

IMPACT OF TV ADS ON CHILDREN BUYING BEHAVIOR (PRE-PURCHASE PROCESS) IN BISCUIT INDUSTRY

By

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ABSTRACT

Purpose: The aim of this research is to examine the impact of TV advertisements characteristics on children in pre-purchase process of buying behavior with biscuit's TVC in particular. The focus of the research is children and parents.

Methodology: The sample size was 400 parents. The responses were collected through electronic and directly. For analysis, correlation technique and regression was used.

Findings: The results revealed that all the variables had an influence on pre-purchase behavior of parents except celebrity endorsement while purchasing biscuits for their children.

Keywords: TV advertisement, Children Buying behavior, Celebrity endorsement, Cartoon Characters, Jingles, Price information, Product information, Pre-purchase process, Need Recognition, Information Search and Evaluation.

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