

SOCIO-ECONOMIC FACTORS AND PORTRAYAL OF CHILDREN IN CONTEMPORARY INDIAN TELEVISION ADVERTISEMENTS AND THEIR IMPACT

Swatantra¹

***Abstract:** The current paper explores altered behaviour and communication patterns of contemporary Indian children in television advertisements and in households. With the help of FGDs, organized with the young parents of children, it brings forth the major changes that can be witnessed in the behaviour of children. On the one side, these changes indicate children to be better informed, capable of advising elders and helping them in decision making etc. On the other side, they are perceived to be quite pampered too who, at times, try to overshadow the authority of parents and other elders in the family. Apart from television advertisements, other socio-cultural factors playing a key role in the realm have also been discussed.*

***Keywords:** Socio-economic, Advertisements, Indian, Children, Television.*

SOCIETY AND ADVERTISING

Advertisements, other than conveying the primary information about a product and influencing the prospective buyers, do convey messages about the culture and acceptable behaviour patterns of a society. They represent societal realities (Bignall, 1997) and are powerful reflection of society (Zantide and Zaipiti, 2011) itself. Advertising is considered to be a creator and a mirror of any society (Kacen and Nelson, 2002) as it plays a crucial role in reflecting and shaping the cultural norms (Waters and Ellis, 1996). Over a period of time, the genre has gained wide acceptance as a marketing tool, a social actor and a cultural artifact. (Dyer, 1982; Frith, 1995, Leiss et al. 1990). This is considered to be a chicken and egg story, wherein who precedes whom is quite difficult to identify, nonetheless the reciprocal relationship is quite apparent.

¹ Assistant Professor, Indian Institute of Management, Indore, E-mail: swatantra@iimdr.ac.in

SOCIALIZATION AND ADVERTISING

In the process of socialization, heredity (genetic impact) and environment play significant role (Anantasi, 1958). Among the major environment factors, television is a recent addition "assuming key roles in the socialization process" (Stroman, 1984). Undoubtedly, it has a great impact on the lives of children (Susan, 2000) as youngsters use onscreen information and portrayals to reinforce and validate their beliefs and hence, television assumes quite an equivalent position to the "traditional socializing agents" (Berry, 1980). Dotson and Hyatt (2005) believe that the amount of time spent on watching TV is one of the important factors to influence consumer socialization process.

On an average Indian kids seem to be spending 1 to 3 hours daily in watching television (Arya, 2004) and on weekends this increases to 3.7 hours (Mittal *et. al.*, 2010). Panwar (2003) mentions that for the new generation children, TV is as influential as is a parent or a teacher. Nearly 70% of the people believe TV to be one of major reasons behind enhanced knowledge of the children about the world (Turow, 1985). Dragan (2007) explains the relationship of Children's TV and advertisement watching and their behaviour pattern in the following way:

"Children tend to expose themselves to advertising like they do with any other TV program; they watch it with the same eyes without differentiating them, which explains the higher predictability of a direct impact of advertising on child's spirit and behaviour."

In the light of this, the exposure and influence of contemporary advertisements emerge as a potential area of influence in the behaviour of Indian children.

PORTRAYAL OF CHILDREN IN INDIAN ADVERTISEMENTS

The portrayal of kids in Indian advertisements has undergone a major change during recent years and comparing contemporary advertisements with those of previous years is like comparing oranges and apples (Mukhrjee, 2015). In the light of mirror and reflection relationship between Advertisements and society, it can be speculated that the relationships between children and parents / elders have also undergone a major change. The portrayal of children in Indian advertisements seems to be opening an altogether new behavioural arena in both social and advertising context.

While impact of advertisements on the buying intentions or behaviours of children and families has received sumptuous attention by the researchers; its impact on the generic child behaviour or communication has not been well explored in literature. Rossiter (1979) talks about three major kinds of impacts of TV advertisements namely cognitive, affective and behavioural. The detailed analysis of these effects revolves around the marketing context only. However, in the light of Social learning theory (Bandura, 1977) the possibilities of children getting influenced by changing portrayal of kids in advertisements cannot be denied. Singh and Sandhu (2011) believe that Television Commercials, "influence, manipulate and modify the behaviour of individuals (pp. 186)."

The current paper is an effort to bring out the altering roles that Indian children seem to be playing in the contemporary times both on screen and off screen. It endeavours to explore perceived impact of advertisements on the contemporary Indian kids. The paper is organized in the following way: the first part explores the changing roles that emerge in the light of contemporary advertisements. The validation of that representation has been done through Focus Group Discussions. Thereafter, the second part, in an intertwined manner, presents the extent up to which these roles have received or are receiving acceptance in the middle class Indian households.

Research Questions

What are the altered roles that children seem to be playing in the Indian households? What are the major reasons behind that?

What are the perceived roles and responsibilities of Television advertisements in altering the behaviour/communication pattern of contemporary Indian children?

METHODOLOGY

With the help of Focus Group Discussions, the perceived role of Television Advertisements in the behavioural change of contemporary Indian children has been analysed. To collect the data, total 4 FGDs with 6 participants each, have been organized. The specific social strata, *i.e.*, middle class has been explored in these interviews. With satellite and cable television becoming standard features of middle class Indian sitting rooms (Scrase, 2002), the easy and more accessibility of Television to the Indian kids is quite apparent. The same was the reason behind selecting middle class, as with these social changes middle class children get comparatively free access in watching television.

The participants of the FGDs were young parents whose kids were in the age group of 8 to 12 (both the extremes included). The reason behind selecting the abovementioned age group was that it had been considered to be the most impressionable age and the most of the researchers (Ward, 1972; McNeal 1992 and Chan, 2000) had focused their research towards the same age group. Calvert (2008) believes this is the age when children start understanding the world more realistically and start comprehending advertisements' content beyond its selling value.

All the participants of FGDs were from different working segments of the same middle class in Indore, Madhya Pradesh. For example, one group was of Faculty members in an engineering college and second one was of housewives. In order to maintain free flow in discussion, yet two other groups were mixed ones wherein participants were curious to know others experiences as well. To get an opportunity to compare and contrast the impact of Nuclear and Joint families, participants from both the family kinds were included in the FGDs.

It was an almost free-flow discussion and the data-collectors just helped the participants in remaining focused on the major issue. In order to define the context of the current setting, the researcher took help from 5 independent raters who were avid television viewers. These viewers had been asked to point out 10 -12 major effects of television advertising on the contemporary Indian children and also to give reference of the specific advertisements. Those unanimously agreed upon effects and specific advertisements had been shared with the FGD facilitators who, at times, used them in prompting the discussion, if needed. Another important point to be mentioned here is that of the language of FGDs. The most prevalent language in Madhya Pradesh is Hindi, hence all the FGDs were conducted in Hindi only, which were further translated in English. The professionally qualified translators have been suggested to go for the spirit of message, instead of sticking to the verbatim meaning.

DATA ANALYSIS

Emerging Themes from Contemporary Ads

Decision Makers

The contemporary Indian ads depict kids as decision makers. Belech *et. al.* (1985) believes that without any discrepancy of whether the product is needed for family or for kids, children possess a great influencing power. They play an important role in almost all the product categories (Martensen and Gronholdt, 2008). Children are the prime decision makers in the products that are to be consumed by them (Burns and Harrison, 1985; Foxman and Tansuhaj, 1988; Belch *et al.*, 1985); but quite surprisingly they are gaining a say in the items that are not to be directly consumed by them (Ahuja and Stinson, 1993; Darley and Lim, 1986).

Indian children too seem to be playing key roles in buying decisions of families. Mittal *et. al.* (2010) perceive children in Indian households emerging as “the buyers” for the entire family, as they are consulted while deciding items not only for their own selves but also for the entire family. The study done by Khandai and Agrawal (2012) concludes that the parental influence over children seems to be “eroding slowly and steadily” (p. 87). Even in rural India, though decisions are made by spouses but they are highly influenced by the children (Hundal, 2001). Children seem to have occupied the role of third party mediator who can resolve the issues between parents. For example, Amazon Ad with the tagline “*aur dikhao*” (Show me more) depicts a kid who is deciding what item to be placed at which place.

In the FGDs, it emerged that children are playing these roles quite effectively. These parents seem to be echoing the idea that pre-adolescent children are playing a major role in making household decisions (McNeal and Yeh, 1993). Mittal *et. al.* (2010) project that around 84-96% purchase decisions for kids and families are driven by the

children and even in durables they have a say in 10-32% of cases. Our respondents in FGD unanimously agreed to the former idea whereas in the latter portion they had a difference of opinion.

P4 – While buying birthday cakes we take her choice into consideration as it's her birthday and we want her to enjoy.

P14 – It depends on the product we are purchasing. While buying something for them, we definitely ask their preferences.

P17 – About 80% of the impact is that of our kids when buying something for them

P 18 – While buying their stuff, it's totally their decision.

P20 – Sometimes – yes their choices are considered even in the goods of lasting importance!!! My sister bought a car which was of my nephew's choice.

While exploring the reasons behind it respondents conceded to the paucity of time as one of the major reason. As one of the respondents has mentioned.

P23 – Actually, we want to compensate for the lack of attention, by goods and other items.

Families in India are witnessing a major change and majority of the population is able to survive through this radical change by adapting to the altered "social norms, values and structures" (Sonavat, 2001). Increase in the nuclear family pattern, rising incomes, and fewer number of children in the family has made children's position quite stronger than the earlier times (Chaudhary and Gupta, 2012). These social factors play a significant role in causing and accepting the altered behaviour children. In the absence of grandparents, issues between spouses are being resolved by the kids. This is well-reflected in the words of the following participants.

P3 – Nuclear family system has played a major role.

P 13 – Despite trying our level best, when we aren't able to provide quality of Joint families to our kids we try to compensate it through other ways.

It is also to be noticed that it is not on the free will of parents that they are providing free rein to the children rather a sense of compulsion can be felt. As one of the participants (P19) mentioned, "Sometimes no matter what – one is bound to buy them the desired things." Interestingly, children are well aware of their power as in Halan's (2002) study, girls accepted that they are able to influence 50% of purchase decisions.

Role reversal – imitating and scolding the elders

The much criticized ad of Dr. Fixit presents child and father in an altogether different light. Here, a father reprimands his son for spoiling the walls with his crayon paintings

and not following the commands of the elder ones. Quite surprisingly, the father receives almost similar kind of scolding and rebukes for not following the commands of Mr. Shulka, a friend of the father who suggested him to use Dr.Fixit for better walls. The tone, pitch and gestural representation of both the characters is such as could have never been expected in the earlier days. Discussing about the replications of such scenario in household, participants didn't rule out the possibility of happening it. They had following observations:

P2 – Yes, sometimes they talk in the same manner as we do to them.

P6 - Sometimes they do imitate elders

P11- Sometimes they do imitate us

P15 - Yeah they do.

P17- My daughter imitates her grandfather.

Despite accepting that children have started doing so, participants made it clear that it is quite mild and indirect. For example, P1 mentions that such things do happen but unlike the ad, children tend to talk to their mothers like that, instead of the fathers. This unravels another equation of the Indian households wherein patriarchal set-up depicts its in-depth roots and virtually there seem to be no opportunity for egalitarian relationship (Koeing and Foo, 1992).

P2 – In our absence, my elder daughter scolds my younger daughter in the same way I scold her – yes they do imitate. But not in the apparent presence of elders, as she knows how to behave with elders.

P21 – Sometimes they imitate TV ads, but it depends how you react to these situations. Sometimes, even you take it sportingly or in a fun manner that encourages them. But most of the time they know their limits.

Further, it is interesting to notice that education also plays a major role in reacting to these household scenes as one of the participants (who is a teacher) mentions that they (children) ought to be told their place, so that they don't dare do so. Whereas some of participants who were not from the educated background had higher sense of acceptance as P 23 mentions, "What else do we expect from the children, they shall definitely emulate whatever they will watch?"

Pampered ones

Contemporary Indian children seem to be pampered ones too. At times, parents have to stretch their limits in appeasing them. The advertisement of Flipkart wherein the girl wants a specific Doll on her B'day and insists on getting on the very same day and parents are compelled to manage it through Flipkart, is a live testimony of this projection. In our FGDs, parents unanimously agreed that these days' children are

quite pampered, though there are different reasons behind that. Interestingly, children themselves were not considered to be as responsible as were social factors. Both joint and nuclear family structure add to this in their own ways. In a nuclear family structure, comparatively better income scales (Chaudhary and Gupta, 2012), paucity of time result into balancing the whole scenario by providing more gifts or allowing them to buy items of their choice – leading them to feel pampered. And the Joint family system makes these comparatively fewer kids an apple of everybody's eyes, hence getting more attention from more people leads them again to feel pampered.

P16 – Yes they are pampered

P1 – In our case it's their grandparents who love them unconditionally, if I scold them I get to hear back from the grandparents.

P3- If I ever scold my son, I only shall get it back from his grandfather. When we go out for shopping, he wants to buy a Deodorant of his own choice - otherwise he won't buy it at all.

P4 – She is more pampered when her father is at home, as daughters are more pampered by their fathers.

P 15 – After watching these advertisements they start to persist that even they want this thing.

P8 – They are pampered by themselves only. Parents give them some importance and they start feeling pampered. They gauge that all the members of the family are paying so much of attention to them and hence they are pampered.

P19 – Sometimes no matter what – one is bound to buy them the desired things.

Another dimension of allowing kids to be pampered emerges in comparatively lower-income strata when parents consider malnutrition to be a cause of growing irritation in the kid and try to balance it by pampering.

P10 – While discussing with the doctors, I got to know that due to weakness and health issue the children start becoming stubborn.

Blackmailing elder ones

Quite contrary to the popular image of Indian Kids, contemporary children are portrayed to be blackmailing their elders. The popular Ad of MET Life Monthly Income plan depicts a child blackmailing his grandmother for different favours like chocolate, ice-cream and interestingly for getting the remote control of TV. Surprising, viewers realized that this projection of children could trigger new ideas in the heads of children, yet it was not only accepted but, perhaps, enjoyed too.

In the light of it, parents of our FGDs agree that the children have started doing so, but it is understandably quite mild. Quotes of the participants referring to the blackmailing behaviour are mentioned below:

P5 – Yesssss!!! Sometimes they do so.

P16 – Sometimes they say that let Papa come back, I shall tell the whole thing.

P18 – Due to TV, mobile phones and advancement in the technology kids have started doing these things like blackmailing

Better informed, hence capable of advising the elders

Children in contemporary Indian Advertisements seem to be giving prudent pieces of advice to their elders. Be it a choice of hair colour or taste of the toothpaste for the younger one in the family, children give suggestions to the parents. The opinion of the FGD participants is the following:

P3 – It depends on their like and dislike. If they like it, they do give their advice on it.

P2 – Sometimes when we all sit together and discuss certain things, he too raises some valid points which are relevant and are equally important.

P11 - Apart from this, their knowledge is also improving. If we talk about any particular automobile they already know about its looks, mileage, pricing etc. just by watching these advertisements

P22 - Yes, on certain things and issues, we do feel they are better informed than us. And hence, they can advise us.

P17 – Sometimes, they get to know certain things that even we haven't heard of. Apart from learning from their peers, TV programs and advertisements do play a role here.

P18 – They have more knowledge about certain items – especially about mobile phones and some other gadgets.

CONCLUSION

In the light of available literature and current FGDs, it can be concluded that not only the portrayal of contemporary Indian child but his/her social role also has undergone a major change. Parents are accepting their children as prudent advisors and decision makers. It is a genuine mix of their inquisitiveness and easy access to information that is making them better informed and may be wiser than what their forefathers used to be at their age.

In general, this may be seen as a natural phenomenon in evolutionary times, wherein IQ of the current children is becoming almost an equivalent to that of an adolescent of yester years. This might be seen as another thread of Winerman's (2013) observation who has mentioned that, "the average person of 2012 had a higher IQ than 95 percent of the population had in 1900." (p.30). The popular controversies that

arise in the light of these observations like whether higher IQ means being smarter too, may not be answered through current paper but show a slight inclination towards answering it affirmatively. Definitely, there are bound to be a few alarming calls on the EQ side, but positively, better informed parents will be able to take care of that.

Limitations and Future Scope of Research

As the paper has followed a pure qualitative method of inquiry, the limitations of FGDs will be applicable to the current paper too. The results are not generalizable rather represent the current population only. As has been mentioned by Ahrens and Chapman (2006) Qualitative studies are not intended to denote an objective reality in the best way, rather to interpret a social reality, which makes better sense with the help of certain theory – the current paper has served its purpose. But strengthening these conclusions with the help of other research methods will definitely enhance the reliability of observations.

Secondly, the data collected here is from just one city, the possibility of getting more information through additional cities cannot be denied. By covering different working divisions of the same middle class of the Indian society, the paper is fairly representative yet due to sticking to just one city, the results may not be applicable to other geographical areas. Extending the study with data from other parts of India can provide more representative results.

References

- Agarwal, V., and Dhanasekaran, S. (2012), Harmful Effects of Media on Children and Adolescents. *Journal of Indian Association for Child and Adolescent Mental Health*, 8(2), 38-45.
- Ahrens, T., and Chapman, C.S. (2006), Doing qualitative field research in management accounting: Positioning data to contribute to theory. *Accounting, Organizations and Society*, 31(8), 819-841.
- Ahuja, R.D. and Stinson, K.M. (1993), "Female headed single parent families: an exploratory study of children's influence in family decision making", in McAlister, L. and Rothschild, M.L. (Eds), *Advances in Consumer Research*, Vol. 20, Association for Consumer Research, Provo, UT, pp. 469-74.
- Anastasi, A. (1958), Heredity, environment, and the question "How?". *Psychological Review*, 65(4), 197.
- Arya, K. (2004), Time spent on television viewing and its effect on changing values of school going children. *Anthropologist*, 6(4), 269-271.
- Banaji, S. (2010), 'Adverts make me want to break the television': Indian children and their audiovisual media environment in three contrasting locations. *South Asian Media Cultures: Audiences, Representations, Contexts*, 51-72.
- Bandura, A., and Walters, R.H. (1977), *Social learning theory*.
- Belch, G.E., Belch, M.A., and Ceresin, G. (1985), Parental and teenage child influences in family decision making. *Journal of Business Research*, 13(2), 163-176

- Berry, G.L. (1980), "Children, television and social class roles: the medium as an unplanned educational curriculum" in E.L. Palmer and A Dorr (eds.) *Children and the Faces of Television*. Newyork: Academic
- Burns, A.C. and Harrison, M.C. (1985), "Children's self-perceptions of their participation in retail store patronage decisions", in Hirschman, E.C. and Holbrook, M.B. (Eds), *Advances in Consumer Research*, Vol. 12, Association for Consumer Research, Provo, UT, pp. 79-91.
- Cardoza, K. (2002), "Parental control over children's television viewing in India", *Contemporary South Asia*, Vol. 11 No. 2, pp. 135-61.
- Chaudhary, M., and Gupta, A. (2012), Children's influence in family buying process in India. *Young Consumers*, 13(2), 161-175.
- Comstock, G.A. (1978), *Television and Human Behaviour*. New York: Columbia University Press
- Darley, W.F. and Lim, J.S. (1986), "Family decision making in leisure time activities: an exploratory investigation of the impact of locus of control, child age influence factor and parental type on perceived child influence", in Lutz, R.J. (Ed.), *Advances in Consumer Research*, Vol. 13, Association for Consumer Research, Provo, UT, pp. 370-4.
- Dotson, Michael J. and Eva M. Hyatt (2005), Major influence factors in children's consumer socialization, *Journal of Consumer Marketing*, Vol. 22, No.1, pp. 35 – 42
- Dragan (2007), Impact of advertising on parents and children, Report submitted to National Audio video Council, under the project Expertise and Professionalism in the www.cna.ro/IMG/pdf/Impact_of_Advertising_on_Parents_and_Children.pdf
- Dyer, G. (1982), *Advertising as Communication*, Methuen, London and New York.
- Foxman, E.R. and Tansuhaj, P.S. (1988), "Adolescents' and mothers' perceptions of relative influence in family decisions: patterns of agreement and disagreement", in Houston, M.J. (Ed.), *Advances in Consumer Research*, Vol. 15, Association for Consumer Research, Provo, UT, pp. 449-53.
- Frith, K.T. (1995), "Advertising and mother nature", in Valdivia, A.N. (Ed.), *Feminism, Multiculturalism, and the Media: Global Diversities*, Sage Publications, Thousand Oaks, CA, London and New Delhi, pp. 185-96.
- Halan, D. (2002), Why kids mean business. *Indian Management*, 41(12), 46-9.
- <http://www.adageindia.in/marketing/cmo-strategy/from-innocent-beings-to-prime-decision-makers-kids-have-come-a-long-way-in-indian-ds/articleshow/48887631.cms>
- Hundal, B.S. (2013), *Consumer behaviour in rural market: a study of durables*. LAP LAMBERT Academic Publishing.
- Jain, S.K., and Sharma, K. (2002), Relevance of personal factors as antecedents of consumer involvement: an exploration. *Vision: The Journal of Business Perspective*, 6(1), 13-24
- Kapoor, N., and Verma, D.P.S. (2005), Children's understanding of TV advertisements: Influence of age, sex and parents. *Vision: The Journal of Business Perspective*, 9(1), 21-36.
- Kaur, P., and Singh, R. (2006), Children in family purchase decision making in India and the West: A review. *Academy of Marketing Science Review*, 2006, 1 - 32.
- Khatri, A. A. (1972), The Indian family: An empirically derived analysis of shifts in size and types. *Journal of Marriage and the Family*, 725-734.

- Koenig, M.A., and Foo, G.H. (1992), Patriarchy women's status and reproductive behaviour in rural north India. *Demography India*, 21(2), 145-66.
- Lawlor, M.A., and Prothero, A. (2008), Exploring children's understanding of television advertising-beyond the advertiser's perspective. *European Journal of Marketing*, 42(11/12), 1203-1223.
- Laskey, H.A., Day, E., and Crask, M.R. (1989), Social Communication in Advertising: Persons, Products, and Images of Well-Being.
- Martensen, A., and Gronholdt, L. (2008), Children's influence on family decision making. *Innovative Marketing*, 4(4), 14-22.
- McNeal, J.U., and Yeh, C.H. (1993), Born to shop. *American demographics*, 15, 34-34.
- Dotson, M.J., and Hyatt, E.M. (2005), Major influence factors in children's consumer socialization. *Journal of Consumer Marketing*, 22(1), 35-42.
- Miryala, R.K. (2015), "Advertisements' effect on food habits of children—an empirical study", *Indian Journal of Commerce and Management Studies*, Vol. 1 No. 4, pp. 38-49.
- Mittal, M., Daga, A., Chhabra, G., and Lilani, J. (2010), Parental Perception of the Impact of Television Advertisements on Children's Buying Behavior. *IUP Journal of Marketing Management*, 9(1/2), pp. 41-53.
- Moschis, G.P., and Moore, R.L. (1982), A longitudinal study of television advertising effects. *Journal of Consumer Research*, 9(3), 279-286.
- Mukherji, J. (2005), Maternal communication patterns, advertising attitudes and mediation behaviours in urban India. *Journal of Marketing Communications*, 11(4), 247-262.
- Priya, P., KantiBaisya, R., and Sharma, S. (2010), Television advertisements and children's buying behaviour. *Marketing Intelligence and Planning*, 28(2), 151-169.
- Soni, P., and Singh, R. (2012), Mediation of TV advertising to children: an empirical study of Indian mothers. *Society and Business Review*, 7(3), 244-259.
- Ray, M., and Jat, K.R. (2010), Effect of electronic media on children. *Indian paediatrics*, 47(7), 561-568.
- Rose, G.M., Bush, V.D., and Kahle, L. (1998), The influence of family communication patterns on parental reactions toward advertising: A cross-national examination. *Journal of Advertising*, 27(4), 71-85.
- Shoham, A., and Dalakas, V. (2006), How our adolescent children influence us as parents to yield to their purchase requests? *Journal of Consumer Marketing*, 23(6), 344-350.
- Singh, J., and Sandhu, N. (2011), Impact of television commercials on the social and moral behavior of Indian viewers—empirical evidence. *International Journal of Humanities and Social Science*, 1(7), 178-187.
- Singh, R., and Nayak, J.K. (2014), Peer interaction and its influence on family purchase decision: A study among Indian teenagers. *Vision: The Journal of Business Perspective*, 18(2), 81-90.
- Sonawat, R. (2001), Understanding families in India: A reflection of societal changes. *Psicologia: Teoria e Pesquisa*, 17(2), 177-186.

- Stroman, C.A. (1984), The socialization influence of television on black children. *Journal of Black Studies*, 15(1), 79-100.
- Turow, J. (1985), The effects of television on children: What the experts believe. *Communication Research Reports*, 2(1), 149.
- Verma, S., and Larson, R.W. (2002), Television in Indian Adolescents' Lives: A member of the family. *Journal of Youth and Adolescence*, 31(3), 177-183.
- Waters, J., and Ellis, G. (1996), The selling of gender identity. *Advertising and culture: theoretical perspectives*. Westport, CT: Praeger, 91-103.
- Wiman, A. R. (1983), Parental influence and children's responses to television advertising. *Journal of Advertising*, 12(1), 12-18.
- Winerman, L. (2013, March), Questionnaire: Smarter than ever? *APA Monitor on Psychology*, 44(3), 30-33
- Witt, S. D. (2000), Review of Research: The Influence of Television on Children's Gender Role Socialization. *Childhood Education*, 76(5), 322-324.