

## A CONTENT ANALYSIS OF REPEATED ADVERTISEMENTS ON KID'S TELEVISION

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### *Abstract*

*TV advertisement is considered as one of the most efficacious medium to impact the children. Today an advertisement is played a major role to reach the target audience. Advertisers use paid public presentations of goods and services in a variety of media to influence consumer's attention and in purchase the products. Children are prone to 40,000 advertisements in every year. Statistics estimate that advertising and consumerisms significance in children's lives. On an average 8–13-year-old is watching three and half hours of television per day Hu Jia et al. (2021). One of the Indian study conclude that 'Children's perceptions and awareness towards the goods and product is getting stronger and stronger day by day due to the repetition of the TV advertisements, the repetition of the television advertisements causes very strong impact on the mind of children (Mannya jain,2021). With this background, the current study is going to study, how advertisers used children in their advertisements and the product usefulness. For that purpose, the researcher adopted qualitative approach and focused on content analysis of the products in the advertisements telecasted by the popular kid's channel. Totally five advertisements has been selected as samples for the study. The study concluded that children have been used as a way to approach rational and emotional appeals to a large number of audiences. They have been portrayed as cute, innocent, and dependent. Most of the repeated products advertisement is for high-sugar food or snacks, which will not going to help get a good health.*

**Keywords:** *Children, Television, advertisement, content analysis.*

### **INTRODUCTION**

Advertisement is a type of paid communication. Its primary mission is to inform or educate people about various goods, services, and concepts. All age groups are concerned about the effects these commercials have, both positive and negative. Modern society's economic structure is dominated by advertising. Additionally, the idea of social representations—a system of principles, beliefs, and customs that fulfil a purpose—predominates. The two primary goals of advertising are to: 1. Help people give meaning to the material and social environment; and 2. Offer a system for clearly identifying and categorizing the many elements of the world in order to facilitate communication. Advertisements can take any shape based on the medium: print, audio, or visual. Both consumer and industrial products are possible. Direct and indirect acts are used by marketers to connect with consumers. Direct action employs promotional strategies including discounts, raffles, freebies, coupons, and other incentives with the goal of eliciting an immediate response in a brief amount of time. On the other hand, indirect

action employs image and brand to improve people's perception of the organization; it is long-term in nature and does not require an immediate response.

The purpose of product advertising is to educate consumers and generate demand for the advertised goods. They provide details on the product's characteristics, benefits, pricing, and usage. It has a three-stage life cycle that forms: 1. Overview 2. Phase of growth; and 3. Phase of maturity. On the other hand, consumer advertising uses slogans in messaging and is directed towards the end user.

In 1780, it all started with an advertisement in Hickey's Bengal Gazette. As a result, Horlicks became the first malted milk in the eighteenth century. In 1950, as industrialization reached its peak, mass production and "India centric advertising" resulted.

Cinema advertising first appeared in 1956 and consisted of two-minute films. By the 1960s, Indian agencies had taken the lead in this sector. The 1970s saw a rise in lifestyle advertising. When commercial television first debuted in 1976, it included a Vichitra Sarees advertisement. By 1976, the advertising sector in India had grown from 100 million in 1955 to 1600 million. By the 1990s, websites had become virtual thanks to Internet marketing and websites.

### **CHILDREN IN THE ADVERTISEMENTS**

The origin of a child model is tied to the development of visual media. By having a human being pose for something, they could obtain better results than when working from imagination or memory.

Concerns regarding children's exposure to advertising are common among Americans. Given the surge in children's television programming and Saturday morning cartoons over the past thirty years, we have a tendency to believe that advertisements aimed at children are a relatively new phenomenon. But in the early 20th century, advertising began marketing directly to children instead of their parents. Positive product images were published in children's books by companies such as Heinz and Palmolive. Companies like the Winchester Rifle Company started holding competitions in the 1910s to promote the use of their products, and by the late 1920s, children could join "clubs" where they could win rewards and rise in social standing if they used the product more frequently. Certain firms advertised their products on sponsored radio programs and even in schools, taking advantage of the authority of school administrators to provide an implicit endorsement.

By the middle of the 20th century, there were numerous avenues for advertising to reach kids. Most American homes had televisions by this point, and in 1953 the first preschool-only television programs, "Baby Sitter" and "Ding Dong School," debuted. Businesses placed advertisements for games, bicycles, and other products on the rear of well-known comic books. Cookbooks were released by food corporations, such as Imperial Sugar, to instruct kids on how to prepare meals using their products. McDonald's used cartoon-like characters in its first print advertising campaign in 1962 in an effort to appeal to young people. Advertisers sought guidance from the most recent psychology studies to target youngsters, who were categorized with teenagers and young adults in the "youth" market until the

1960s, when interest in young consumers grew. The industry has become even more segmented, with kids being divided into two-year age categories like "tweens" or "explorers." (Rare Book Room Hallway Cases, 2011)

Hence, some consumer advocacy groups thought that children's advertising had gone out of hand by the middle of the 1970s. The Better Business Bureau established a 'Children's Advertising Review Unit' in response to consumer concerns in order to better self-regulate how children were marketed. Well-known children's advocate, Peggy Charren, testified before congress in 1979 stating that "children's advertising should be considered, per se, an unfair commercial practice." (Rare Book Room Hallway Cases, 2011).

Today advertisements can be found on TV, YouTube, apps, radio, billboards, magazines, movies, the internet, online games, text messages, social media, and more for children to encounter. Additionally, children are susceptible to the effects of advertising. Advertisements aim to persuade to think differently or to reconsider a position. Additionally, marketers constantly try to present their goods as better than they actually are.

Based on the study of 'Brand logo recognition by children aged 3 to 6 years. Mickey Mouse and Old Joe the Camel' by Fischer et al., (1991), found that the children demonstrated high rates of logo recognition and recognition rates increased with age. Approximately 30% of 3-year-old children correctly matched Old Joe with a picture of a cigarette compared with 91.3% of 6-year-old children. They concluded that very young children see, understand, and remember advertising. Given the serious health consequences of smoking, the exposure of children to environmental tobacco advertising may represent an important health risk and they recommended that 'children and advertisements should be studied further'. Another study by Frederick J. Zimmerman and Janice F. Bell (2010) states that "Commercial television pushes little children to eat a large quantity of those foods they should consume least: sugary cereals, snacks, fast food and soda pop".

With technology being advanced and accessible to almost every individual, it is highly impossible to avoid or escape the visual advertisements in media. Media emphasize the lifestyle of people and can also manipulate the audience by creating a huge impact. Children are now being exposed to media, just like adults.

Children can now watch advertisements with children of same age acting. This results in excitement and overjoy which encourages them to purchase the product. Television ads create great attraction and seek attention of the children and influence them to buy the products. Companies portray children in ads to target children because they are worth billion in sales.

Many studies claim that exposure of foods advertisements have a direct effect on children's health. There is a link between exposure to commercial food with child obesity and other problems for children worldwide. The commercials include products that are high-fat, high-sugar, high-salt snacks and foods. Marketing firms & advertisers are looking to a younger demographic, increasingly targeting tweens and

younger children. Today, companies spend nearly \$17 Billion annually marketing to kids. Being exposed to so many commercials, kids start to recognize brand logos. At age one, they start following their cartoon promo partners. By the age of three, they start to believe that brands communicate their personal qualities.

Majority of food product ads seen on TV are of poor nutritional content. To promote foods to children, the use of persuasive marketing techniques in Television ads has been used. Studies prove that promotional characters, celebrity endorsers and premium offers were used more frequently to promote non- core food than core foods.

## METHODOLOGY

With the aid of the previous studies, the current research concentrated on how advertisers used children in their advertisements and the product usefulness. For that purpose, the researcher adopted qualitative approach and focused on content analysis of the products in the advertisements. The sample selected from a popular kids channel 'Nickelodeon', during the period from 12<sup>th</sup> March to 18<sup>th</sup> March 2022. The advertisements were selected during primetime telecast, and based on most common repeated food advertisements that portrayed kids. Totally five advertisements has been selected as samples for the study. Namely, Tata Soufull Ragi Bites, Alpenlible , Eclairs , Candyman Fantastik , Alpenlible Choco fills , Yakult. The main objective for the study is to analyse Television food ads displayed in Kids channel "Nickelodeon" during the prime time. Based on that the researcher going to investigate, how food advertisements portraying children in television, what are the factors that persuade children into buying products, what are the character attributes of food advertisements telecasted by the Nickelodeon television and how the symbols used in the food advertisements to target children.

## RESULTS

Data were collected for around one week and five advertisements such as Tata Soufull Ragi Bites, Alpenlible , Eclairs , Candyman Fantastik , Alpenlible Choco fills , Yakult. All these products were most of chocolaty fills and also included more than one child portrayal.

### ***1. The Tata Soufull Ragi bites portray themselves as:***

We love Ragi. We've made that abundantly clear. However, we also like other good and healthy things that multiply the goodness! Not just grains. We use super grains! , Environmental friendly products, Zero preservatives and additives, Rich in Calcium, protein and Fibre, No maida, Trans fat or cholesterol. The variables that have been used are special effects, mascots, one line punch to help easily attract the children. A timeline began for Tata soufull bite is in 2011. Ragi bites was born in 2013. Ragi Bites snacking range is in 2015, in 2016 the products expended Kerala, Andhra Pradesh, Tamilnadu,

Maharashtra and NCR. In 2020, launched Ragi bites baked snakes. Tata soulfull ragi bites has gained much interest amongst the children with the help of a child actor, a mascot and the tempting chocolaty colours.

Decoding the red coloured mascot- is the Universal meaning of the colour red is represents violence, anger, and aggression, and it is frequently associated with danger. Red, despite being a colour associated with action and energy, is universally used to mean "stop." Professionally, red is used to draw attention, elicit emotion, and convey confidence. The meaning associated with Indian culture that red color is extremely important in Indian culture. Red represents love, dedication, strength, and bravery. These associations with red stem from Hindu religious beliefs. Though, the Tata Ragi bites claims to have health benefits on the children, the sugar added in the product can affect the health of the children. Too much sugar in childhood, like too much of anything else, can lead to unhealthy cravings as children grow older. Sugar in excess can lead to obesity, which increases a child's risk of developing high blood pressure, elevated cholesterol levels, and type 2 diabetes (a condition in which the body's response to insulin is unregulated).

Several research articles also prove the negative effects of the sugar amongst the children.

Nutritional Information (Typical values)		
Serve size: 50 g	Servings per pack: 5	
	Per 100 g	Per serve % RDA
Energy	437 kcal	10.93
Protein	7.5 g	
Carbohydrate	79.1 g	
Total Sugars	25.5 g	
Added Sugars	25.0 g	25.0
Dietary Fibre	6.2 g	
Total Fat	10.1 g	7.54
Saturated Fat	5.1 g	11.59
Trans Fat	0.0 g	0
Cholesterol	0.0 mg	
Sodium	189 mg	4.73
Calcium	292 mg	



## 2. Alpenlibe

Alpenliebe is a hard candy brand launched by the company Perfetti Van Melle in Europe during the 1970s. The word literally means "Alpine love" in German language and the brand owner company was formed with the merger of two renowned confectionery brands of the world, Perfetti from Italy and Van Melle from Netherland in 2001.

The company is headquartered in Schiphol at Netherlands and is the third largest confectionery brand in the world. It has over thirty subsidiary companies, and it manufactures and supplies its wide range of products in over 159 countries all over the world.



Alpenliebe was launched in India originally in three distinct flavors – cream strawberry, rich milky caramel and chocolate. PVMI (The Indian arm of the company was named Perfetti Van Melle India - PVMI) had a clear vision and experienced leadership in Sameer Suneja as the Managing Director of the company along with strategic partnerships with McCann, OgilvyAvasthi for distribution and marketing of its products. When PVMI entered the confectionery market in the mid-1990s, they estimated a total market turnover of around 300 crore Rupees with little focus on quality and variety. So, the focus of the company was also to expand the total market size apart from acquiring a sizeable share of the revenues. These multi-pronged approaches aided with successful partnerships and strong leadership resulted in Alpenliebe becoming the highest revenue earner among many brands offered by PVMI in India, along with it becoming the number one sugar confectionery brand in the country by the start of the second decade of the 2000s.



### **Alpenliebe éclairs**

With an aim to further innovate and provide consumers with unique differentiated offerings, the brand has introduced a new coffee Choco flavored Eclairs - Alpenliebe Eclairs Plus Coffee in partnership with BRU Instant, from the house of Hindustan Unilever Limited.

This will offer consumers the rich coffee taste and aroma of BRU coffee, combined with Choco flavor, and will further boost the consumption of Eclairs in the Indian market. Priced at Rs 1, the new Alpenliebe Eclairs Plus Coffee will be available at retail outlets starting March 2022.

Alpenliebe attracts the 90's kids by its caramel candy and by their crocodile ad. We were one among the 90's kids, we took coins from mom's kitchen masala boxes and bought candies. We wouldn't find it interesting unless you were one of the 90's kids. But in 2020, the 90's kid who loved-Alpenliebe still exists and we are going to explore the same Alpenliebe candy.

This food product does not specify which sugar has been used. This is important because different sugars have different metabolic effects. For example, Sucrose (Cane Sugar) is very different from Fructose (Fruit Sugar). Some foods use high fructose corn syrup which may be harmful in much lower quantities than sucrose. We believe that it is not responsible behaviour for a brand to not clearly state what ingredients have been used. Sugar is a carbohydrate found naturally in a host of different foods from lactose in milk to the fructose in fruit and honey. In fact, we need some sugar in our diets to supply

ready energy to fuel our muscles and keep our brains active. The problem is that many processed foods have added sugar which supplies energy in the form of calories – and very little else. This means our body has to draw on the nutrients from the rest of our diet to process it and this can affect our health, including our immunity – leaving us more prone to bugs and colds. A high intake of sugar causes our blood sugar levels to shoot up, giving us that feel-good ‘high’ followed by a crashing slump which leaves us tired, irritable and craving more sugary foods. It’s a vicious cycle that may be contributing to our weight problems as well as health concerns like diabetes and heart disease.



### 3. Candyman

Paul Baker’s idea back in 1947 was just to go to candy making school to learn a few candy making tricks. He had no great visions of what was to become. “Making candy was always something I just messed around with,” he said. Those tricks and a few ideas of his own led to the beginning of Candyman as we know it today.

#### *Candyman Fantastik*

Candyman is a celebrated brand name for Confectionery from the house of ITC Foods. The brand has endorsed multiple products - Choco Double Eclairs, Toffichoo, FruiteeFunn, Crème Lacto& Crunchy to name a few. It has delighted kids and adults with its sweet offerings. The most recent offering is Candyman Fantastik - Center filled wafer biscuits

It was likely cultivated by the Olmecs and Maya peoples about 2,500 years ago. By about 2,000 years ago, the Maya were experienced cacao bean farmers, and were fond of grinding them up for a refreshing hot beverage. Aztecs later continued this love of chocolate, and the Spanish then discovered the drink in the 1500s and passed it around the world.

There are three main varieties of cacao bean: Criollo from Latin America, Forastero from Africa, and Trinitario from the Caribbean. Forastero accounts for about 90 % of all cacao beans, with Criollo and Trinitario making up the rest.

Chocolate is high in calories, so you need to enjoy it in moderation. You can have about 1 ounce of dark chocolate no more than three times a week. Bars of chocolate are difficult to measure because the sizing is so variable, but to help with portions, look at the packaging to see how many ounces are in that bar. If the bar measures 3 ounces, eat no more than one-third of it in one sitting and then wait a couple of days before enjoying more. Beware of extra ingredients added to the chocolate that can take away some of the health benefits, too, like caramel and marshmallows. There are trace amounts of Trans fat found in most oils. Labeling laws tend to make this issue confusing, as in the U.S. where FDA regulations allow nutritional labeling to state "0 grams" when the amount per serving is less than 0.5 grams. (In fact, that link implies that manufacturers are actually required to state "0g" when the amount is less than 0.5 grams per serving, presumably rather than saying "0.1g" or whatever. I don't know if that's true.) A decade or more ago, many foods (including chocolate) often contained significant amounts of partially hydrogenated oils (often as high as 50% Trans fats by weight). Many US manufacturers have since dropped the usage of hydrogenated oils or lowered the amounts so that the serving size ends up under the 0.5g threshold for reporting.

#### **4. Alpenlible Choco fills**

As a trusted brand with European roots, Alpenliebe is known for its exceptionally smooth and creamy, melt-in- your-mouth qualities.

Alpenliebe was first introduced in India in three distinct flavours: cream strawberry, rich milky caramel, and chocolate. PVMI had a clear vision and experienced leadership in Sameer Suneja as the company's Managing Director, as well as strategic partnerships with McCann and Ogilvy Avasthi for product distribution and marketing.

Alpenliebe candies and lollipops offer a unique product experience. The rich and smooth milky taste appeals to the sweet tooth of both kids and adults. Its extensive flavour range, remarkable smooth texture and high-quality packaging make Alpenliebe irresistible for everyone.

Available in almost 30 countries throughout the world, Alpenliebe is the preferred candy in China, India and other European and Asian markets. It comes in a large variety of textures, flavours and pack sizes.

Although research suggests that even low levels of lead in the body can be harmful to children, chocolate consumption in small amounts is unlikely to cause lead poisoning. According to some studies, lead can bind to cocoa shells and cause contamination during the manufacturing process.



## Nutrition Facts

Serving Size 100 gm

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**Amount Per Serving**

**Calories 447.2**

	Daily Value	%Daily Value*
<b>Total Fat</b>	16.6 g	<b>25.54%</b>
Saturated Fat	13.3 g	<b>66.50%</b>
<i>Trans Fat</i>	0.02 g	
<b>Total Carbohydrate</b>	70.5 g	<b>23.50%</b>
Sugars	30 g	
<b>Protein</b>	3.95 g	<b>7.90%</b>

\* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g



## 5. Yakult

The production of Yakult (pronounced YAA-kult) began in the 1930s, after founder Dr. Minoru Shirota successfully cultured a specific strain of bacteria (known as *Lactobacillus casei* strain Shirota, or LcS) that has been shown to improve gut health. But the seeds of such an idea were planted decades before. Dr. Shirota was born in 1899 in the small town of Iida, in the rural Nagano prefecture of Japan, where he witnessed outbreaks of infectious diseases like cholera and dysentery while growing up. According to Yakult, Shirota was motivated by this and decided to pursue a career in medicine [PDF]. In 1921, Shirota entered medical school at Kyoto Imperial University (now Kyoto University) and eventually earned his doctorate. Shirota was particularly focused on preventive medicine, and doing research on bacteria and microorganisms that could bolster a person's health and reduce the occurrence of common illnesses, which were linked to poor hygiene and nutrition. During his research, he discovered that lactic acid bacteria help control bad bacteria in the gut. A specific strain of bacteria that was strong enough to survive a person's digestive acids and reach the intestines alive, providing digestive health benefits in the process.

Five years later, in 1935, Shirota introduced an affordable fermented drink bolstered by this healthy bacterium to the Japanese market. He named his new drink Yakult, which comes from the Esperanto word *jahurto*, meaning yogurt, and it was part of Shirota's vision of helping improve the health of people all over the world.

Although the original recipe has been changed over the years, Yakult's primary ingredients still include water, skimmed milk, glucose, sugar, and of course, LcS. The actual flavor of the drink is a little harder to nail down. While the drink is fruity and somewhat milky, people have

described its taste as "yogurt-y," while others consider it to be "sweet and sour," and detect notes of peach, citrus, and even apple. For what it's worth, Yakult's UK website described the flavor as "citrus and vanilla."

### Ingredients

Yakult ingredients are water, skimmed milk, glucose-fructose syrup, sucrose, and live *Lactobacillus casei* Shirota bacteria. The strain was originally classified as being *Lactobacillus casei* but in 2008 it was reclassified as belonging to *L. paracasei*. Yakult is prepared by adding glucose to skimmed milk, and heating the mixture at 90 to 95 °C for about 30 minutes. After letting it cool down to 45 °C, the mixture is inoculated with the lactobacillus and incubated for 6 to 7 days at 37 to 38 °C. After fermentation, water, sugar, gums and lactic acid are added.

### Health claims

Delivery of Yakult drinks on a Yakult-branded bicycle in Fukushima City, Japan, 2009

In 2006, a panel appointed by the Netherlands Nutrition Center (Voedingscentrum) to evaluate a marketing request by Yakult found sufficient evidence to justify claims that drinking at least one bottle of Yakult per day might help improve bowel movements for people who tend to be constipated, and might help maintain a healthy population of gut flora. In 2010, a European Food Safety Authority (EFSA) panel denied a request by the company to market Yakult as defending the upper respiratory tract against pathogens (in other words, protection against diseases like the common cold), finding the claim not supported by the evidence. In 2013, the UK Advertising Standards Authority disallowed an advertisement for Yakult in response to a complaint. It found that while there was sufficient evidence for the claim that "significant numbers of viable [*Lactobacillus*] survived transit to the gut [after consumption of Yakult]", the advertisement had made claims of general health benefits without providing a specific, referenced claim, as required.

NUTRITIONAL INFORMATION* PER 100 g OF PRODUCT	
ENERGY (kcal)	494
PROTEIN (g)	8.9
CARBOHYDRATE (g)	67.6
OF WHICH SUGAR (g)	46.2
FAT (g)	20.9
TRANS FAT (g)	0.18
SATURATED FAT (g)	10.7
*APPROXIMATE VALUES	



## CONCLUSION

The current study concluded that most of the advertisements in the kid's television telecasted as chocolate based products. All the products have sugar and sugar is the main ingredients, which will affect children health and over intake will leads to obesity. Obesity creates lot of health disorders and misleads the concentrations. Marketers find children to be an easy target. With lack of knowledge, and potentially less critical of, they may be more vulnerable to food promotions.

Children's get to easily attract towards the advertisements specially the one with the bright colours, mascots, special effects and the chocolaty punch. Though the marketers do not understand the seriousness behind the health effects and the psychological effects behind this, they should carefully review their marketing plans and strategies to ensure compliance with the existing and New CARU Guidelines.

WHO also suggests the reduction of food and beverages marketing directly at little children that are high in sugar, fat and sodium. Awareness seems limited to television advertised foods. Thus, parents need to help their children resist the influence of commercial food advertising. Though this article was not specifically focused on the psychological effects on children, while watching those advertisements. Researchers have also proved the changes that these advertisements had caused in the lives of both children and the parents in the family.

This study recommended that the parents and the schools should create awareness among children about the healthy and nutritional foods. Also should create awareness about television advertisements. Because any advertisement has only 40 percent fact and 60 percent has not a real, information, only they used to attract the audience to increase the consumers.

Parents should avoid watching television while eating. Agree as a family not to watch TV (or use other electronic devices) during meals or snacks. Eating together without distractions on a regular basis allows you to promote healthy eating and family bonding. When possible, try growing a garden, going to a farmer's market, or browsing the produce section at the grocery store. Older children can be taught how to use the Nutrition Facts label and help with shopping for healthier foods.

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