advertisements to protect children, parents and society. Business people and media advertisers must focus on children attracting ads to provide quality, reliable, accurate and timely information about products as well as employing likeable and popular celebrity endorsement in the TV advertisements.</p> <p>Novelty: The study helpful to marketer and advertiser to build strong advertising strategy improve the consumer retention.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i4.1852</p>

PROPAGANDA NA TELEVISÃO: O PODER DE IMPORTÂNCIA DAS CRIANÇAS INFLUENCIA NO COMPORTAMENTO DE COMPRA DOS PAIS

RESUMO

Objetivo: Este estudo de pesquisa exploratória original foi examinar a influência da importunação das crianças no processo de compra dos pais, chamado de poder de importunação.

Metodologia: Os dados foram coletados de 654 entrevistados de crianças de 6 a 15 anos e seus pais usando amostragem não probabilística por meio de pesquisa e métodos de entrevista por um questionário estruturado, de dois estados de Andhra Pradesh e Telanagna, na Índia. Finalmente, 437 (66,8%) dados de amostras foram analisados usando o pacote IBM SPSS e AMOS usando Análise Exploratória de Fatores (EFA) e Modelagem de Equações Estruturais (SEM).

^A Doctoral Candidate in Management. Universitas Pasundan, Faculty of Economics and Business, Bandung, Indonesia. E-mail: ardigunardi@unpas.ac.id Orcid: <https://orcid.org/0000-0002-0372-7067>

^B PhD in Management. Institute of Public Enterprise, Department of Management, Hyderabad, India. E-mail: swaticmathur@gmail.com Orcid: <https://orcid.org/0000-0002-6675-6703>

^C Professor in Marketing Management. Universitas Pasundan, Faculty of Engineering, Bandung, Indonesia. E-mail: eddyjusuf@unpas.ac.id Orcid: <https://orcid.org/0000-0001-9989-9930>

Resultados: Os resultados do estudo revelaram que o entretenimento, a simpatia da propaganda, a credibilidade do conteúdo, a informação de qualidade e o endosso de celebridades tiveram um impacto significativo no poder de importunação das crianças, que afeta o processo de compra dos pais. As famílias que desejam proteger seus filhos da exploração comercial desnecessária têm uma compreensão clara de seus problemas, e a legislatura deve tomar medidas cruciais para controlar esses anúncios para proteger as crianças, os pais e a sociedade. Empresários e anunciantes de mídia devem se concentrar em crianças que atraem anúncios para fornecer informações de qualidade, confiáveis, precisas e oportunas sobre produtos, além de empregar o endosso de celebridades populares e simpáticas nos anúncios de TV.

Novidade: O estudo é útil para profissionais de marketing e anunciantes para construir uma forte estratégia de publicidade e melhorar a retenção do consumidor.

Palavras-chave: Poder de Importunação Infantil, Tomada de Decisão dos Pais, Entretenimento, Simpatia de Propaganda, Credibilidade de Conteúdo, Informação de Qualidade e Endosso de Celebridades.

PUBLICIDAD EN TELEVISIÓN: EL PODER DE LA IMPORTANCIA DE LOS HIJOS INFLUYE EN EL COMPORTAMIENTO DE COMPRA DE LOS PADRES

RESUMEN

Propósito: Este estudio de investigación exploratorio original fue para examinar la influencia de las burlas de los niños en el proceso de compra de los padres, llamado poder de las burlas.

Metodología: Se recopilaron datos de 654 encuestados de niños de 6 a 15 años y sus padres utilizando un muestreo no probabilístico a través de métodos de encuesta y entrevista de cuestionario estructurado, de dos estados de Andhra Pradesh y Telanagna, India. Finalmente, 437 (66,8%) datos de muestra fueron analizados usando el paquete IBM SPSS y AMOS usando Análisis Factorial Exploratorio (EFA) y Modelado de Ecuaciones Estructurales (SEM).

Resultados: Los resultados del estudio revelaron que el entretenimiento, la amabilidad de la publicidad, la credibilidad del contenido, la calidad de la información y el respaldo de celebridades tuvieron un impacto significativo en el poder de burla de los niños, lo que afecta el proceso de compra de los padres. Las familias que quieren proteger a sus hijos de la explotación comercial innecesaria tienen una comprensión clara de sus problemas, y la legislatura debe tomar medidas cruciales para controlar estos anuncios para proteger a los niños, los padres y la sociedad. Los empresarios y los anunciantes de los medios deben centrarse en los niños que atraen anuncios para proporcionar información de productos de calidad, confiable, precisa y oportuna, así como emplear el respaldo de celebridades populares y simpáticas en los anuncios de televisión.

Nuevo: el estudio es útil para que los especialistas en marketing y los anunciantes construyan una estrategia publicitaria sólida y mejoren la retención de clientes.

Palabras clave: Poder de Burla Infantil, Toma de Decisiones de los Padres, Entretenimiento, Amabilidad de la Publicidad, Credibilidad del Contenido, Información de Calidad, Respaldo de Celebridades.

INTRODUCTION

In this marketing era, advertisement plays an essential role which introduces new products and services to the society and has a long-lasting impact on the consumer's minds. Advertising flows are seen to boost trade revenue, the profits and demands of consumers. TV is the leading contributor and has a significant impact on social behaviour, and most viewers use TV as a form of entertainment (Lavuri and Aileni, 2021). Advertisements on TV can expose a company's product or service to the mass audience. It is a powerful tool that influences and draws the attention of audiences with graphics and images; and it generates consumer awareness and interest and shapes people's beliefs, attitudes (Ramzan Sama, 2019). Ads through TV can cause the phenomenon of pestering power and result in unhappiness, nagging

and conflict (Deans, De Pelsmacker, and Eagle, 2007). In 2020, the Indian Media and Entertainment industry reported INR1.82 Billion by 2019 and is expected to meet INR2.4 Billion by 2022. In 2019, INR788 billion increased in the TV industry, and INR320 Billion and subscription increased in TV advertising. Even in 2025, Television will remain the largest recipient of advertising revenues above INR 570 Billion (FICCI-KPMG report, 2020).

Earlier, the role of children in the selection of family options was insignificant, because they are less conscious of the items than their parents are (Lavuri and Aileni, 2021). Nowadays, however, children become more educated consumers by comprehension of the various products and brands available on the market, and they develop consumer-related awareness, behaviour and skills (Roedder John, 1999; and Dotson and Hyatt, 2000) through contact with television ads, peer groups, and parents (Thomson and Laing, 2003). The phenomenon of pester power is one of the most emotional, sensitive and divisive elements of modern marketing practice. It has been defined as the influence of children on consumption patterns of their parents (Shoham and Dalakas, 2005); or, in other words, children requesting their parents to purchase items for them (Gunter and Furnham, 1998); and Bridge and Briesch (2006) is stated as a "nag factor". Children have grown into a massive market sector in which they serve as influencers and purchasers of various consumer goods, and they have formed an incredible group of shoppers who influence the family purchase of various items from many perspectives. That is why they are essential and future consumers (Lavuri and Aileni, 2021).. At this point, advertisers should pay more attention to their advertising for their products to attract children with attractive images, hues, music, cartoons etc. Once they are attracted to ads through TV, they become impatient until the product is obtained.

The study aims to understand the impact of TV ads on children pestering power and influence on parents buying behaviour. The study was conducted in two states (Telanagna and Andhra Pradesh) in India. This paper explores the significant gap in current literature by analyzing the impact of five TV advertising factors (Entertainment, Likability Advertisement, Content Credibility, Quality Information, and Celebrity Endorsement) on children's pestering and impact on their parent purchase decisions. This research is significant as marketers need to learn how best to take advantage of Pester Power variables to make it easier for them to make decisions on their behalf. The marketer should be conscious of the child's effect on the parent's buying behaviour. This is intended to help marketers establish a new approach for more effective sales of their goods and services. Pester marketing is a specific strategy that targets

children, does not have direct buying power, but rather obliges their parents to purchase the items they need and has a significant effect on the parent's purchasing behaviour.

REVIEW OF LITERATURE

The phenomenon of the advertisement has become a major theme in the business era. Business experts have always used advertising to draw and drive buyer's attention to newer products in the market. TV advertisement is the most important mode of transmission and receipt of video content, which has as an enormous advantage over any other medium of audio and video features; it provides accurate information for consumers to purchase and the best open door for creative ads for new goods (Kavitha, 2006; Latif and Abideen, 2011; Xiong and Bharadwaj, 2013; Lavuri and Aileni, 2021). TV ads not only change minds but also send a message that has a far-reaching impact on people's everyday lives. Advertising is a key driving force influencing the perception of the customer and helps customers to make deliberate choices. It is also impacting on buying behaviour of youth (Kotwal, Gupta and Devi, 2008; Jones and Czerniewicz, 2010; Bisth, 2013).

Recent research shows that 87% of children have spent a lot of time on TV, computers and mobile devices (India Today survey, 2019). Advertisements on TV had a significant impact on children, and they spent 4 hours and 30 minutes watching TV every day (Mithun Das *et al.*, 2018). There is a correlation between children's spent time on TV and their tendency to pester for items shown on TV ads (Rupesh Kumar and Kunalsharma, 2017). Particularly, food advertisements had a significant impact on children, eg, high sugar breakfast cereal and dietary intake foods (Emond *et al.*, 2016; Longacre *et al.*, 2017; and Emond *et al.*, 2019). These advertisements cause children's pestering and parents buying, less healthy obesity-related products (McDermott L *et al.*, 2006). The buying decision of parents is significantly influenced by 7 to 9 years of child pester power (Margaret-Anne Lawlor and Andrea Prothero, 2011).

Hypothesis framework

Entertainment

The concept was that young people should gain attention as a rule of benevolence. Goldberg and Gorn (1978) noticed that youngsters are fascination to up-to-date music, rapid growth, and attractive youth models. Moreover, concern was seen as part of the use catch phrases, fun and tunes (Ward, 1972; Goldberg and Gorn, 1978; Ross *et al.*, 1984; and Rolandelli, 1989). Children aged between 10 and 12 years, capturing and impersonating songs

and jingles for brands like Budweiser (Bartholomew and O'Donahoe, 2003; Lavuri and Aileni, 2021). Along these lines, children have seen television commercials for entertainment and fun. TV advertising is a way to promote the enjoyment of the viewer (Lavuri and Aileni, 2021). TV can be a perfect tool for young people to turn around to understand and have effective programming. Similarly, as TV ads also focus on young people who have a share of the purchaser; and the review includes children coming to advertise at a younger and younger age, and a measure of encounters and effects that give shape to their customer's affinities and behaviour (Shabbir, 2016). Therefore, the following hypothesis designed.

H1a: Entertainment through TV advertisements has a positive effect on children to pester.

Likability of Ads

Children's behaviour towards TV advertisements depends on how much a child likes TV ads and how favourably or adversely they view them. Literature has shown that children enjoy television ads because of cartoon characters that maintain children's attention (Gulla and Purohit, 2013). Some research has shown that children's preferences for TV commercials have contributed to a high degree of awareness and acceptance of adult-focused advertisements. Children like or dislike dependents on the advertisement quality product. Children also noticed this form of advertising from FMCG to Toys goods, these ads are fascinating and they enjoy a lot (Chan, 2003; Lavuri and Aileni, 2021). Likeability of advertisements through TV has an effect on children and makes them purchase, and has been a positive growth (YRD Doc *et al.*, 2018). Therefore, the following hypothesis designed.

H1b: Likability of television advertising has a positive effect on children to pester.

Content Credibility

Chan, (2003) noted that young children have greater confidence in the television product being advertised, while older kids rely on the quality product being advertised. This shows that older children are very suspicious about the legitimacy and reliability of ads, which does not encourage them to take a positive view of ads (Lavuri and Aileni, 2021). Various issues affect advertising credibility, particularly the creditworthiness of the business as well as the message bearer (Lafferty, Goldsmith and Newell, 2002). Advertising has repercussions for children who encourage parents to make a decision. Moreover, prolonged advertising exposure raises the vulnerability and violence of unhappy children that are affecting family healthy

systems (Lavuri and Aileni, 2021). The unethical advertising mechanism used for marketing foods leads to unhealthy lifestyles affecting children physically and socially (Yuvaraj and Anne Mary Antony, 2018). Parental education approaches affect children's food intake. This increased children's healthy eating and their desire to consume, thereby reduce their intention to consume unhealthy food. Yet televised parental intervention had a greater effect on an unhealthy food habit than healthy eating behaviour (May O L *et al.*, 2017). Therefore, the following hypothesis designed.

H1c: Content credibility in TV advertisements has a positive effect on the children to pester

Quality Information

The consumer's impression of the business and its products or services can be influenced by the quality of the information in television ads. Advertising information must be intrinsically credible, authentic, appropriate and useful to the consumer. Consumers should be able to access and use information whenever they need it to select what they need to purchase to cope with their problems and fulfil their requirements (Siau and Shen, 2003; Lavuri and Aileni, 2021). The purpose of the ads is to educate consumers with the right information. Information tailored to meet the needs and desires of consumers and it is important to draw their attention to the product on offer (Dutta-Bergman, 2006). Advertising with quality information and credibility has the greatest impact on consumer attitudes. To boost consumer perceptions, advertisers/sellers need to focus on more features of ads (Haghirian and Inoue, 2006). Barve *et al.*, (2015) noted that advertising can play an important role in educating the child, and quality information could be conveyed fairly and accurately with proper advertisement strategies that influence the children (Lavuri and Aileni, 2021). Because, accurate and quality information advertisements that have positive and significant effects on children's buying attitudes (Bamfo *et al.*, 2019). Therefore, the following hypothesis designed.

H1d: Quality information through TV advertisements has a positive effect on children to pester

Celebrity Endorsement

Nowadays, children spend much of their time watching TV programs and they view TV as an entertainment medium. There is limited literature on celebrity endorsement that has guided this work further. Celebrity endorsement plays a vital role in TV advertising (Lavuri

and Aileni, 2021). Concise, accurate and humorous descriptions of the product can stimulate consumer attention by celebrity endorsement (Bylon A B *et al.*, 2019). Effah (2016) stated that TV advertising is essential for diversion. Online advertising with an endorsement of celebrities would increase the loyalty of the customer by adding value to the product. Celebrity endorsement in TV advertisements has a positive effect on children's attitudes, and their positive attitude is likely to contribute to pestering, which has a massive effect on parents purchasing behaviour (Gulla and Purohit, 2013). Celebrity endorsement makes TV ads more memorable and has a high impact on younger buying behaviour. The best endorsement has a combination of different attributes, such as expertise, reliability, responsiveness and quality information, making this combination more attractive and more customer-friendly (Udo and Stella, 2015; Lavuri and Aileni, 2021). In celebrity's advertisements, celebrities' physical attractiveness is one of the variables that affect consumer behaviour, customers prefer celebrities to be glamorous in their appearance, and wear trendy clothes in line with the current trends. Thus, celebrity endorsement played a significant role in improving sales (Sathyanaryana *et al.*, 2019). Therefore, the following hypothesis designed.

H1e: Celebrity endorsement in TV advertisements has a positive impact on children to pester

Pester Power and Parents Buying Behaviour

Consumer behaviour is the process of selecting or choosing products or services by individuals or groups to meet their needs and requirements, and this process will have an impact on other consumers and society; along these lines, this whole process helps to understand the decision-making process of individual and group purchasers (Scott and Walker, 2010; Kuester *et al.*, 2012; Lavuri and Aileni, 2021). It is one of the main problems for every businessperson to predict consumer behaviour because it plays a vital role in their profits and sustainability. Consequently, they need to focus on the impact factor on the decision to purchase the consumer (Rizwan *et al.*, 2014). This behavioural process includes the study of individuals and of the approaches used to select goods and services to fulfil the individual's desires and needs, including all emotions, thoughts and behaviours relevant to pre-and post-purchase. This process provides answers to questions such as what, where, how, where, and why an individual is purchasing (Khaniwale, 2015; Lavuri and Aileni, 2021). Several factors have an impact on the customer's purchasing behaviour, as their characteristics play a significant role and directly influence the customer buying process. Personal characteristics represent personality traits such

as gender, sex, occupation, income and educational profiles, and psychographic and social factors affect consumer buying behaviour (Souiden and Diagne, 2009; Lavuri and Aileni, 2021). Evidence shows that the preferences and buying habits of religious groups and religious affiliations influence consumer behaviour (Taylor *et al.*, 2010). Within the families, children are precious to each parent, parents and children are mutually influential (Al Zu bi *et al.*, 2008). Depending on nature, the price (low to high) and the categories of the product, children will change their attitudes to influence parental purchasing decisions and they are a main and strong influential unit in the process of decision-making (Chaudhary, 2014; Ahamad and Sekhar, 2014). TV ads go on continuously, have a tremendous effect on children's attitude, they may not have money to buy products, but they have an incredibly strong role to play in influencing their parents' decision-making (Gulla and Purohi, 2013; Lavuri and Aileni, 2021). Dharminder Kumar and Batra Akhter Ali (2015) found that there was a significant difference in the influence of children on parental decisions while comparing urban and rural families, urban families were more influenced by children than rural families. Priyanka Khanna (2016) revealed that parents have a negative perception of TV ads, have deep concerns about the validity of child TV ads, and show a high degree of scepticism about the perceived misleading aspects. Although they have major criticism, the pestering of children is influenced, is also as a result of the development of cognitive behaviour of children's through TV adverts understanding (Roland Levy, 2010; Lavuri and Aileni, 2021); The parent's guidance plays a significant role in minimizing materialism in children through television advertising (Isho Lati *et al.*, 2017). A prerequisite for effective advertising is the understanding of culture and differences (Muk, 2007; Moriarty *et al.*, 2014; Lavuri and Aileni, 2021). Therefore, the following hypothesis designed.

H2a: Children pestering power has a positive affects the parents buying behaviour.

METHODOLOGY

Data and Sample

This study was conducted to understand the impact of Television advertisements on children pestering power and influence on their parents buying behaviour. A structured questionnaire was used to collect the data from the two states of India such as Andhra Pradesh and the Telanagna States. Research data was obtained via self-administered questionnaire from the children's aged between 6-15 age group children's belongs to Government and private schools and their parents using Convenience, Purposive and Snowball sampling methods

through survey and interviews by a structured questionnaire tool to evaluate the hypothesized relationship in this study. The study sample size 437 with seven major variables of 17 dimensions was deemed acceptable and fit ($437 > 22 \times 15 = 330$) conforms to Hair *et al.*, (2015) and Kline, (2015) guidance on the implementation of the SEM model. For the purpose of data collection over 654 questionnaires have been circulated, 437 (66.8%) of which have been considered for final research analysis. As per total demographic population (N=437) of children, 55.6 per cent were boys and remaining 44.4 per cent were girls. 55.9 per cent of children were between 9 and 12 years of age; 37.0 per cent of them were between 12 to 15 years age group and 7.1 per cent of them were between 6 to 9 years. 37.1 per cent of the children were studying 10th class. Followed by 21.7 per cent 7th class, 14.2 per cent were 8th class, 8.5 per cent were 6th class and 18.5 per cent were studying 9th class; 26.1 per cent of the children watching television 2 to 3 hours on weekdays, 21.8 per cent of them were spent 3-4 hours, 16.7 per cent of them were spent 1 to 2 hour on weekdays to watching television and only 16.2 per cent of the children were watching television 5 and above hours on weekdays. 16.7 per cent of them were purchased biscuits, 16.2 per cent of the children purchased chocolates, 15.3 of them were purchased cool drinks, 14.9 per cent of them have purchased snacks (**see table 1**). Overall, there were 437 parents respondents, 55.4 per cent of the respondents were Men and 44.6 per cent respondents were Women from the parent's profile. 60.4 per cent of the parents were private employees; 20.1 per cents were Govt. employee and only 5.5 per cent of the parents having own business. 30.6 per cent of the parents earned 30,001 to 40,000, 28.4 per cent of the parents were earned below 30,000, 21 per cent of the parents were earning 40,001 to 50,000 and only 20 per cent of the parents were earned above 50,001. 55 per cent of the parents had two children, 39.3 per cent of the parents had one child, 52.7 per cent of them were had two children and only 8 per cent of the parents had more than two children. Altogether, 80.5 per cent of parents were agreed that children pestering power impact of their purchasing behaviour and 19.5 per cent were not agreed with the statement (**see table 2**).

Measures

Initially, a structured questionnaire was used to test the quantitative analysis to assess the relationship between the proposed models. A questionnaire was prepared to examine the TV advertisement's effectiveness on children's pestering on their parents buying behaviour. The questionnaire development process used the studies of Anju Gulla and Harish Purohit, (2013); Akaka and Alden, (2010); Bamfo *et al.*, (2019), and Lavuri and Aileni, (2021); and it

was evaluated by a pilot study of 92 children's and research scholars, after a pre-test, the questionnaire were finalized with few changes to reduce the complexity for the sample population. The survey questionnaire is composed of three major sections, the first and second sections consist of demographic profiles of children and their parents, and the third section consists of 17 dimensions circulated among seven variables, such as entertainment, adverts likability, content credibility, quality of information, celebrity endorsement, children's pester power and parent buying behaviour. Each item/question in seven variables examines the different perceptions of children and their parents about the TV ads pester power and buying behaviour using five point likert scale ranging from 5-strongly disagrees to 1- Strongly agree.

Data Analysis

SPSS 23 version and AMOS 22.0 version software was used to evaluate the proposed research model. Exploratory factor analysis (EFA) was executed for extraction of the factor; SEM (Structural Equation Model) was used as an analysis tool to estimate maximum likelihood in the proposed hypotheses. The SEM had a two-phase approach (Anderson & Gerbing, 1988). Confirmatory factor analysis (CFA) was addressed in the first phase to determine the measurement model's the reliability and validity. In the second phase, a SEM was used to assess the accuracy of the model fitness and the hypothesis test to predict the relationship of dependence between the exogenous variables (predictor variable) and the endogenous variable (dependant variable) in the SEM process (Ho. 2014; and Hair *et al.*, 2015)

Ethics and Consent of Respondents

The rules and norms promote the objectives of the research to avoid errors in the analysis by prohibiting any kind of data processing, falsifying and misrepresenting. Research data were collected from children (6 to 15 years of age) and their parents, and the data were kept confidential. The researcher explained to the respondents about confidentiality in order to clarify the terms and conditions. The researcher strictly followed India's laws and regulations, including the Child Protection Act and the Consumer Protection Act. The researchers followed code of ethics. Ethics and informed consent were taken into consideration, before collecting primary data, ethical approvals were collected from children, parents and school, the sample area. Ethical considerations for the study on the impact of Television advertisements on children's pestering power and influence on their parent's purchasing behaviour. The combinations of children's consent with parental authorizations were used for this analysis with

permission and ethical acceptance. The researchers clarified and discussed with the participants. They understood the nature of the experiment and possible benefits and consequences, but when children were exposed to the study, they cannot provide informed consent because of their lack of maturity to make informed decisions. Parents helped their children during an interview process. Families informed permissions were particularly problematic in terms of examining the impact of children pestering on their purchasing behaviour. Participants in these studies were often inexperienced, poorly educated and members of discrimination affected ethnic groups. Parents might had difficulty making informed choices about their children enrolment, and the researcher explored all the problems more extensively and took parental consent and input. In this study physical, psychological and privacy risks were established and maintained. Risks were for human participants, particularly children. Those were, children had not always provided a reliable answer to the questionnaire, and sometimes it may be due to the questionnaire not understood. The replies in question risked the failure and the possibility of bias. In particular, 28 dimensions related to children in this research study. Children may have felt anxious to respond to critical questions, and an unfamiliar location is another problem for a biased response. In order to ensure the purpose of the research study, conversations with parents and children were confirmed before data collection. Participants had extra time to become acquainted with research and the environment. The researchers confirmed that all questions were answered to decrease the response rate after the collection was completed. In order to eliminate ambiguity, each respondent was asked to complete separately.

Children's and Parents demographical profile

This section shows the demographic status of the children and the profile of their parents in the sample size. Variables such as gender, age, study class, hours watching TV on weekdays, and types of products buying on TV ads (see table 2).

Table 1 Demographical status of Children's (*n=437*)

<i>Variables</i>	<i>F</i>	<i>%</i>	<i>CF</i>
<i>Gender</i>			
Male	243	55.6	55.6
Female	194	44.4	100.0
<i>Age (In years)</i>			
6 - 9 years	31	7.1	7.1
9 - 12 years	244	55.9	63.0
12 -15 years	162	37.0	100.0
<i>Class studying</i>			
6th class	37	8.5	8.5

7th class	95	21.7	30.2
8th class	62	14.2	44.4
9th class	81	18.5	62.9
10th class	162	37.1	100.0
How many hours you watch television in weekdays			
1 - 2 hours	73	16.7	16.7
2 - 3 hours	114	26.1	42.8
3 - 4 hours	95	21.8	64.6
4 - 5 hours	84	19.2	83.8
5 and above hours	71	16.2	100.0
What kind of product do you prefer to buy?			
Chocolates	71	16.2	16.2
Health Drinks	56	12.9	29.1
Instant food	53	12.1	41.2
Snacks	65	14.9	56.1
Cool drinks	67	15.3	71.4
Biscuits	73	16.7	88.1
Ice creams	52	11.9	100

F: Frequency; CF: Cumulative frequency; %: Percentage

Table 2 Demographic status of Parents ($n = 437$)

Gender				
Men	242	55.4	55.4	
Women	195	44.6	100.0	
Parents Occupation				
Private employee	264	60.4	60.4	
Govt. Employee	88	20.1	80.5	
Own Business	24	5.5	86.0	
Homemaker	61	14.0	100.0	
Parents Monthly Income Level				
Below 30,000	124	28.4	28.4	
30,001 - 40,000	134	30.6	59.0	
40,001 - 50,000	92	21.0	80.0	
Above 50,001	87	20.0	100.0	
No. of Children				
One	172	39.3	39.3	
Two	230	52.7	92.0	
More than Two	35	8.0	100.0	
Total	487	100.0	100.0	
Do children pestering power influence on your purchasing behaviour	Yes	352	80.5	80.5
	No	85	19.5	100.0

RESULTS AND DISCUSSIONS

Descriptive statistics

Descriptive statistics reveals that the mean and standard deviation of the seven variables of 17 dimensions; and results value indicated that all mean all are more than three, it showing good approval to all seven variables of 17 dimensions (See 3 Table).

Table 3 Descriptive statistics of measurement scale (N=437)

<i>Constructs</i>	<i>Items</i>	<i>Mean</i>	<i>Std. Deviation</i>
<i>Entertainment (ENT): 2 items</i>			
I find TV ads funny (humour, cartoon) and engaging (Animated) me.	ENT1	4.03	1.179
I find TV ads enjoyable (Tempo music and jingles).	ENT2	3.83	1.161
<i>Likability Advertisement (LA): 2 items</i>			
I like to have products advertised on TV ads.	LA1	3.50	1.266
I like most television ads, because ads showing favourite stars.	LA2	3.36	1.172
<i>Content Credibility (CC): 2 items</i>			
I find TV ads credible and trust worthy (TV ads believable & never lie).	CC1	3.82	1.089
I find TV ads about latest variety of products	CC2	4.01	1.018
<i>Quality Information (QI): 2 Items</i>			
I feel TV ads provide relevant product information.	QI1	3.94	1.264
I feel TV ads give new product knowledge with good informative.	QI2	4.02	1.207
<i>Celebrity Endorsement (CE): 2 Items</i>			
You buy a product if your favourite celebrity is endorsing it.	CE1	3.46	1.296
Celebrity endorsement makes you notice a product with positive image on product.	CE2	3.43	1.228
<i>Children Pester Power (CPP): 4 Items</i>			
I keep on asking or saying please, please, please unless I get it (Begging and Pleading).	CPP1	2.96	1.382
I make a direct request without explaining them any reason (Demand).	CPP2	3.05	1.355
I get mad and slam door or display anger verbally or non verbally (Anger).	CPP3	3.08	1.350
I say that everyone has it like all my friends uses it (Everyone Else)	CPP4	3.29	1.305
<i>Parents buying behaviour (PBB): 3 Items</i>			
I comply initially and then don't buy it.	PBB1	3.32	1.222
I buy some other substitute(less expensive product).	PBB 2	3.52	1.164
I don't consider his/her request.	PBB 3	3.46	1.247

Exploratory factor analysis (EFA)

An exploratory factor analysis (EFA) was carried out to evaluate the underlying variables, before the implementation of the measurement model and structural modelling (Anderson & Gerbing, 1988) in the current research study. Principal component analysis (PCA) was performed in order to extract a series of variables. All 17 variables have been reported with their communalities greater than 0.50 (See table 4).

Table 4 Communalities

	Initial	Extraction
ENT1	1.000	.867
ENT2	1.000	.843
LA1	1.000	.851
LA2	1.000	.831
CC1	1.000	.842
CC2	1.000	.822
QI1	1.000	.886
QI2	1.000	.876
CE1	1.000	.832
CE2	1.000	.828
CPP1	1.000	.781
CPP2	1.000	.680
CPP3	1.000	.628
CPP4	1.000	.537
PBB1	1.000	.784

PBB2	1.000	.704
PBB3	1.000	.761

Extraction Method: Principal Component Analysis.

The calculation of the KMO sample is a measure for the adequacy of the factor analysis to be studied. The large (0.5 - 1.0) significance makes the study of the factor acceptable. The KMO value (0.771) was more than 0.05 and Bartlett's test value ($X^2= 2866.124$; DF= 136 and $p<0.001$) was statistically significant that the factor analysis was useful (See table 5). The sphericity check by Bartlett shows the strength of the interaction between variables. The degree of significance measured was 0.000. The strength of the relation between the variables was high. Therefore, the data was reasonable to analyze the element.

The varimax pivot was monitored through 17 items relating to seven unique variables, namely ENT, LA, CC, QI, CE, CPP and PBB. All values for items were greater than 0.50 and were appropriate. It was evident that seven latent constructs and items entered with rotation sums of squared loading were shown to have a value greater than 1 and that the constructs accounted for 78.550% of the variance (See table 6).

Table 5 Rotated Component Matrix

Items	Component						
	1	2	3	4	5	6	7
ENT1				.898			
ENT2				.877			
LA1					.910		
LA2					.873		
CC1						.894	
CC2						.875	
QI1			.923				
QI2			.910				
CE1							.895
CE2							.893
CPP1	.878						
CPP2	.824						
CPP3	.782						
CPP4	.681						
PBB1		.873					
PBB2		.815					
PBB3		.867					
KMO and Bartlett's Test							
Kaiser- Meyer-Olkin of sampling Adequacy							0.771
Bartlett's Test of sphericity					Approx. Chi-square		2866.124
					df		136
					Sig.		.000

a. Rotation converged in 6 iterations.

Extraction Method: Principal component Analysis

Rotation Method: Varimax with Kaiser Normalization

Table 6 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	3.540	20.825	20.825	3.540	20.825	20.825	2.586	15.212	15.212
2	2.408	14.166	34.991	2.408	14.166	34.991	2.217	13.039	28.250
3	2.018	11.870	46.861	2.018	11.870	46.861	1.752	10.304	38.554
4	1.833	10.781	57.642	1.833	10.781	57.642	1.737	10.217	48.771
5	1.354	7.963	65.605	1.354	7.963	65.605	1.696	9.976	58.747
6	1.124	6.611	72.216	1.124	6.611	72.216	1.687	9.924	68.671
7	1.077	6.334	78.550	1.077	6.334	78.550	1.679	9.879	78.550

Extraction Method: Principal Component Analysis.

The Measurement Model

CFA is conducted using AMOS to test all the constructs under analysis using the Maximum Likelihood Technique. A reliability, convergent and divergent validity were assessed as regards the measurement model. The measurement model discusses the relationship of dependency between assessed indicators and constructs and the interdependence relationship amongst constructions (Lavuri, 2021, Lavuri et al., 2023);. In order to determine the fitness of the measurement model, the following fit indices were tested: The ratio of the chi-square to degree of freedom (X^2/df) less than 3; Root mean square error of Approximation (RMSEA) less than 0.8 for good fit and less than 0.5 for excellent fit; Goodness of Fit index (GFI) greater than 0.8 for acceptable and greater than 0.9 for good; Adjusted goodness of fit index (AGFI) greater than 0.8 acceptable and greater than 0.9 for good; Comparative fit index (CFI) greater than 0.9 for god fit and Tucker Lewis index (TLI) greater than 0.9 for god fit. The results shown that all the indices were found to fall under generally accepted standards (chi square=2.010; RMSEA=0.048; GFI=0.950; AGFI=0.922; CFI=0.964; TLI=0.950) (See table 7).

Table 7 Fit indices for measurement model

<i>Fit Indices</i>	<i>Fit Criteria</i>	<i>Indicators</i>
Chi-square (X^2)		196.980
Degree of freedom (df)		98
Chi-square/ degree of freedom (X^2/df)	<5 Acceptable; <3 Good	2.010
Root mean square error of Approximation (RMSEA)	<0.08 Good; <0.05 Excellent	.048
Goodness of Fit index (GFI)	>0.8 Acceptable; >0.9 Good	.950
Adjusted goodness of fit index (AGFI)	>0.8 Acceptable; >0.9 Good	.922
Comparative fit index (CFI)	>0.9	.964
Tucker Lewis index (TLI)	>0.9	.950

Fit Criteria adopted from: Bentler, (1990); Brown & Duck, (1992); and Lin & Wu, (2004).

Constructs Reliability and Validity

This section revealed that factor loading of standardized items (FL), composite reliability (CR), and average variance extracted (AVE) and Cronbach alpha (CA). The Cronbach Alpha test was conducted to track the internal consistency of the component in the sample to award the amount of reliability. The Cronbach Alpha values of all the study construct ranges from 0.792 to 0.851. The alpha values of study constructs were 0.832 (ENT), 0.807 (LA), 0.795 (CC), 0.851 (QI), 0.792 (CE), 0.811 (CPP) and 0.820 (PPB). These values are above the threshold of 0.70 (Hair *et al.*, 2015; Lavuri, 2022, Lavuri et al., 2022). Convergent and discriminant validity are the integrity of the constructs. Composite reliability (CR), factor loading, and average variance extracted (AVE) are used to determine convergent validity. All the constructs dimensions of the standardized loading factor ranged from 0.573 to 0.961, which is estimated to be greater than 0.50 (Hair *et al.*, 2015). The composite reliability of all constructs ranged from 0.792935 to 0.832074, and the average extracted variance (AVE) values ranged from 0.531677 to 1.063354, and these findings are consistent with the agreed range proposed by Hail *et al.* (2015) and thus convergent validity confirmed (**Table 8**). Along these lines, all the constructs in the study demonstrated the appropriateness of discriminant validity, as it was found that the square root of the Average Variance Extracted of each of the constructs in the analysis is greater than the squared correlation of the constructs (Hair *et al.*, 2015) (**See Table 9**).

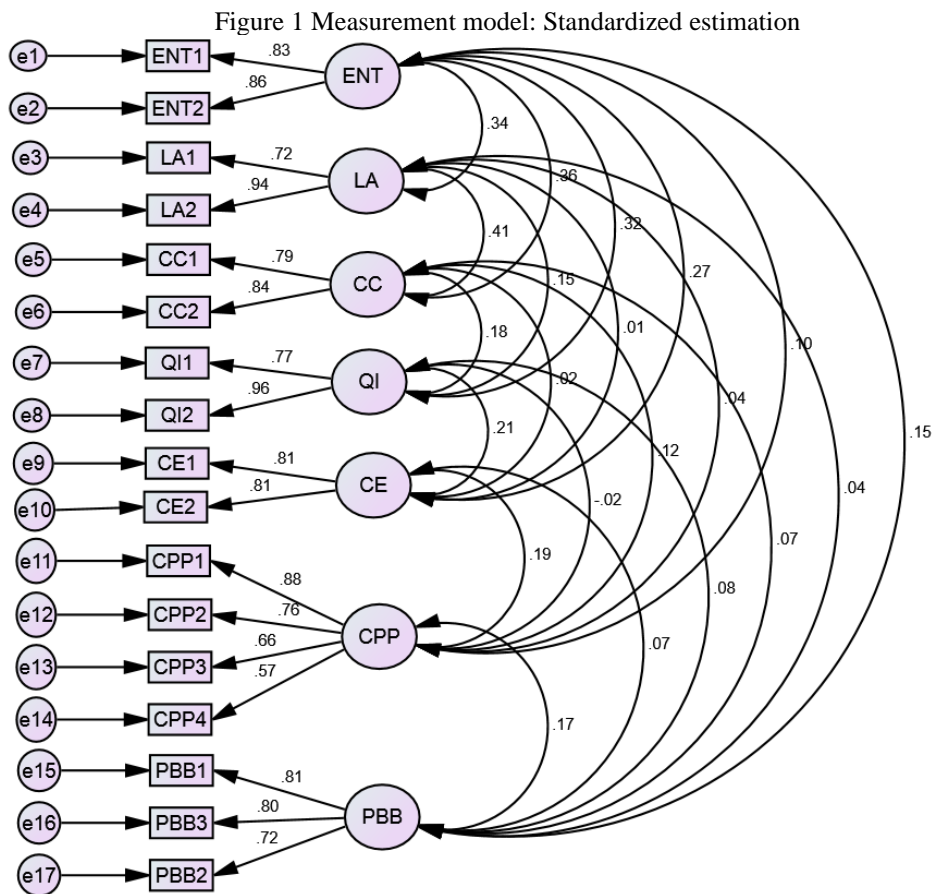
Table 8 Reliability and Validity of the study

<i>Items</i>	<i>Variable</i>	<i>FL</i>	<i>CR(>0.6)</i>	<i>AVE(>0.5)</i>	<i>CA (>0.7)</i>
ENT1	<-----ENT	0.832	0.832074	0.71248	.832
ENT2		0.856			
LA1	<-----LA	0.719	0.823067	0.6623345	.807
LA2		0.943			
CC1	<-----CC	0.790	0.796737	0.6569125	.795
CC2		0.837			
QI1	<-----QI	0.771	0.792935	0.758981	.851
QI2		0.961			
CE1	<-----CE	0.809	0.861557	1.063354	.792
CE2		0.812			
CPP1	<-----CPP	0.883	0.815760	0.531677	.811
CPP2		0.761			
CPP3		0.663			
CPP4		0.573			
PBB1	<-----PBB	0.813	0.821184	0.605609	.820
PBB2		0.716			
PBB3		0.802			

Note: FL: Factor Loading; CR: Composite reliability, AVE: Average variance extracted, CA: Cronbach Alpha

Table 9 Discriminant Validity of Measurement Model

	<i>ENT</i>	<i>LA</i>	<i>CC</i>	<i>CE</i>	<i>QI</i>	<i>CPP</i>	<i>PBB</i>
<i>ENT</i>	0.844085						
<i>LA</i>	0.34	0.813839					
<i>CC</i>	0.358	0.414	0.810501				
<i>CE</i>	0.268	0.008	0.022	0.871195			
<i>QI</i>	0.317	0.147	0.182	0.214	1.031190		
<i>CPP</i>	0.102	0.044	0.116	0.187	-0.022	0.729161	
<i>PBB</i>	0.153	0.041	0.069	0.074	0.081	0.172	0.778209



Structural model

The Structural Model was based on the estimation of the measurement model. The structural model confirms the association between latent / constructs variables themselves. The results of the study demonstrate that all the relevant indices match within reasonable range between the suggested model and sample data. The outcome of structural equation model (SEM) reveals a chi square of 1.975; RMSEA of 0.047; GFI of 0.948; AGFI of 0.923; NFI of 0.930; CFI of 0.964; TLI of 0.952; RFI of 0.908 and IFI of 0.964, all the data results found to

be reasonably fit as per the recommended level by Hair *et al.*, (2015) and Lavuri, (2021), Lavuri *et al.* (2023) (See table 10).

Table 10 Fit indices for measurement model

<i>Fit Indices</i>	<i>Fit Criteria</i>	<i>Indicators</i>
Chi-square (X^2)		203.428
Degree of freedom (df)		103
Chi-square/ degree of freedom (X^2/df)	<5 Acceptable; <3 Good	1.975
Root mean square error of Approximation (RMSEA)	<0.08 Good; <0.05 Excellent	.047
Goodness of Fit index (GFI)	>0.8 Acceptable; >0.9 Good	.948
Adjusted goodness of fit index (AGFI)	>0.8 Acceptable; >0.9 Good	.923
Normal Fit index (NFI)	>0.9 Acceptable	.930
Comparative fit index (CFI)	>0.9	.964
Tucker Lewis index (TLI)	>0.9	.952
Relative Fit index (RFI)	>0.9	.908
Incremental Fit Index (IFI)	>0.9	.964

Fit Criteria adopted from: Bentler, (1990); Brown & Duck, (1992); and Lin & Wu, (2004).

The results of SEM

The present research is based on the assumed model, which examines influence of the TV advertisement on children's pestering power and influence of pestering power on their parents buying behaviour, and research proposed model refers to figure 3.

Figure 3: Structural model: Standardized estimates

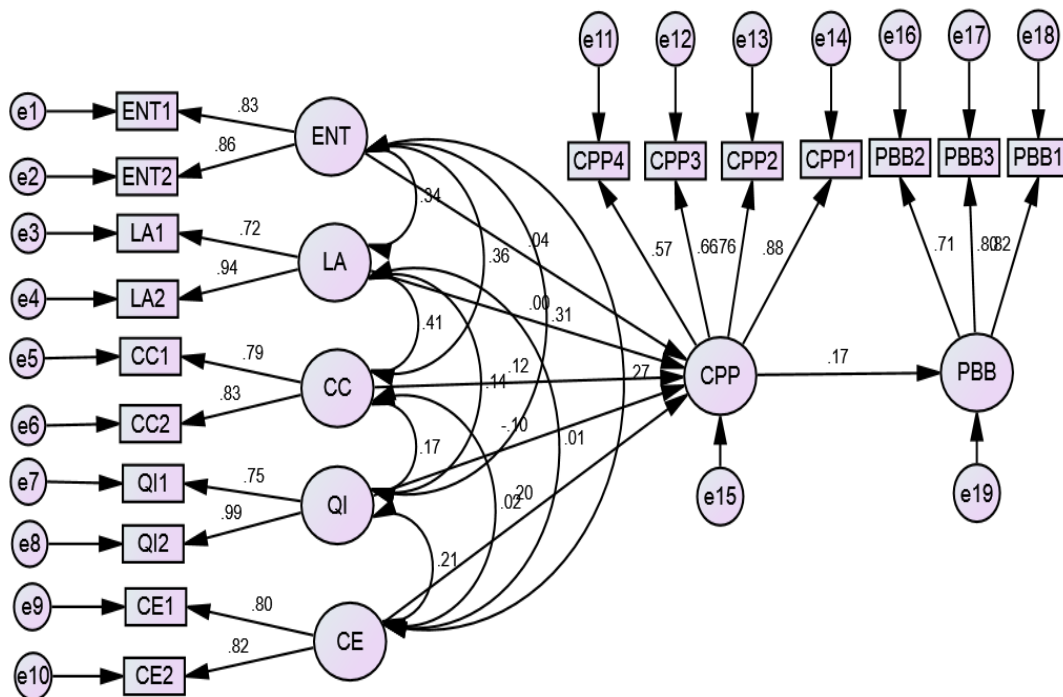


Table 7 Standardized Regression weights and P-values

Hypothesis	Path	Estimate	SE	CR	P	Results
<i>H1a</i>	ENT ----> CPP	.034	.052	.653	.014	Accepted
<i>H1b</i>	LA ----> CPP	-.003	.042	-.079	.037	Accepted
<i>H1c</i>	CC ----> CPP	.102	.060	1.701	.009	Accepted
<i>H1d</i>	QI ----> CPP	-.062	.036	-1.718	.046	Accepted
<i>H1e</i>	CE ----> CPP	.146	.048	3.026	.002	Accepted
<i>H2a</i>	CPP ----> PBB	.192	.064	2.992	.003	Accepted

Note: ***: $p < 0.001$; **: $p < 0.01$; *: $p < 0.05$.

The path analysis findings shown in Table 7 with the aid of coefficients and p-values that most of the hypotheses (*H1a* to *H2a*) were accepted at $p < 0.001$, except for *H1a* i.e. ENT - ---> EC, ($\beta = 0.034$; $p > 0.001$) and *H1c* i.e. CC---->GA ($\beta = 0.102$; $p > 0.001$) in the integrative model of current behavioural research. The study reported that Likability of advertisements (*H1b*: $\beta = -0.003$, $p < 0.001$), quality information in TV advertisements (*H1d*: $\beta = -0.062$, $p < 0.001$), and Celebrity endorsement (*H1e*: $\beta = 0.146$, $p < 0.001$) had a statistical significant impact on children's to pestering power. Entertainment, content credibility and celebrity endorsement had most significant predictors, impact on children's to pestering. Children pestering power (*H2a*: $\beta = 0.192$, $p < 0.001$) had a positive and statistically significant impact on their parent buying behaviour (See Table 7).

CONCLUSION AND DISCUSSIONS

This research paper with considerable groups of children and their parents was to study the effect of TV Ads on children's to pestering and its influence on parents buying behaviour. This study considers various variables like entertainment, advertisement likability; content credibility, celebrity endorsement and quality information were discussed in the present study. Research results showed that advertising entertainment had been statistically demonstrated and had an effect on the pestering power of the children (Anju and Harish, 2013; and Goldberg and Gorn, 1978). If the advertisement appeals to children, most children will choose to buy an advertised product (Bamfo *et al.*, 2019; and Chan, 2003); The quality of the content (Bamfo *et al.*, 2019; and Dutta- Bergman, 2006) was vital to advertising success and had a statistically significant effect on Children pestering power; the main objective of the advertising to educate customers of high-quality consumer information and promote purchasing behaviour properly (Bamfo *et al.*, 2019 and Dutta-Bergman, 2006); the endorsement of celebrities is extremely important in TV Ads. These will draw market interest and increase the loyalty of customers (Bamfo *et al.*, 2019 and Effah, 2016); children ages between 6-15 years

had a significant impact by TV advertisements (Bamfo *et al.*, 2019); and also, children pestering power to have a good influence on their parents buying behaviour (Anju and Harish, 2013).

The study found, TV ads had significant impact on children's' pestering power and in turn parents purchase at various stages of the decision-making process. The study will help marketers and advertisers to develop an effective marketing approach; help academics gain a deeper understanding of their situation and make society awareness of the family relations to overcome pestering activities of children.

CONTRIBUTION TO THE RESEARCH STUDY

Contribution to Knowledge: This research study has applied to the various areas of the family, education, marketing and TV advertisements in general. This will also provide context information and reference for interested researchers in this area of study. Research helped to meet the inherent desire and increase awareness on the untapped market for children's. Although many papers found on TV ads influence buying process, no empirical studies. The model was developed on it. Socio-economic environment of the family and child dynamics have changed drastically (McNeal, 1998; McNeal and Zhang, 2000; Valkenburg, 2001).

Contribution to the family: The study helped to understand the effects of TV advertising on the pestering of children and its effects on their parents buying decision process, which helped parents to spend time with children, a socializing environment for children.

Contribution to the academics: This analysis helped the researcher to classify the topic: kind of TV ads, kind of music, children age, IT knowledge, various approaches, bargaining skills impact on pestering children to persuade their parents to buy.

Contribution to the market and to the advertisers: It helped marketers to make strategic placing of their ads with good communication and branding, at different phases of child and parent acquisition; and recognize their position in different categories of products.

MANAGERIAL IMPLICATION AND BUSINESS CONTRIBUTION

This research can be seen as a primary attempt that has significant implications for services marketing theory and practice. The results help to determine the effectiveness of TV ads, influence factors on pestering power, children's psychology. In this time of technological development, children are paying a lot of attention and the position of parents is becoming more

and more crucial. The socio-economic status of parents is an important part of the procurement process. People from different cultures have different opinions about the products. Marketers should focus on different advertising mediums, which found children to be the main spectators and to influence the buying behaviour of their parents, and focus on various product categories, which are more widely purchased by parents and children. *Contribution to Anthropology:* Anthropology is a study of people's diverse culture, the physical, psychological features of population, and how they evolve slowly. In the current study, 478 respondents were selected randomly from the newly established two States of India; to find out the effect of TV advertising on children's pestering power and influence on parents' purchasing behaviour. The above one is social and cultural anthropology which discusses on the attitudes, values, social interactions, income levels, gender behaviour, family structure and purchasing behaviour of the parents and children, with their specific social and cultural groups. The findings of the work are useful for future study for anthropologists.

Contribution to Psychology: The study understand the psychological behaviours of children and their parents, such as perceptions, attitudes, beliefs and behaviours, as they come from diverse social and cultural contexts. Marketers should understand the impact TV ads on children pestering power and parents reactions. This study helps to understand how children were attracted TV ads, new product information, pestering impacts on parents. This research would strengthen the advertisers and advertising strategies.

Policy contribution: The findings were the impact of TV advertising on child pestering power and its impact on parent purchasing behaviour. TV ads influencing children on unhealthy food and diet timings. Government can make regulatory controls on advertisers and manufacturers. Find out the relationship between TV ads aimed at children, and ads impact on Psycho/ violent behaviour (Ex. Comics) that make conflicts within the family. These outcomes will be useful for policymakers and parents. Parents must watch TV with children and discuss TV programs and how they differ from children targeted TV advertising. A regulatory body to control TV advertising, Ads air timings, and number of Ads per hour, especially aimed at children, to groom future best citizens of a country.

FUTURE RESEARCH

Finally, future research should explore the effect of TV ads on children's pestering power on other networks; investigate whether and to what extent TV ads and web advertisements effect

on the pestering of children. Along these lines, Visual advertising mediums quickly capture children's interest. Here researchers can investigate possible connections between non-visual and visual content through advertisements. Future research might study the effect of other factors such as economic status, peers, socio cultural issues and different types of Medias. Another possibility would be to include other variables such as mental involvement and time constraint. This study can be on longitudinal based, Gender based, single child/ multi children based, rural and urban based, cultural based, in English medium with other local medium schools, on different product categories, studied in other States of India, compare with other neighbouring countries. From marketing view, further research can be using different types of marketing strategies; Develop models, triangulation and generalisation using advance statistical tools viz., CFA, EFA, Path coefficients, SEM etc.,

LIMITATIONS OF THE STUDY

Though every care was taken and all intervening factors considered, still, the following limitations were inevitable. The study was confined to only six selected cities of AP and Telanagna States of India. The study was carried out on a certain period and hence it was influenced by prevailing factors during the period. The study was the result of non-probability sampling, sample size, considered to enable smooth conduct and hence was not total representation of the whole and that does not necessarily generalize the findings of the analysis. The current study focuses on children with aged 6-15 years aged; has some limitations that provide some areas of inquiry for future research. Future studies could examine the impact of TV advertisements on other targets audience, such as generations X, Y and Z, in order to generalize the results obtained in this research to other populations. In addition, there is a need to conduct research regarding personality characteristics of different aged children and other consumers and it will definitely help practitioners in improving their marketing strategies regarding products sales. The present research was conducted in South India, so the results were not easily generalizable to other markets. Future studies could replicate this work in North India, Asian countries and Western countries to test children's pestering power. Further studies could investigate the role of cultural differences in the impact of TV ads on children's pestering power and other consumers. Based on these findings, the future cross-cultural investigations on the TV ads impact on children pestering behaviour could show significant differences between these other populations and, in particular, that TV Ads has an ambiguous impact on Indian

cultures relative to other country cultures. The research was carried out on the basis of self-funding. Since the budget and the time for analysis were small, both data and resources were restricted. This was very restricted. Therefore, the result of this research may be a secondary source for further studies.

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CONFLICTS OF INTEREST

The authors declare that they do not have a conflict of interest

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