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# Television Advertisements and Children's Behavior: Parents' Experience base Study in the Post-War Context

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TELEVISIONADVERTISEMENTSANDCHILDRENSBEHAVIORPARENTSEXPERIENCEBASESTUDYINTHEPOSTWARCONTEXT

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# Television Advertisements and Children's Behavior: Parents' Experience base Study in the Post-War Context

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**Abstract-** This paper examines how television advertisement is linked with children's behavior in Jaffna district in the post-war market situation. Researchers examine whether these children paying attention on television advertisements are influenced by the characteristics of the child's early home environment and parental behaviors. In Sri Lanka, Parent – Children conflict is one of the most vital issues. Especially, in the post-war Jaffna market situation, the Parent-Children conflict created by television advertisement is most considerable problems for Jaffna district parents and marketers. Therefore, there is a need for accomplish various researches concerning the outcomes of parent-children conflict derived by television advertisement. This research explored methodological implications by using qualitative approach; data were collected via purposive sampling method as of 10 parents from Jaffna district by using preset questions based on a primary interview questions as open-ended question format. Researchers found that the children's behaviors of purchasing request to buy particular advertised product from their parents. Until the end of time, emotions in the television advertisements attract the children very much. This paper is a key resource for marketing practitioners wanting to focus on future quandary regarding unconstructive children's behaviors shaped by television advertisement and outcomes of parent-children conflicts created by television advertisement. The researchers have found that numerous negative outcomes are there in Jaffna district regarding parent-children conflicts derived by television advertisements. Especially there are negative outcomes of conflict over a request to buy particular advertised product among Jaffna children.

**Keywords:** television advertisement, children, behaviors, attention & colorfulness & outcomes.

## I. INTRODUCTION

Children behavior is an important measurement of children's mental health and has consequences for outcomes in later life (Carol Propper, 2007). In the war situation Jaffna people didn't consider about anything other than their needs. Whatever there was availed for their living purpose, they purchased. There was no any consideration about commercials. But, now it has been changed. In this situation, we need to find out the actual impact of television advertisement on parent-children conflict in Jaffna peninsula which means in post-war Jaffna market situation how extend television

advertisement influences on parent-children conflict. This study is to explore how parents can solve problems and resolve conflicts caused by television advertisements.

Now-a-days marketing strategies that involve mass production, mass targeting, mass media and mass developments in the market place-specially by changing consumer needs and wants through variety of promotional mix tools like advertising, sales promotion, personal selling, direct selling, public relation & so on (Garland Wood, 1958).

Strengths of television advertisement are high reach, ability to demonstrate, high-impact medium & prestigious. Therefore, television advertisement attracts its viewers with images, graphics, accounts & stories of live. If we take in to the consideration the children, they are more interested in advertisements & their music and they identify the advertising when the music starts to play. Television advertisement is the most influential media even there is no acting of purchase the product still remains in our consciousness (Chee Huat, 2008).

Television advertisement impacts on attitude, values, customs, norms, ethnicity, culture, religion and some other behaviors. Sometimes advertisement may change our life style; especially child's attitude. It can shape our way of life also (Belk and Pollay, 1985; Kumaran, 1987). Television advertising exposure is positively related to children's purchase requests which leads to increased number of product denials from parents, then causes conflict between parents and child (Moniek Buijzen and Patti Valkenburg, 2003).

In the advertising promotional mix tool, there are lot of different mediums. Such as; television, radio, newspapers, magazines, direct mail, bill boards etc. Even though, appealing of television advertisement to reach the greatest number of targeting consumers, because there are no homes without television. It plays major role everywhere in the homes and act as an agent of consumer socialization competing with some traditional agents such as school, working place & even parents (Guinn and Shrum, 1997). The characteristics of the specialized media and their audiences are essential for the advertiser who makes them a part of the media mix (Anderson, Simon and Gabszewicz, Jean, 2005).

Some consumer commodities are popular among people not only because of the special quality of

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the product, but also the creativity of the advertisement. Therefore, advertising has become key factor for both consumers and producers in the market economy (Samaraweera and Samanthi, 2012). Because, television advertising act as a source of new product information, providing children with some knowledge of the range of goods & services available and the attributes & criteria that they can employ in evaluating various purchase alternatives (Rhonda Jolly, 2011).

Commonly children do not like traditional concepts & life styles. Children like fun & happiness information rather than to provide any factual product related information. Advertising by using television considers this strategy to attract child consumers (Barcus, 1980; Doolittle & Pepper, 1975; Kunkle & Gantz, 1992).

## II. RESEARCH GAP

A variety of researches related to children & advertising and children & television have been done by academic researchers and they focused on following topics; Children's television advertising viewing behaviors (Ward Levinson & Wackman, 1972), Children's exposure to TV advertisement & social development (Atkin, 1975), Children's responses to commercials (Breen & Powell, 1973), Children's awareness, interest, desire & product preferences (Frideres, 1973) and How children learn through TV commercials (Siegel, 1974), The effects of television food advertisement on children's food purchasing (Yasare Aktas Arnas, 2005), How children learn through TV commercials (Siegel, 1974) and Some past researches investigated the effect of television advertising on parent – child conflict (Goldberg & Gorn, 1978). Even though, in a deep manner researchers have neglected some topics like; the specific ways in which kind advertising can often lead to children's product request, children force parents to buy unnecessary items after seeing advertisements, Children's attention level on viewing television advertisements, the level of parent – children conflict & its consequences or outcomes & etc.

There is wider range of markets & choices of products in the Jaffna post-war marketing situation. There are no barriers for marketers & customers. Television advertisements also make longer impacts on marketing activities as well. In this particular situation there is a gap for researchers to find out the children's behaviors regarding television ads & its consequences.

## III. RESEARCH PROBLEM

One of the main promotional tools is advertising. Especially television advertising effects, such as; advertised product desires are not only deer mind by cognitive responses to a message, but also by effective responses (Brown & Stayman, 1992; Narin &

Fine, 2008). Through the children's emotions like; fantasy fun & peer popularity that commercials aimed at young children & influencing their strategy for taking product purchasing decisions (Roberts & Pettigrew, 2007). According to the present business environment of post – war Jaffna market it is a need to explore the influences of television advertisement on children's behaviors. Hence, this study is most important to advertising policies makers & publics in the post-war marketing context, for the reason that parent-children conflict is one of the off-putting issues of television advertisements. Number of Television channels and Television advertisements are proliferated in the Jaffna market, and it is a need to design an appropriate strategy for this special context.

## IV. LITERATURE REVIEW

Considerable research has examined advertising's cumulative effect on children's eating habits. Several studies have found strong associations between increases in advertising for innutritious food and rates of childhood obesity and also, exposure to television food advertising is parent- child conflicts that may arise regarding food choices. These conflicts can have a negative impact not only on children but also on relationships within the family (Buijzen and Valkenburg, 2003).

In Sri Lanka there are nine television channels fighting for airwaves, the competition is tough. The list of Sri Lanka TV channels are; Vasantham TV, Nethra TV /Channel eye, Dan Tamil Oli, Shakthi TV, Sirasa TV, National television, ITN & Swarnawahini and the India TV channels are; Sun TV, Kalaingar TV, Zee tamil, Jeya TV, Raj TV, Polimer, Vijay TV, Comedy channels like; Adithiya TV, Kids channels like; Chutti TV, Chithiram TV, Cartoon network & Pogo TV. Major channels like; Rupavahini, Sirasa, ITN & Swarnavahini compete with each other from about 7.30 pm in the evening (Samaraweera & Samanthi, 2012).

People in the Jaffna district are more aware of Indian television advertisements, because they always watch drama serials, which are telecasted by the Indian channels. The Indian advertisements which are telecasted in between the breaks are likable, match with consumer culture & perfectly designed (Shivany, 2013)

If we take in to the consideration of Jaffna children's favorite channels and programs, we can observe children's Chutti TV Channel viewing amount and Sun TV channel's Kutti Chutties program viewing interest levels. Because, Chutti TV is a 24hrs Tamil language television channel owned by sun network. This channel is dedicated to children aged between 3 & 12. It was launched in 2007, marketing it sun network's first ever television channel dedicated to kids (Pilot study).

Advertisement creators are using child actors in their advertising strategy. Therefore, children reacted

very positively. Child can easily identify the advertising character that appeared to be the similar in age & life style (Kinsey, 1987).

The advertising market has been rapidly promoting in Jaffna for recent years. Fast foods are highly focused in advertisements (Sumaraweera & Samanthi, 2012). Consumers who are returned to the normal life prefer enjoyable, cultural match & fun associated advertisement rather than the long message content advertisements & also they like the celebrities who match their social patterns & ethnicity. Therefore, the celebrities used to promote the advertisements in TV commercials are very friendlier to the audience in the past conflict environment. Celebrities in the local TV commercials & their dress code also match with the people.

Marketers who try to penetrate the Past - conflict market might need to develop TV commercials in an enjoyable manner, background music should be enjoyable. The experienced gained in the conflict environment, consumers have become more knowledgeable, less naïve & less easily influenced, at the time of war consumers were more conscious on the product accessibility & didn't consider the other promotional aspects in the purchase, but in the post-conflict marketing environment they search for information & compare quality aspects in each marketing activities (Shivany, 2011).

Several authors argue that advertising may cause unhappiness in children. Most of these authors have investigated a direct relation between exposure to commercials & unhappiness (Richins, 1991). Even though, several others hold a contrary view, they maintain that children are generally unable to understand an advertisement's persuasive agenda and thus tend to become easy targets for commercial persuasion (Wilcox, 2004). Past reviews have clearly shown that advertising aimed at children can have certain undesirable consequences for the family, such as; increased parent - child conflict & materialistic & disappointed children (Buijzen & Valkenburg, 2003). Growing up in a world of advertising with the emergence of a new media landscape implies consumer socialization with the various ways and different agencies that operate to instill consumer learning in children. As children have limited disposable personal income they have to negotiate within the family for goods & services. This can have negative consequences often called "Pester Power" or the "Nag Factor". By definition, the "nag factor" is the tendency of children, in response to marketing, to never stopping request advertised items. Packaging, characters and commercials were the three main factors that motivated children to nag. Parents deal with the nagging through some strategies, such as; ignoring, distracting, staying calm & so on, because successful nagging of children will lead to more nagging (Brian Young, 2003).

Approximately 80% of all advertising targeted to children falls within four product categories, such as; toys, cereals, candies and fast food, not only these categories but also sweets drinks, music, films & clothing to children which are aimed at children currently on television advertisements (Lionel Wijesiri, 2012). Children are a key target for advertisers as brand preferences often remain unchanged throughout life. Children's segment is now being target by many consumers' Product companies, because children are important potential customers as they not only decide about their own buying as they can influence the buying decisions of their parents also (Muhammad, Shabana & Hafiz, 2008). Consumers in the post conflict environment are more aware of Indian Television advertisements, because they always watch drama serials, which are telecasted by the Indian channels (Shivany, 2013). Most popular Indian channels among Jaffna people are; Sun TV, Kalaigar TV, Zee tamil, Polimer, Vijay TV, and Soon.

Television advertisement the stimuli in the form of marketing messages are competing with each other on the consumer's attention, both in the form of other commercials as well as the program itself (Mc clung, park & saur, 1985).

Attractive advertisement makes a deep influence on children's attitudes & behavior, which especially leads to purchase behavior as well as purchase request. Children can be categorized into positive & negative attitudes, while children who have positive attitudes toward advertisement, their behavior remain consistent with their attitudes and they tend to make purchasing of that particular product whose advertisement they have seen. On the other hand, children who have negative attitude toward advertisement they don't take any step to purchase that particular advertised product (Erra, 1990).

Atkin (1981) found that respondents who reported heavier exposure to children's television (& its advertising) also reported making more requests for advertised toys, cereals, & fast foods. Kraak & pelletier (1998) stated that the television advertisements & prime - time programs have been identified as important influences on the types of food that children ask their parents to buy for them and food they buy for themselves. Research has also shown that by the age of nine, children start to lose interest in toys & develop a preference for products with a social function, such as music and sports equipment (Buijzen & Valkenburg, 2000). Past researches have indicated, if television advertising based on the experiences which are strictly influence to the minds of children by using the most appropriate & best strategies, this directly influences on the food pattern of the children (Livingstone & Helsper, 2004).

Previous studies have shown that children's attitudes & behaviors and television advertisements are



co relational. So, it is difficult to determine whether advertisement influence children's attitudes & behavior or whether attitudes & behaviors determine what television programming or advertising will be viewed (Ann Sanson, 2000). Marketers, who try to penetrate the post- conflict market should need to develop television advertisements in an enjoyable manner, background music should be enjoyable. Because, children can be easily memorized by those ear – catching jingles & endorsement by animated characters commercials & they often imitate what the animated characters endorse such as; jingles or lines (Neeley & Schumann, 2004). Post conflict marketing environment is unique and exclusive; there is vast opportunities for marketers to sell their product & services to the potential customers who returned to their normal life (Shivany, 2013).

The evidence indicates under the other undesirable consequences of advertising by Atkin (1978) that, the first parents reject approximately one-third to one – half of child requests for products. This leads to parent – child conflict in about half of all families; such arguments are generally mild & infrequent. The evidence shows that children who see the most advertising have considerably more conflict. About one- third to one – half of the children become unhappy, angry or disappointed after denials of food & toy requests; again, the rate is considerably higher among those seeing the most advertising. In addition, some children may become dissatisfied when actual products fall short of the advertised image. Advertising interruptions of program enjoyment produce irritation in many viewers.

## V. METHODOLOGY

### a) Introduction: Qualitative Research

A qualitative exploratory research has been adopted for this study. Because, in Jaffna peninsula, there are few researches on the topic of television advertisement & parent-children conflict via qualitative research method like; "Age variances of children and conflict with their Parents instigated by television advertisements" (Dilogini and Shivany, 2014). Therefore, a research design was employed for this study.

First, the strength of qualitative research is its ability to provide complex textual descriptions of how people experience a given research issue, it provides information about the "human" side of an issue- that is, the often contradictory behaviors, beliefs, opinions, emotions & relationships of individuals, although findings from qualitative data can often be extended to people with characteristics similar to those in the study population (Natasha Mack, 2005).

The second one is the goals of exploratory research are intended to produce the following possible insights, such as; familiarity with basic details, settings & concerns, well-grounded picture of the situation being

developed, determination about whether a study is feasible in current situation and direction for future research & techniques get developed.

Harry Wolcott (1999) maintains that one of the main problems in qualitative work is having too much of data rather than not enough, because the research is meant to provide details where a small amount of information exists. Normally, qualitative research means; investigation in to a problem or situation which provides insights to the researcher.

### b) Population of the Study

The population for the present study consisted of parents in Jaffna district between 25 to 45 years of age with at least one child between the ages of four & twelve. In 2012, Samaraweera & Samanthi have done a case study from Galle district about "television advertising and food demand of children in Sri Lanka. This is an accountable past study in Sri Lanka.

### c) Sampling Technique

One of the most common sampling strategies is purposive sampling. According to preselected criteria relevant to a particular research question sample size, which may or may not be fixed prior to data collection depend on the resource & time available. Purposive sampling is therefore most successful when data review & analysis are done in conjunction with data collection (Natasha Mack, 2005).

In qualitative research sample selection has a profound effect on the ultimate quality of the research (Kitson, 1982). Miles and Huberman (1994) suggest that sampling strategies can be evaluated in terms of six different attributes, according that the sample should be likely to generate rich information on the type of phenomena which need to be studied & the sample should enhance the 'generalizability' of the findings. Because of these attributes, Purposive Sampling technique is applicable to this study.

The purposive sampling technique is called as judgment sampling. It is a nonrandom technique that does not need underlying theories or a set number of informants. Simply put, the researcher decides what needs to be known and sets out to find people who can and are willing to provide the information by virtue of knowledge or experience (Bernard 2002, Lewis & Sheppard 2006). This research was consisted a purposive sample. Sample was restricted to 10 parents for the diversity of the sample, so the researcher recruited some of the parents from the different division from Jaffna district.

### d) Instruments/ Materials

This qualitative approach using in depth interviews with the parents were conducted. In depth interviews is an appropriate method for capturing & understanding informants' experiences & words (Taylor, 1994).

A great deal of qualitative material come from talking with people whether it be through formal interviews or casual conversations the researcher must listen carefully to what participants say, engage with according to their individual personalities & styles and use "probes" to encourage them to elaborate on their answer.

This study fully concentrated on in depth interviews by using preset question based on primary interview question as open- ended question format.

#### e) *Data Analysis Methods*

Data analysis method begins almost immediately with primary analysis. Later on, after more data collection in interaction with primary analysis, a second stage occurs with category & concept formation (Peter Woods, 2006).

Commonly there are four steps in qualitative analysis, such as; interim analysis memoing, data entry & storage and coding & developing category system. At the same time there are some forms do qualitative data take. Such as; field notes, audio recordings & transcripts. In this manner, researcher conducted in depth interviews and those interviews were digitally recorded, translated & transcribed (Bryman & Bell, 2011).

In the first stage of the analysis, the researcher wrote all the themes which researchers found. Next, researchers chose major common themes with which most participants were concerned. Then, the researchers discussed some common themes that emerged from the first interview to last interview, so that the significant issues were discussed and analyzed more thoroughly. Because, the researcher read through the transcripts of all ten interviews and looked for themes or categories. As the method of analysis, this study used analytic induction which tries to find common patterns in the data. Coding is defined as marking the segments of data with symbols, descriptive words or category names. In this research, inductive codes were developed by the researcher by directly examining the data.

#### f) *Questions for In-Depth Interviews*

Questions was asked about whether their child pay attention to TV commercial when watching TV, What does he/she typically do when a commercial comes on and whether they believe their child's product requests are influenced by televised advertisements; If so, how is she/ he influenced, the usual outcomes of conflict over a request to buy a particular product and parents were answered very generously.

#### g) *Coding and Findings/Concepts*

In qualitative research, the goal of coding is not to count things, but to "fracture" the data and rearrange them into categories that facilitate comparison between things in the same category and that aid in the

development of theoretical concepts (Maxwell & Joseph, 2005).

Therefore, the researcher was done 1st coding through line-by-line analysis and identified important concepts from transcribed interviews, and then the researcher done axial coding as a 2nd coding, finally the researcher was found the concepts that emerged from data. Those coding steps and concepts are presented here below in the annexure.

#### h) *Reliability and Validity of Analysis*

A good qualitative study can help us "understand a situation that would otherwise be confusing" (Eisner, 1991). The validity and reliability are two factors which any qualitative researcher should be concerned about while designing a study, analyzing results and judging the quality of the study (Patton, 2002).

'Reliability means dependability of consistency' & that qualitative researchers 'use variety of techniques (interviews, participation, documents) to record their observations consistently' and 'Validity means truthful' it's referring to the bridge between construct and the data. It can be seen that validity means the correct correlation between data and conclusion (Lawrence Neuman, 2003).

Moreover, there are some criteria for reliability and validity of qualitative research, such as;

- Credibility; (in place of internal validity), that is, the extent that the constructions adequately represent the participant's reality.
- Transferability; (in place of external validity), that is, an adequately and thickly described account so that those who wish to transfer the implications to another context can do so with an adequate data base.
- Dependability; (in place of reliability), that is, the data is internally coherent.
- Confirm ability; (in place of objectivity), that is, the extent to which the theoretical implications are grounded in the data (Guba and Lincon, 1981).

One of the most important strategies for establishing dependability is "The outside researcher experienced" (Lincoln and Guba, 1985). Here, dependability could be achieved by using an outside auditor to examine the research process and to determine if the findings and interpretations are supported by the data. Therefore, in this study; the researcher submits an account of her findings for checking (Alan E. Bryman, 2008).

On the other hand, one of the most important strategies for establishing credibility is "Respondent validation". Respondent validation occurs during the period of data collection when feedback is obtained from the participants about the accuracy of the data they have given, and also the researcher's interpretation

of that data. (Such as a short report or interview transcript) (Lincoln and Guba, 1985). In addition, feedback after the completion of the research project on the interpretation of all the data that has been obtained and interpreted can provide another type of validation.

To achieve validity in qualitative research is to reduce the gap between reality and representation and the more data and conclusions are correspondent the more a piece of qualitative research is valid (Bryman, 2008). Since in this study, all the interviews were translated, transcribed and findings sent back to the respondents in order to determine the accuracy of the interview findings.

Therefore, the researcher was done open coding through line-by-line analysis and identified important concepts from transcribed parent's interview

*"They won't even move when they watch ads on the TV. They just watch those more attention ally"*

*(Sivanya, Teacher)*

Jaffna children in the post – war market are more attention to Indian kid's advertisements, because

*"But it depends on the advertisement.*

*If there is kid dish music, dance come on they watch those."*

answers, then the researcher done axial coding and assembled them into second-order themes, finally the researcher was presented the strategies that emerged from data were presented & how the coding were done and the final analysis are clearly shown in this chapter.

## VI. DATA ANALYSIS

This study aimed to explore children's attention level on TV commercial when watching TV & subsequently their behaviors. The researchers have obtained the findings to this objective through interview questions. All respondents' answers were coded by the researchers. Through the final concepts, the researchers have conducted the data analysis.

of the attractiveness & colour fullness of the advertisements.

*(Sasikaran, Tailor)*

Children in Jaffna don't watch TV & ads all the time, but when commercial comes on the TV, they watch that without blinking an eye & immediately request some

products and also remind the parents at the purchase places. Moreover, they follow them in the ads something related to children.

*"They'll be more concentrating on them and specially is it's something related to them they will watch that without blinking. As I said earlier, it influences more than 90 %. I think those are rally colorful."*

*(Raveeswaran, Lecturer)*

This study tried to find the influence of televised advertisement on Jaffna children's product requests. In Jaffna district parents believe their child's product request are influenced by televised ads, through

impressionable way of techniques like colour, shape, size because of that children believe, remind & adamant on it.

*"Yes, it does, it does. There some chocolate ads, which comes up.*

*She takes the chocolates whenever we go to food city she takes it because she watches the ads about it. Kids watch that they wouldn't ask without watching 'He eat chocolates and he is grown up. Drink Boost, eats chocolate... There are so many like this."*

*(Balaputhiran, Lecturer)*

*"Yes there is a link between them. That's an attraction isn't it?*

*They eat noodles by spoon as shown on the ads."*

*(Pirabhakar, Housewife)*

And also, this study tried to find the usual outcomes of conflict over a request to buy a particular product. The researcher has obtained the findings to

this objective through interview question regarding the usual outcomes of conflict over a request to buy a particular product.

*"She will say that she wouldn't eat anything. When the elder kids argue and disobey the younger ones follows them."*

*"They get told off by me"*

*(Shahila, Bank staff)*

*"They got angry with us."*

*(Anandasayanan, Lecturer)*

There are so many negative outcomes of conflict over a request to buy particular product among Jaffna parents and children like children disobey the parents, they would cry, get angry with parent, they will

*"She forgets as she is a kid. But she will say "I won't come the next" as soon as we get back home."*

*(Krishnakumar, Teacher)*

*"He wouldn't, but he'll show his anger on his studies."*

*It we switch off the TV, He wouldn't eat. He won't be happy. So we need to prefund that we are on his side just to keep the things on the right track so he ask mom to boils the milk, ad that on it and eat that. He does the same things as shown on the TV".*

*(Balaputhiran, Lecturer)*

Crying at home /avoiding food/crying at the shops/comparing with other parents who always buy products for their children are negative outcomes of parent-children conflicts derived by television advertisements. Go against with their parents and argue

with their parents are very unlikable outcomes of conflicts with their parent, other than these affects, the main affection on children's studies. Jaffna parents mainly concentrate on their children's studies. So, it's a major negative outcome of these kinds of conflicts.

*"They will be angry. They Show the sad face. They won't even sleep without eating."*

*It's a bit worrying. There are some situations when we can't afford."*

*(Ajantha, Housewife)*

*"They'll be depressed... Destructive behavior....When we tell her that we can't, she'll be..... "I wouldn't study if you don't buy that now". But we misguide her when getting the things she asked. They might think that even though Amma has money she is not buying that for me. It'll accept it if they have positive attitude otherwise they will get confused."*

*(Raveeswaran, Lecturer)*

Not only the children's behaviors, but also these outcomes can affect on the happiness of the whole family. The issue of depression in children is very serious one, because thinking negatively greatly affected the likelihood of developing a depression and maintaining it during stressful events in a person's life. It's not that much easier to develop positive attitude in children's mind.

in Jaffna Peninsula while evaluating the impact of TV advertisement on conflict for other segments, like; grown-ups children (12-18ages) or adults (18-25).

The other limitation is that the sample is geographically limited. The research has been done only in Jaffna district. It can be done in other parts of the country, like; Mannar, Kilinochchi, Vavuniya as well or for the whole country.

A qualitative exploratory research method has been taken into consideration for this study. Therefore in the future, the researchers should be taking into account of the other methods, like; quantitative research method or mixed method as well.

Based on this research finding, there is a conflict exist between Parent and children in the post-war Jaffna context. Because of the adamant behaviors & nagging behaviors parents in the post-war marketing context are persuading to conflicts between their children & themselves. In the peaceful marketing situation, mass media developed environment, children are requesting advertised products to never stopping is called as "Pester Power". Behaviors of continuously asking particular advertised product are creating parent-children conflicts often.

Present study found that because of heavy advertisement and proliferated Tv channels children are confused, and nag their parents to purchase unwanted products. Parents are struggle to solve these conflicts

## VII. CONCLUTION

The outcome of this study shows some limitations. The first limitation of this study is that this research relied only on the perception of parents. Therefore, the knowledge from this study might be a little bit biased by the parents' particular viewpoints toward the issues in this study. Even though the parents' perspectives were considered the most important for this study, it is possible that there may be gaps in information that can be filled in by asking questions from the perspectives of other family members, including the children themselves, because the answers by the children might be different. Therefore, one possible future study would include the children, or other family members as participants.

Another limitation is that this research consider only children segment in Jaffna Peninsula in the post – war market situation. The research result states that the potential researchers should consider the other segment



because of the heavy inspirations of the motives and colours in the advertisements. Marketers should follow the correct advertising strategies when they create children's related products advertisements. It also will reduce these types of conflicts and diminish those types of negative outcomes as well.

In the post-war Jaffna market unethical and business behaviors are encouraged by this unwanted purchase intentions. According to the past studies (Livingstone & Helsper, 2004) advertisement strategies should be in a good manner, and marketers should consider the appropriate Television commercials otherwise, these will affect the society.

This study has the implication that organization should design proper Tv advertisement, which will not affect the Parent-Children relationships, it is an ethical responsibility of the organization, which operates in the Post-War context.

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#### Annexure

#### Examples of Coding: Four Tables.

(Source: Author constructed)

*IQ1: Does your child pay attention to TV commercial when watching TV?*

1st coding/open coding	2nd coding/axial coding	Findings/concepts
1. They give more attention to ads. 2. Ads are very colorful. 3. watch ads on chutty TV 4. It depends on the Ads. 5. There is a kid dish music, dance. 6. They love to watch. 7. We got 45 channels now. 8. Change the channel. 9. Indian Ads. 10. Girl on the lux ads also pretty 11. They are more interested in kid's ads. 12. Very much interested. 13. Songs, music are very much attractive.	1. More attention. 2. Colour full & attractive. 3. They are more interested in kid's advertisements, 4. It depends on the advertisements. 5. Watched Indian advertisements.	1. Attention toward attractiveness 2. Attention toward colour images

*IQ2: What does he/she typically do when a commercial comes on?*

1st coding/open coding	2nd coding/axial coding	Findings/concepts
1. They wonder why it takes such a long time. 2. They don't watch all the time. 3. They got more interested on it 4. They tell the place where that item is available. 5. Elder one goes away. 6. Younger ones have interest on the ads. 7. Depend on the ads. 8. They will sing. 9. Observes it so attention ally. 10. They play good music in the background. 11. They watch chutty TV. 12. They have no idea about ads 13. They won't even move. 14. Just watch more attention ally. 15. She has the option. Change the channels. 16. Follow them. 17. More concentrating. 18. Watch that without blinking. 19. Something related to them. 20. Repeat the once on it. 21. Immediately request. 22. Remind us at the super market. 23. Something related to them.	1. Don't watch all the time. 2. Watch that without blinking an eye. 3. Remind us at the purchase places. 4. Something related to them. 5. Immediately request.	1. Very interesting

IQ3: Do you believe your child's product requests are influenced by televised advertisements? If so, how is she/ he influenced?

1st coding/open coding	2nd coding/axial coding	Findings/concepts
<ol style="list-style-type: none"> <li>1. Yes, there is a link between them.</li> <li>2. That's an attraction.</li> <li>3. As shown on the ads.</li> <li>4. It has the influence.</li> <li>5. Kids want everything they see.</li> <li>6. "We need this" when they watch the ads.</li> <li>7. This is the place we saw on the TV.</li> <li>8. Some time they ask following ads.</li> <li>9. She asks for kinder Joy.</li> <li>10. So adamant on it.</li> <li>11. There are some chocolate ads, which come up.</li> <li>12. Whenever we go to food city.</li> <li>13. Because she watches the ads about it.</li> <li>14. Those are rally colorful.</li> <li>15. Noodles were colorful.</li> <li>16. Different ads are more impressive.</li> <li>17. The technique.</li> <li>18. Shape looks different.</li> <li>19. Colour, shape, size are all has influences</li> <li>20. Ask after watching the TV ads.</li> <li>21. Drink boost.</li> <li>22. Boost them or grew them or have energy.</li> </ol>	<ol style="list-style-type: none"> <li>1. There is a link between child's product request &amp; TV ads.</li> <li>2. Different ads are more impressive.</li> <li>3. So adamant on it.</li> <li>4. Change children's thoughts like grew, energy &amp; so on.</li> <li>5. Remind the parent at the purchase place.</li> </ol>	<ol style="list-style-type: none"> <li>1. Unwanted things are purchased</li> <li>2. Impressionable way</li> </ol>

IQ4: What are the usual outcomes of conflict over a request to buy a particular product?

1st coding/open coding	2nd coding/axial coding	Findings/concepts
<ol style="list-style-type: none"> <li>1. She wouldn't eat anything.</li> <li>2. Kids argue.</li> <li>3. Disobey.</li> <li>4. Younger ones follow them.</li> <li>5. They get told off.</li> <li>6. They angry with us.</li> <li>7. As soon as we get back home.</li> <li>8. They get angry.</li> <li>9. They go.</li> <li>10. Their mother straight away.</li> <li>11. I get worries.</li> <li>12. Next time she would ask for something else.</li> <li>13. She would cry.</li> <li>14. He will show his anger on his studies.</li> <li>15. He wouldn't eat.</li> <li>16. He won't be happy.</li> <li>17. We need to pre fund.</li> <li>18. Conflicts have negative effects on the happiness of the family.</li> <li>19. They will be depressed.</li> </ol>	<ol style="list-style-type: none"> <li>1. It affects' on child's studies, eat, and sleep as well.</li> <li>2. Child gets angry with parents.</li> <li>3. Disobey the parents.</li> <li>4. They show the sadness.</li> <li>5. Children would cry.</li> <li>6. They will be depressed.</li> <li>7. Negative effects on the happiness of the family &amp; child's behaviors.</li> </ol>	<ol style="list-style-type: none"> <li>1. Negative effects</li> </ol>

20. Destructive behavior. 21. I wouldn't study if you don't that now. 22. Misguide her when getting the things she asked. 23. Even though Amma has money. 24. They will get confused. 25. They will be angry. 26. They show sad face. 27. They won't even sleep. 28. Bit worrying. 29. Crying at the shops. 30. Comparing with other parents.		
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