

# Children's Pester Power Level in Tourism Advertisements-A Pragmatic Perception

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## Abstract

The contemporary era boasts about the growing consumerism potentials among children. The advertisers accordingly are locating new product categories and redesigning their advertising campaigns to attract the children. Advertisements aired on Indian television of certain product categories portray the new changes in children advertisements. Such modifications are initiated to develop Pester Power in children. As Pester Power has grown to be a significant tactic in children advertising, the advertisers are trying their best to utilise it. The generation of pester power can lead to purchase actions. This tactic was initially developed and employed by advertisers for children products. But, now-a-days this technique is used for Family Products. Employing a Descriptive Research Design, the researchers have conducted a study on Pester Power level of children aged 8-12 years. Also, the differences (if any) between pester power level and children's age was studied. Following the children consumerism in new product categories, the advertisers have located Tourism advertisements as one promising product category. Therefore, the study focuses on Tourism products. The study area chosen was Kamrup, Assam. The study revealed Pester power ranges between Above Average-Below Average Level. The findings also directed about the existing differences between the age and level of pester power for Tourism advertisements. Responses indicated that with age the pester power level varies. Further, the researchers also concluded that Age acts as an important factor for determination of pester power.

**Keywords:** Pester Power, Children, Advertisers, Automobile advertisements.

## Introduction

Children advertising have emerged as one important segment in the world of Contemporary Advertising. With this numerous opportunities have walked in for the marketers and advertisers. Children were initially observed getting attracted towards only children products. But today, it's not only the children products which attract them. As the world around a child changes he/she tend to be informative about family products. Hence, children are identified as Prospects for numerous family product categories. This has led to the redesigning of the concept of Children advertising. The growing children consumerism has been considered by the Indian marketers in the most significant way. Children find new products fascinating. Earlier, the advertisers limited the use of children in an

ad campaign to FMCG or children products only. The new day marketing world however has brought out a new strategy. Since the child and his actions continues to be a centre of attraction in any family, the advertisers decided to use this as a tactic to generate purchases for different product categories. The contemporary marketing platform titles such products as 'Family Products'. This is because of the consumption pattern. These products are consumed by the entire family together and the members' together take a purchase decision. And that's why; the advertisers have marked it as their new expedition. In order to rouse the customer in a child, advertisers have started making the advertisements interesting for them. Children will enjoy an advertisement when there is a pleasing background story, head character

(child of their age), involvement of a child in products of this kind and the product. They are created deliberately for the children's winning the children's interest. These are efforts of the advertisers to introduce a product to the child's cognition, inform them about its key features and the need of consumption. The reason behind a product's existence is to fulfil the needs of people. It will be consumed only when its existence can convince a customer. Therefore advertisers' primary efforts are to help a child comprehend a need and reciprocate the advertisement by discussing or nagging about having it. This leads to the process of development of pestering habits. These kinds of tactics are common in television as well as social media advertisements.

Once an advertisement aired on Indian television has an interesting appeal, children tend to concentrate on the advertisement and the product. Therefore, the advertisers try to use child/children in the primary role of an advertisement to draw their interest into the particular product's advertisement. This kind of interest generally pushes them to gather information about the product and also talk about it. If a child finds the product promising, he/she will start convincing their parents for the said product. This is the point where Pester Power starts. Pester Power has been recognised as an important tactic for the advertisers. It can be identified as the pressure the children put on their parents after they are convinced about a product advertised in media. A family purchase decision has been observed to have a relation with the pestering habits of the children. This tactic can work successfully when the advertisements are designed in a manner fascinating children. Advertisers have therefore started comprehending its strength and design advertisements considering the importance of pestering habits and children involvement in family purchases. However, pester power has both positive and negative connotations.

Along with the other product categories, Tourism too has grown as one such attractive product category for children. With the growth of Tourism promotions, it has convinced the societies about its demand. Hence, the contemporary market scenario indicates about the potentiality of children as prospects for Tourism Products. The advertisers consider children to be the easy prospects. Also, they

understand their role in family purchase decisions. The cosmopolitan cities generally follow a nuclear family concept. The children of the nuclear families are seen participating in the family purchase decisions. Comprehending the connection, the marketers have started marking it as a product category for children advertisements. As a result of this, the advertisers have started designing advertisements for children to lure them. Likewise, the children started getting attracted towards the product. The prime targets for the advertisers are children aged eight years-twelve years. Every age demonstrates a different pester power level which will determine the purchase action. The age groups viz. 8 years-12 years depict a picture of Pester Power as they have been observed to reciprocate the advertisers' ploys. Right from the age of eight, children generally learn to interpret their surroundings and build a perception. They learn the usage of cognition and experiment it while placing their views on a particular subject. Also, they are easily influenced by strong forces. Therefore, the advertisers try to target the children within these age groups. The children advertisements of a said product category either objectify a relatable person in the campaign or place one appealing background complimenting the object. The advertisers also mark the development of rationality as a child reaches the age twelve (12). The pestering habits of an eleven and twelve year old is mostly based on rationality. Thus, it can be summed that that children advertising have its impact mostly in the age groups of 8 years -12 years. Hence, pester power can be clearly visible in case of children within this age group. But, every age may depict a different level of pester power. Depending on the product category, children will develop a need which is reflected in their pestering habits. Children Advertisements lure children and induce them to develop pestering thoughts. The pestering habits can lead to a purchase decision depending on the power of pestering. Therefore, it has become vital for the advertisers to ascertain the level of pester power and the differences (if any) between age and pester power to predict the success of an advertising campaign.

The advertising campaigns always look forward to a prime goal i.e. -'Purchase Action'. Modern tactics assure them victory. The purchase action is backed by the pestering effects. Hence, this

tactic has grown widely and advertisers provoke the practise of pester power. This have become a money making tool.

## Review of Literature

The previous researchers on the domain of children advertising have placed their observations and interpretations on Children Advertising and Pester Power. Dr Vinnakota S & Dr. Mohan D.M(2020) has focussed in their paper about the potentials of children as targets in product categories like - marketing sports equipment, computer products ,cars, credit cards, etc. They have also emphasized on the significance of pester power for products which are for family or adult consumption. Television advertisements now days are designed in the most appealing manner. The researchers, Sener A,et.al (2019) in their study have focussed on the impact and effects of television advertisements. Findings revealed about the importance of age groups and gender. Hence, to conduct the study children of primary school children were considered. According to the research, television advertisements will have different effects depending on the age groups of children. The researchers also stated about the growing interest if children in the television advertisements and their desire of purchasing them. Considering the growing use of pester power as a tactic by the advertisers, the researchers Chauhan & Ravinder(2019) have studied on the impact of pester power. Pester Power can initiate a family buying decision. Following the interests of the children in FMCG products advertisements, the researchers have taken the different categories of FMCG products for conducting the study. With a sample of 416 parent-child dyads, the study concluded stating about the rising pester power impact on family purchases decisions. An article titled 'Advertising and children' (2017) emphasized on a prime fact i.e. age is the sole factor to determine the children responses to the television advertisements. The authors specifies on the different tactics used by the advertisers like the bribe, the game, the super-person, the cartoon character, the repeat, the music, etc. to lure the kids towards a product. It also stated about the success of such advertisements. As age was recognised by the authors to be the most important factor for determining the children responses to advertisements, efforts were taken

by the authors to categorise the children as per their age groups. On a study conducted by Kumar S (2013) the parameters and situations on the basis of which the influence of children on the processes of family purchase decisions depends were studied. Children of age group 8-12 years were considered for the study. The study revealed about the children's interest and pestering habits of family products & children products. The ANOVA analysis of parent's perception of children influence indicates that parent's income impacts the children's influence. Also, a quadratic relation is observed between children influence and family income. Researchers Abbas F, et.al (2013) has focussed on another important fact i.e. Children responses to television advertisements will vary with the products. Also, the children's role in family purchase decisions has been highlighted. According to the study, television advertisements have made children participate and play an important role in family purchase decisions. The study has equally highlighted the influence of socialisation agents on children in terms of children advertisements.

## Research Gap

The works of the previous researchers have concluded about the growth of Pester Power as an important tactic for children advertisements. Advertisers have started recognizing Pester Power as an important tactic in advertising. Pester power can lead to purchase decisions and purchase actions. Children advertisements have initiated children's participation in family purchase decisions [Abbas F, et.al (2013)]. The participation of children leads to purchase actions with the pestering potentials of children. Advertisers create attractive advertisements deliberately to lure children. Pester power is strong to direct an influence in the family purchase decisions [Chauhan & Ravinder(2019)].Also, the researchers have highlighted about the age of children and product category for the workings of pester power Children advertisements are designed for family products or the adult products. Children therefore are attracted towards products which are not for their direct consumption [Dr Vinnakota S & Dr. Mohan D.M (2020)].Children within the age groups of eight years-twelve years are the prime targets for advertisers. The previous conclusions highlight that pesters power varies with products [Abbas

F, et.al (2013)].Hence; there is a need of specifying the product category for making a study. Amongst the family products, contemporary marketers have started targeting children for Tourism products. As such, the advertisers today are preparing tourism advertisements to attract firstly the children within the said age group. And as no study has been conducted considering the Tourism product category. This leads to the 1st Objective- To observe the Pester Power Level for children aged 8years to 12 years of Kamrup District by considering the Tourism advertisements.

Also, the researchers have strongly placed their opinions on the important factor age. The conclusions of the previous researches indicate about the differences age can bring in the effects of children advertisements[ Sener A,et.al (2019)] This leads to the 2nd objective- To find and analyse the existence of Differences (if any) between Age of children and Pester Power Level considering the Automobile advertisements.

### **Scope & Research Methodology**

Considering the importance of the product categories, the researchers have chosen only one product category for the study. The chosen product category is Tourism. As Tourism has emerged as one attracting product category in children advertisements, it has been decided. Further, in order to mark the Pester Power Level for the chosen product category, children within the age of eight (8) years to twelve (12) years was taken. The study area was Kamrup District, Assam. The researchers have considered only the Metro Division of the district.

**Research Design:** The researchers have followed a Descriptive design as they have tried making a study on the level of pester power and determination of the differences between pester power level and age of children.

**Population of the study-**All the children from Kamrup District were considered as the population by the researchers for the study. The population size for Kamrup District is 87,500.

**Sampling frame-**Children within the age group of 8years to 12 years from Kamrup District form the sampling frame of the study.

**Sample Size-** Considering two districts of Assam the researchers have conducted the study. Employing the Cochran's Sample size calculation formula, the sample size at a 5% confidence level was calculated. And, the calculated sample size stood at 384, which was rounded to 400 for an equal distribution between the two districts. However, the researchers have only considered Kamrup District for the present study Therefore, the sample size for the study stood at 200.

**Sampling Technique-** For the selection of schools in Kamrup District, the researchers has used Simple Random Sampling. Random Number Table with replacement was used. Further, for the selection of children from the schools, Lottery Method without replacement was used by the researchers for the selection of children from the schools.

**Data Collection-**The Researchers used a Structured Schedule for collecting the responses from children.

### **Analysis Technique**

1) For achieving the 1st objective, the researchers have calculated the Z scores. It was done by considering the 'Manual for Achievement Motivation Scale' and 'Manual for Professional Commitment Scale for Teacher Education'. On the basis of the stated scales, a modified Scale was developed to ascertain the level of pester power for the children.

2) For achieving the 2nd objective , firstly ANOVA One Way was employed for finding the variances (if any) between the Age of children and Pester Power Level in case of the select category of advertisements, the researchers have used the statistical technique of ANOVA One Way. This was followed by a multiple comparisons between the responses of specific groups of data for the select category of advertisements. It was calculated using Tukey HSD.

### **Analysis & Interpretations**

#### **Analysis 1- Pester Power Level of Children**

For measuring the Pester Power Level, Z scores have been calculated by the researchers. With the help of the Modified Score Range, Individual scores of the statements were

analysed and placed in the Score Range. This was an attempt for determination of Pester

Power Level in children as per their respective ages for Tourism Advertisements.

Table 1.1 showing Age wise Pester Power Level of Children

Level of Pester Power	AGE											
	8		9		10		11		12		Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Very high	8	20.0	2	5.0	0	.0	0	.0	0	.0	10	5.0
High	1	2.5	1	2.5	0	.0	3	7.5	0	.0	5	2.5
Above average	1	2.5	10	25.0	0	.0	32	80.0	2	5.0	45	22.5
Average/Moderate	5	12.5	2	5.0	7	17.5	5	12.5	38	95.0	57	28.5
Below average	24	60.0	22	55.0	31	77.5	0	.0	0	.0	77	38.5
Low	0	.0	1	2.5	2	5.0	0	.0	0	.0	3	1.5
Very low	1	2.5	2	5.0	0	.0	0	.0	0	.0	3	1.5
Total	40	100.0	40	100.0	40	100.0	40	100.0	40	100.0	200	100.0

On the basis of Table 1.1, the researchers have prepared an Exhibit titled 1.2 showing the Level of Pester Power for the individual Age Groups of the select Advertisement Category.

Exhibit 1.2 Showing Level of Pester Power

Age of children	Level of Pester Power
8 years	Below Average
9 years	Below Average
10 years	Below Average
11 years	Above Average'
12 years	Average

Interpretation: With reference to Table 1.1 & Exhibit 1.2, the Pester Power Level as per the age can be ascertained. It can be observed that children aged eight years-ten years revealed a Below Average Pester Power Level. This can be interpreted as-Children are attracted towards the Tourism advertisements, however they are

unable to pester their parents for Tourism products in an impressive manner. Tourism is a new segment for the children and the ones falling in the age group of eight (8) years- ten (10) years generally don't possess much information on the required product category which poses as a hurdle on their pestering process. Thus, lesser understanding or knowledge on this particular product category can be deemed behind the pester power level depicted by the stated age groups. However, Below Average Pester Power can only lead to a Family Purchase Discussions but not necessarily a purchase decision. On the other hand children aged eleven years shows an Above Average pester power level. This reveals the children interest and knowhow about tourism products advertised. An above Average pester power level can lead to Family Purchase Decisions. The children aged twelve years show an Average Pester Power Level. One reason behind can be the growing maturity of children of this age group. They are attracted towards the advertisements but don't find a reason to pester until they recognise its necessity at the moment.

Analysis 2 –Analysis of Differences (if any) between Age of children & Pester Power Level

The 1st analysis have enlightened about the pester power levels of the respective age groups of children. Now, the researchers have embarked to identify differences (if any)

between Pester Power Level and Age of children employing statistical technique of ANOVA One Way. Hence, the hypothesis was framed as:

H0 : There exists no difference between Pester Power & Age of children in Tourism Advertisements.

Table 1.3 showing the values of ANOVA One-Way

Advertisement Category		Sum of Squares	df	Mean Square	F	Sig.
<i>Tourism</i>	Between Groups	1551.650	4	387.912	98.513	.000
	Within Groups	767.850	195	3.938		
	Total	2319.500	199			

Interpretation: From table 1.3, it can be stated that calculated p value .000 is less than 0.05 which implies the acceptance of alternative hypothesis. This directs about the existence of difference between the Pester Power Level and Age of children in case of Tourism Advertisements. It can be interpreted as –‘With age the Pester Power Level of Children changes in case of Tourism Advertisements’. Age can be recognised as a major factor in terms of Pester Power determination. Children possess different growth levels in different ages. A twelve year old will be more rational than an eight year old. Hence, the pestering habits too will vary. It also indicates that an advertiser will have to be particular with the age groups of the children to employ pester power as their tactic.

### Analysis 3- Multiple Correlations

The Table 1.3 interpretations on the ANOVA One Way values clearly highlight the existence of differences (if any) between Age of children and Pester Power Level for Tourism Advertisements. Following the interpretations, the researchers have intended the Tukey HSD calculations to locate the differences existing between individual age groups. The inferences were drawn from the calculated P value. A p value more than 0.05 depicts the non-existence of difference between the said age groups and vice-versa. Table 1.4 shows the Multiple Correlation using Turkey HSD for Tourism advertisements.

Table 1.4 Showing Multiple Comparisons between 8,9,10,11 and 12 years using Tukey HSD for Tourism Advertisements

Dependent Variable	Age(I)	Age(J)	Mean Difference (I-J)	Std. Error	Sig.
<i>Tourism</i>	8	9	7.625	.444	.000
		10	7.150	.444	.000
		11	3.950	.444	.000
		12	3.275	.444	.000
	9	10	.475	.444	.821

		11	3.200	.444	.000
		12	-3.875	.444	.000
	10	11	-3.200	.444	.000
		12	-3.875	.444	.000
	11	12	-.675	.444	.550

Interpretation: With reference to Table 1.4, the researchers have placed the interpretations on the comparison of views placed by the children aged 8 years to 12 years. The observed values from the comparison chart of 9 years with 10 years and 11 years with 12 years indicates the existence of a difference in opinion in case of Tourism Advertisements. This can be further interpreted as pester power level is different in case of children aged nine (9) years and ten (10) years. It is important to state here that a nine year old develops a perception after watching the advertisement which is different than the ten (10) year old. This is an outcome of knowledge and rationalism. In terms of children aged eleven (11) years and twelve (12) years too differences in the pester power level can be seen from the analysis. Both these age groups are marked as the developing maturity stage. In comparison to the eleven (11) year olds, a twelve year old is observed to have a better understanding of the product. They tend to utilise their cognition and place their perception in a sorted and rational manner. Twelve year olds will be particular about a need for such products and as such their pester level is different than an eleven year old. The customised taste for Tourism products can be highlighted from the analysis on multiple comparisons.

## Discussion

The Tourism as a new addition in the children advertisements has started working wonders. The survey conducted in the Kamrup District of Assam demonstrates about the children's interest towards such advertisements of the said product category. The success of the advertisers of Tourism products was revealed in the Pester Power Level of children. As stated by the previous researchers about the importance of age and product category. The present study too has recognised age to be an important factor in determination of Pester Power Level. Every age

group illustrates specific characteristics and knowledge levels which are depicted by the distinct levels of pester power in the considered age groups. The age groups viz. 8years to 10 years shows a similar level of pester power. However, for the age groups viz, 11 years and 12 years pester power level is distinct. A child's cognition is developed gradually. At every age he/she learns to comprehend the objects around in a different way. The surroundings of the child, friends, siblings and parents-they all play an important role in this process. Tourism advertisements have been designed in a very attractive manner. Also, such creations are new to the children. Even if they are fascinated, it is difficult for them to understand the need of Tourism product at the moment and pester for it. The pester power level is same for children aged eight (8)- ten(10) years. This notifies about the similar characteristics and growth of cognition in the children for the select category of products. Whereas eleven years and twelve years starts developing their cognition and walk towards the step of maturing. Though both the age groups have similar characteristics the perceptions shows a thin line of difference. Twelve years depict a full cognition growth which can be seen in their perceptions.

Also, the study indicate about the difference between the age of children and level of pester power. Following the nature of product category under study, perception and knowledge can be identified as prime reasons behind the difference. The growth of children consumerism in the select category of advertisement can be identified from the study. Also, the existence of pester power indicates the strength of it and recognizes it to be a powerful tactic to increase the consumption of tourism products. However, one negative connotation of the existence of pester power is 'recognition of an unwanted need' and conflicts over purchase choices with parents.

Another vital factor in terms of pester power is the product category. The pester power level of children will vary with the product category. Despite the efforts of advertisers, children might not be able to reciprocate an advertisement in the desired way. Children will take their own time to discuss about the product, build a perception, feel the need and finally pester for a purchase action. The said process will be longer in Tourism product because of its uniqueness and new addition into the children advertisements segment.

### Conclusion

Tourism Advertisements have undoubtedly grown to be a very attractive segment for the children. The remarkable appeals used by the advertisers are making the children reciprocate and nag for it. Though Tourism doesn't stand as a necessity or directly consumable product for the children, the marketers still recognize children as prospects or the easy customers. And as such, the advertisers have created and succeeded with their tactics in convincing children to recognize Tourism products as a need for consumption. The use of emotional and playful attractive appeals employed by advertisers has always brought them closer to the product. This in return results in Pester Power. The study conducted in Kamrup District of Assam reveals about the growth and acceptance of children advertisements in the state. Tourism being a very interesting segment in itself has added to the success of such advertisements. Vacations, Holidays short trips have become an important affair in every family. Children like to talk about this frequently with their friends, siblings and parents. Advertisers have therefore utilised this opportunity and created the best advertisements to draw them closer to the product. They can be easily convinced. The product category here plays a significant role. It is important to state here that on the basis of product category, the interest levels of children on the products vary. An advertisers can be successful in the advertising campaign only when it is able to develop pestering potentials in the minds of the children. It is remarkable to observe the children interests in this product category. In cosmopolitan cities the workings of pester power can be observed like in Kamrup District. In a cosmopolitan city format, mostly the family type is nuclear which

implies a closer bonding amongst the family members. The modern families believe in making the child participate in the family purchase discussions. Also, their opinions are heard and accepted if it's backed with logic. Children get a chance to present what they perceive and express what they think is a need for them or the family members. Also, Indian market is observed to follow the Emotional tactic mantra. A child can also be convinced of a product by employing emotional appeals. The responses generated depicts the pester power level for different age groups. In accordance with the growth of children's cognition the pester power level varies. In each age development takes place which can be observed in the pester power level. Every age group will have their distinct way of comprehending and perceiving an advertisement. Researchers from their study have addressed the pester power level as per the age of children. It is also highlighted that there exists difference between level of pester power and age of child. The pester power levels given by the study can be used by the advertisers while preparing tourism advertisements for the children aged eight years-twelve years.

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