



Television Advertising and Consumer Response

By N. Kapoor

Mittal Publications, New Delhi, 2003. N.A. Book Condition: New. Xvi+226pp The various influences television has on children have been studied extensively in a number of countries, such as US, UK and Australia. In the Indian context, the available research on the subject and especially on the influence of TV advertising on children's buying response is still limited. The present book is intended to fill this vacuum. It provides comprehensive data and a rationale to arrive at a more definitive verdict about the influence of TV advertising on children's buying response within the context of parent-child interaction. The primary goal of the current study is to learn about the role of television advertising in the children's acquiring relevant skills, knowledge and attitudes required for their role as consumers in the marketplace. It was found that early parent-child interaction was a key element if parents did not want their child to be affected adversely by TV ads. Parents have a responsibility to teach their child about the realities of the commercial world. They play a crucial role in determining what their child learns from TV ads as they supplement the information provided in them. Television should be included in the school curriculum...



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