

**THE INFLUENCE OF TELEVISION ADVERTISING ON PURCHASE DECISION OF TEENAGERS**

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**ABSTRACT**

Television advertising has become a new force capable of influencing the audience to do what the advertisers want, and teenagers are very promising target for producers. This study investigated the influence of television advertising on teenagers purchase decision in Manado. This research aims to analyze (1) what is the impact of television advertising (Brand Preference, Peer Group, and Pester Power) on teenagers purchase decision; (2) which impact of television advertising (Brand Preference, Peer Group, and Pester Power) has the most significant influence on teenagers purchase decision; (3) is there any significant difference between male and female on teenagers purchase decision. Theories supporting the research are advertising and purchase decision. 100 respondents of the questionnaires were distributed to teenagers who live in Manado. The data obtained were analyzed using Multiple Linear Regression and Independent Sample t-test Analysis. The findings reveals that Brand Preference, Peer Group, and Pester Power have significant influence on teenagers purchase decision. Pester Power is the greatest factor that influence teenagers purchase decision and the least significant factor is Peer Group. There is significant difference between male and female for each factors. The result shows that the television advertising has a significant influence on purchase decision of teenagers.

**Keywords:** *television advertising, purchase decision, brand preference, peer group, pester power.*

**INTRODUCTION****Research Background**

Television advertising has become a new force capable of influencing the audience to do what the advertisers want. The impact of advertising in treating others has been conditioned not reveal the actual condition of the public society to spend money, just to try a new product offered in the advertisement. In fact, not infrequently, it was all done to satisfy the demands of modern lifestyles. Obviously, television is still a favorite advertising media which requires frequency and intensity in its delivery. With that, the advertisement can really sink into the minds of the audiences. The most important step in developing the advertising creation program is to identify the target audience of the advertisement. By knowing the target audience's profile covering lifestyles, attitudes, and values of thinking, it will facilitate the modelling of advertising. The type of intended target advertising varies, depending on the product being advertised. When viewed from the target age, the groups include childrens, teenagers, adults and parents.

Among these groups, teenagers are very promising target for producers. Teenagers are the groups that are vulnerable to the effects of public television advertisements because they spend most of their free time in front of the television for watching programmes or channels of their choice. Because of these limitations, the teenagers are very easy to be the persuaded group compared with children or adults. In this case, teenagers have more confidence in what the advertisement and they are more receptive by the persuasion of the advertising. Also, the advertisers target teenagers because of their high disposable income, their influence on parental purchase, their establishment of loyalty to certain brands, and a conventional wisdom that they buy products on impulse. Children in between 13 to 19 years of age actually watch TV commercials more intensely, so the consequence is the emergence of consumer purchasing decision among the teenagers. The teenagers have become a strong influencing group and even have the ability to influence the purchase decision in the family

from cakes to cars (Sashidhar & Adivi, 2006). Teenagers can be really specific in their tastes and preferences and have stray likes and dislikes. Most brands today are segmenting by the gender.

### **Research Objectives**

The objectives of this research are:

1. To analyze the influence of Television Advertising factors (Brand Preference, Peer Group Influence and Pester Power) on Teenagers Purchase Decision.
2. To identify which one of Brand Preference, Peer Group Influence, and Pester Power that has the most significant influence on Teenagers Purchase Decision.
3. To identify which one between male and female have the most significant influence on purchase decision.

## **THEORETICAL FRAMEWORK**

### **Theories**

#### **Television Advertising**

Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by any identified sponsor (Kotler & Keller, 2009:560). Kotler and Keller (2009:565) explained that television advertising has two particularly important strengths. First, it can be an effective means of vividly demonstrating product attributes and persuasively explaining their corresponding consumer benefits. Second, television advertising can be a compelling means for dramatically portraying user and usage imagery, brand personality, and other brand intangibles.

#### **Consumer Behavior**

Consumer behavior is defined as the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs (Schiffman & Kanuk, 2007:3). Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants (Kotler & Keller, 2009:160).

#### **Brand Preference**

Kotler and Keller (2009:533) stated to build the consumer preference is by comparing quality, value, performance, and other features to likely competitors.

#### **Peer Group Influence**

Peer influence also is commonly defined as the extent to which peers exert influence on the attitudes, thoughts, and actions of an individual (Bristol & Mangleburg, 2005).

#### **Pester Power**

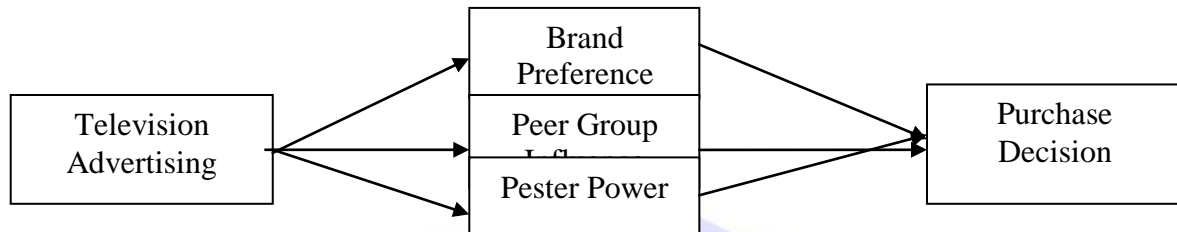
Pester power can be defined as the nagging ability of children to purchase the product they desire due to some reason (Seth G. et al., 2008). Specifically, "the child perceive themselves to be more influential in researching and evaluating family purchases; indeed the parents tend to concur that they are more influential with regard to family decision making." (Kotler & Keller, 2009:332).

#### **Purchase Decision**

Purchase decision is insensitive to pricing and the show of their loyalty by suggesting positive recommendations to firm and even investing money on the product or brand which show their extreme trust the product or brand (Shah et al., 2012). A set of psychological processes combine with certain consumer characteristics to result in decision processes and purchase decisions (Kotler & Keller:171).

### Previous Research

Khandai & Agrawal (2012) found that advertisements on television have significant impact upon the brand preference of the target audience, peer pressure have less significance and pester power is on the lower side. Bishnoi & Sharma (2009) found that TV advertising has enhanced the teenagers involvement in product selection and purchase and they also like the advertisements of the products that they are using and believe that products are as good as expected from TV advertisements. Latif & Abideen (2011) found that TV advertising increase unnecessary purchasing and materialism in children, means that TV advertising is affecting children.



**Figure 1. Conceptual Framework**

### Research Hypotheses

- H<sub>1</sub>: There are significant Influence of Television Advertising on Teenagers Purchase Decision Simultaneously.  
 H<sub>2</sub>: There are significant Influence of Television Advertising on Teenagers Purchase Decision partially.  
 H<sub>3</sub>: There are significant between male and female in Teenagers Purchase Decision.

## RESEARCH METHOD

### Types of Research

This research use casual and comparative type of research. Causal research is a study in which the researcher wants to delineate the cause of one or more problems (Sekaran & Bougie, 2009:110), and Comparative research is a study conducted by collecting data from several settings or organizations (Sekaran & Bougie, 2009:436). This types of research will prove the relation between independent variables (brand preference, peer group, and pester power) and dependent variable (purchase decision).

### Place and Time Research

This study was conducted in Manado from July – September, 2013.

### Population and Sample

The population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran & Bougie, 2009:262). The population in this research are the teenagers in the age range of 13-19 years old who live in Manado. A sample is a subset of the population (Sekaran & Bougie, 2009:263). This sample is taken uses proportionate stratified simple random sampling, which means population is first divided into meaningful segments; thereafter subjects are drawn in proportion to their original numbers in the population (Sekaran & Bougie, 2009:279). The sample of this research is 100 teenagers who live in Manado.

### Data Collection Method

Primary data means data gathered for research from the actual site of occurrence of events (Sekaran & Bougie, 2009:37). The data obtained from the questionnaires distributed to the correspondents. Secondary data refers to data gathered through such existing sources (Sekaran & Bougie, 2009:37). The data is taken from journals, articles, related books, and relevant literature from internet.



## Operational Definitions and Measurement of Research Variables

1. TV Advertisements  
Television advertisements do have an impact upon the purchase behavior of children in age group 13-19 years (Bishnoi & Kumar, 2009:66).  
This variable is measured by the following indicators:
  - Brand Preference: The child will develop their preference for the brand by watching the commercials intensively or for a certain period of time. It will make the teenagers to choose the brand.
  - Peer Group Influence: When teenagers watch advertisements, they will discuss with their friends. It will lead them to purchasing the brands that they favor. Teenagers in age groups of 13-19 years are subject to a fair amount of peer pressure.
  - Pester Power: Teenagers often use the pester power on their parents to buy the things that they want. The teenagers in this age group (13-19 years) demonstrate the pester power when he/she is able to wield over his/her parents.
2. Teenagers Purchase Decision  
Teenagers purchase decision attempt have a relatively high degree of success and parents create direct opportunities and leading to consumer socializations from a relatively young age.

The instruments of this study measured by Likert Scale. The Likert Scale is designed to examine how strongly subjects agree or disagree with statements on a five-point scale (Sekaran & Bougie, 2009:152). An interval this scale specifically uses the five anchors of *1. Strongly Disagree, 2. Disagree, 3. Neither Disagree nor Agree, 4. Agree, and 5. Strongly Agree.*

## Data Analysis Method

### Validity and Reliability Test

Validity is a test of how well an instrument that is developed measure the particular concept it is intended to measure (Sekaran & Bougie, 2009:157). An instrument measure is valid if the instrument measure what is supposed to be measured.

Reliability is a test of how consistently a measuring instrument measures whatever concept it is measuring (Sekaran & Bougie, 2009:157). The reliability of measure indicates the extent to which it is without bias (error free) and hence ensures consistent measurement across time and across the various item in the instrument.

### Multiple Regression Analysis

Multiple Linear Regression Analysis refers to the dependent variable (Y) relates to more than variable. Regression analysis makes it possible for the researcher to draw a conclusion on the effect from the independent variables to the dependent variables. The shape of the regression equation for this research is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

Where:

- |  |  |
|--|--|
| Y  | = Teenagers Purchase Decision  |
| a  | = Intercept  |
| X <sub>1</sub>                                   | = Brand Preference   |
| X <sub>2</sub>                                   | = Peer Group Influence   |
| X <sub>3</sub>                                   | = Pester Power   |
| b <sub>1</sub> , b <sub>2</sub> , b <sub>3</sub> | = coefficient regression of X <sub>1</sub> , X <sub>2</sub> , X <sub>3</sub> |

### Independent Samples t-Test Analysis

An independent sample T-Test is carried out to see if there any significant differences in the means for two groups in the variable of interest (Sekaran & Bougie, 2009:345). The t-Test is used to compare the values of the means from two samples and test whether it is likely that the samples are from populations having different

mean values by comparing the  $t_{\text{value}}$  and  $t_{\text{table}}$ . The level of significant is 5% ( $\alpha=0.05$ ). if  $t_{\text{value}}$  is greater than  $t_{\text{table}}$   $H_0$  is rejected and  $H_1$  is accepted.

## RESULT AND DISCUSSION

### Result

#### Validity and Reliability

The test of validity shows that the value of correlations index of each variable is good because the values are above minimum level of 0.30 and the significance level less than 0.05 (5%) so the instrument of the data is considered as valid. The result of reliability test shows that the instrument is acceptable because the Alpha Cronbach coefficient has a value of 0.813. It can prove that the data is up to standard and can move forward to the next step.

#### Multiple Regression Analysis

**Table 1. Multiple Regression Result**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	1.556	.230		6.752	.000					
Brand Preference	.248	.070	.314	3.546	.001	.671	.340	.227	.524	1.907
Peer Group Influence	.201	.065	.267	3.113	.002	.639	.303	.199	.556	1.799
Pester Power	.266	.059	.348	4.484	.001	.645	.416	.287	.681	1.468

a. Dependent Variable: Purchase Decision

Source: SPSS Analysis, 2013

The computerized computation ensures the accuracy of the analysis. From the result in the table 1, the model is defines as:

$$Y = 1.556 + 0.248X_1 + 0.201X_2 + 0.266X_3$$

1. Constant (a) 1.556 shows the effect of Brand Preference ( $X_1$ ), Peer Group Influence ( $X_2$ ), and Pester Power ( $X_3$ ) on Purchase Decision (Y). It means that if all independent variables are equal to zero then the Purchase Decision (Y) is predicted to be 1.556.
2. The value of coefficient b1 is 0.248. If the values of the other variables are constant or equal to zero by increasing in  $X_1$  (Brand Preference) then the Y (Purchase Decision) will be increased by 0.248.
3. The value of coefficient b2 is 0.201. If the values of the other variables are constant or equal to zero by increasing in  $X_2$  (Peer Group Influence) then the Y (Purchase Decision) will be increased by 0.201.
4. The value of coefficient b3 is 0.266. If the values of the other variables are constant or equal to zero by increasing in  $X_3$  (Pester Power) then the Y (Purchase Decision) will be increased by 0.266.

**Table 2. Coefficient of Correlation and Determination**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.778 <sup>a</sup>	.606	.594	.33157	1.597

a. Predictors: (Constant), Pester Power, Peer Group Influence, Brand Preference

b. Dependent Variable: Purchase Decision

Source: SPSS Analysis, 2013

The value of coefficient of determination is between 0 and 1. The coefficient of determination ( $R^2$ ) is 0.606, which shows that the model in this research is able to explain 60.6% variation of the Purchase Decision (Y) while the remaining 39.4% is explained by other factors which are not discussed in this research. Since independent variables used in this research are more than two variables then *adjusted*  $R_{\text{square}}$  is preferably used. In this case *adjusted*  $R_{\text{square}}$  is 0.594 which means that 59.4% variation of dependent variable can be explained by three independent variables, while 40.6% is explained by other factors

### Classical Assumption Test

In multicollinearity, the tolerance of Brand Preference is 0.524, Peer Group Influence is 0.556 and Pester Power is 0.681, which means that the tolerance value of those four variables are more than 0.2, while the VIF value of Brand Preference is 1.907, Peer Group Influence is 1.799, and Pester Power is 1.468, which means that the VIF value of those four variables are less than 10. Since all the tolerance value are more than 0.2 and all the VIF value are less than 10, the model concluded to be free from multicollinearity. In heteroscedasticity, the result show that the pattern of the dots is spreading and does not create a clear pattern, and the dots are spreading above and below 0 (zero) in the Y axis, thus this proves that the model is free from heteroscedasticity. Normality test can be identified by using graph of P-P Plot. The result show that the data that is represented by dots are spreading near the diagonal line and spreading follows the direction of the diagonal line. It proves that the model has passed the Normality Test. For Autocorrelation, this study used  $\alpha = 0.05$  to identify the autocorrelation which the result shows that the critical value of Durbin-Watson is 1.597 which is still in the area of no autocorrelation and it proves that the model is free from autocorrelation.

### Hypothesis Testing

The hypothesis testing consists of F-test and t-test. F-test is used to determine the simultaneous effect, while T-test is used to determine the partial effect of each independent variable to dependent variable.

**Table 3. F-test Result**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	16.233	3	5.411	49.218	.000 <sup>b</sup>
	Residual	10.554	96	.110		
	Total	26.787	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Pester Power, Peer Group Influence, Brand Preference

Source: SPSS Analysis, 2013

By using the significant level of 0.05 ( $\alpha = 0.05$ ) and degree of freedom (df) = 3, the  $F_{\text{table}}$  from F distribution table is  $F_{3; 96; 0.05} = 2.699$ , while  $F_{\text{count}}$  from Table 3 is 49.218. The result is  $F_{\text{count}} > F_{\text{table}} = 49.218 > 2.699$ . Since  $F_{\text{count}}$  is greater than  $F_{\text{table}}$ ,  $H_0$  is rejected and  $H_1$  is accepted. It absolutely proves that independent variables simultaneously influence the dependent variable. Therefore, hypothesis 1 is accepted.

**Table 4. t-test Result**

Model	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	t
1 (Constant)	1.556	.230		6.752
Brand Preference	.248	.070	.314	3.546
Peer Group Influence	.201	.065	.267	3.113
Pester Power	.266	.059	.348	4.484

a. Dependent Variable: Purchase Decision

Source: SPSS Analysis, 2013

By using the level of significant of 5% ( $\alpha/2 = 0.025$ ) and degree of freedom (df) in table 4.9 = 96; So, the  $T_{table}$  from F distribution table is 1.985. The partial effect of each independent variable on dependent variable will be explained as follows:

1. Variable Brand Preference ( $X_1$ ) to Purchase Decision (Y)

$t_{count}$  of Brand Preference is 3.546. Therefore, the  $t_{count}$  with  $t_{table}$  :  $3.546 > 1.985$ . Since  $t_{count}$  is bigger than  $t_{table}$ ,  $H_0$  is rejected and  $H_1$  is accepted. Thus, Brand Preference significantly impact on teenagers purchase decision

2. Variable Peer Group Influence ( $X_2$ ) to Purchase Decision (Y)

$t_{count}$  of Peer Group Influence is 3.113. Therefore, comparing the  $t_{count}$  with  $t_{table}$  :  $3.113 < 1.985$ . Since  $t_{count}$  is bigger than  $t_{table}$ ,  $H_0$  is rejected and  $H_1$  is accepted. Thus, Peer Group significantly impact on teenagers purchase decision.

3. Variable Pester Power ( $X_3$ ) to Purchase Decision (Y)

$t_{count}$  of Pester Power is 4.484. Therefore, the  $t_{count}$  with  $t_{table}$  :  $4.484 > 1.985$ . Since the  $t_{count}$  is greater than  $t_{table}$ ,  $H_0$  is rejected and  $H_1$  is accepted. Thus, Pester Power significantly impact on teenagers purchase decision.

### Independent Samples t-Test

#### Independent Group Statistic, Levene's Test and t-Test of Brand Preference ( $X_1$ )

**Table 5. Group Statistic Data of Brand Preference ( $X_1$ ) between Male and Female**

	Sex	N	Mean	Std. Deviation	Std. Error Mean
Brand Preference	Female	50	3.8934	.54894	.07763
	Male	50	4.1194	.63125	.08927

Source: SPSS Analysis, 2013

Group statistic of Brand Preference ( $X_1$ ) explains the average of descriptive statistic. For Female has mean value of 3.8934 and standard deviation 0.54894 while Male has higher mean value of 4.1194 and standard deviation 0.63125. In other words, male teenagers have an average higher of brand preference to purchase decision than female teenagers.

**Table 6. Levene's Test & t-Test of Brand Preference ( $X_1$ )**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Brand Preference	Equal variances assumed	1.123	.550	5.094	98	.084	.47360	.09298	.28909	.65811
	Equal variances not assumed			5.094	96.148	.084	.47360	.09298	.28904	.65816

Source: SPSS Analysis, 2013



The table shows that the significant value is 0.550 which is more than 0.05. The table also shows that the p-value is higher than 0.05; therefore reject the null hypothesis (H<sub>2</sub>). In other words, there is no homogen in brand preference on teenagers purchase decision.

### Independent Group Statistic, Levene's Test and t-Test of Peer Group Influence (X<sub>2</sub>)

**Table 7. Group Statistic Data of Peer Group Influence (X<sub>2</sub>) between Male and Female**

	Sex	N	Mean	Std. Deviation	Std. Error Mean
Peer Group Influence	Female	50	4.0250	.74274	.10504
	Male	50	3.6300	.57862	.08183

Source: SPSS Analysis, 2013

This group statistics describe between male and female. The female has mean value of 4.0250 and standard deviation 0.74274, and the male has mean value of 3.6300 and standard deviation 0.57862. It means the female teenagers have an average higher than the male teenagers.

**Table 8. Levene's Test & t-Test of Peer Group (X<sub>2</sub>)**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Peer Group Influence	Equal variances assumed	2.346	.298	3.210	98	.052	.39500	.13315	.13077	.65923
	Equal variances not assumed			3.210	92.466	.052	.39500	.13315	.13057	.65943

Source: SPSS Analysis, 2013

The table shows that the significant value is 0.298 which is more than 0.05. The table also shows that the p-value is higher than 0.05; therefore reject the null hypothesis (H<sub>2</sub>). In other words, there is no homogen in peer group influence on teenagers purchase decision.

### Independent Group Statistic, Levene's Test and t-Test of Pester Power (X<sub>3</sub>)

**Table 9. Group Statistic Data of Pester Power (X<sub>3</sub>) between Male and Female**

	Sex	N	Mean	Std. Deviation	Std. Error Mean
Pester Power	Female	50	3.9700	.71543	.10118
	Male	50	3.5500	.58685	.08299

Source: SPSS Analysis, 2013

This group statistic describe between male and female. The female has mean value of 3.9700 and standard deviation 0.71543 and the male have mean value of 3.5500 and standard deviation 0.58685. In other words, the female teenagers have an average higher than the male teenagers or less than the female.



**Table 10. Levene's Test & t-Test of Pester Power (X<sub>3</sub>)**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Pester Power	Equal variances assumed	1.097	.129	2.967	98	.051	.42000	.13086	.16031	.67969
	Equal variances not assumed			2.967	94.390	.051	.42000	.13086	.16019	.67981

Source: SPSS Analysis, 2013

The table shows that the significant value is 0.129 which is more than 0.05. The table also shows that the p-value is higher than 0.05; therefore reject the null hypothesis (H<sub>2</sub>). In other words, there is no homogen in pester power on teenagers purchase decision.

### Discussion

The F-Test result show that independent variables (Brand Preference, Peer Group, and Pester Power) simultaneously influences on purchase decision of teenagers. It also means that each factors of Television advertising have an influence on purchase decision. From the t-Test results, it is shown that the independent variables such as Brand Preference, Peer Group, and Pester Power partially have a significant influence on purchase decision of teenagers.

Pester power has the most significant influence on purchase decision. According to the consumer's response from the questionnaire, the teenagers have the ability to nag their parents to purchase the product they desire due to some reason. That is why, through the television advertising, the teenagers can use their pester power on purchase decision. Also, there is a significant difference between male and female. The female teenagers have more ability to nag and demand their parents because the female teenagers tend to be more fussy and know how to persuade their parents. On the contrary, the male teenagers seem more cool and careless if their parents do not fulfill their demand.

Brand preference has significant influence on purchase decision. The respondents also shows the results that teenagers purchase a product brand because the television advertising show that the price of a certain brand that they prefer is cheaper than the price of the other brands. There is a significant difference between male and female teenagers on purchase decision. The male teenagers develop a preference for the brand by watching the commercials on television for a certain period of time. On the contrary, the female tend to like trying different brands to challenge their preferences about the brands.

Peer Group has significant influence on purchase decision. It means that the teenagers are more likely to be susceptible to the influence of peers since they have a limited capacity to cope with risk and uncertainty than more mature individuals. Also, there is a significant difference between male and female teenagers. Female teenagers put more peer pressure on their fellows in their peer group, but male teenagers do vice versa. Peer Group has less significance, but still, peer group has a positive impact to determine the purchase decision.

## CONCLUSION AND RECOMMENDATION

### Conclusions

Based on this study, it can be concluded as follows:

1. The television advertisement factors (Brand Preference, Peer Group, and Pester Power) positively and significantly influence the teenagers purchase decision.
2. Pester Power has the most significant influence on teenagers purchase decision in Manado.
3. There is significant difference between male and female teenagers for each independent variable. Male teenagers have on high average for Brand Preference, and female teenagers have on high average for Peer Group and Pester Power.

### Recommendations

This study has confined and suggestion for future research, namely:

1. Variables used in this study are limited, because the researcher has only used three independent factors or aspects of the variables, such as Brand Preference, Peer Group, and Pester Power. Therefore, the further study or future researchers are expected to use a wider scope so that the contribution of this research can be applied more general.
2. The parents should pay attention more to television advertisement impact on Brand Preference, Peer Group, and Pester Power to the teenagers Purchase Decision so that they can control the decision for purchasing the products.

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