Consumer Socialization Process and Adolescent Junk Food Consumption in Chennai and Hyderabad

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Abstract

Generally, socialization can be described as the process whereby a kid eventually becomes a more or less perfect member of a society in all respects and acquires the skills necessary to function amid the culture in which he/she is born and begins to grow. For a child, the drivers or the factors behind his/her behaviour include his/her own family and the members who interact with him/her. This socialization process leads to many merits and demerits in a child's life. One of the most serious demerits is the consumption pattern of the child which is influenced by his/her surrounding environment. The world today is witnessing childhood obesity rate, which is rising every year at an alarming pace. The habit of eating junk food (which is one large source of fat which accumulates in the body) has increased over the years, also contributing to the obesity issue. This study, conducted during 2011 to 2013, attempted to find out the reasons that could be attributed to the increasing level of childhood obesity in the cities of Chennai and Hyderabad, and the role of persuasive marketing in aggravating the issue. This article defined those reasons as motivational perception factors, that is to say, the elements which motivate the children to consume certain things about which they have their own perceptions.

Keywords: **childhood obesity, persuasive marketing, adolescent, consumer socialization**

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The consumer is called the king of today's market. Every marketer tries to go that extra mile which will please and delight the consumers. The consumer is at the center stage of all market activities. It is the constant endeavor of producers that the production of the product must conform to the needs of consumers. The last two decades have witnessed an ever expanding interest in consumerism and effect of this is seen in every spectrum of business. In the current fight for market shares, marketers are indulging in an extraordinary coverage of the kids' market in myriad ways. It has been a successful step to market to the kids and children who form a dominant part of tomorrow's adult market. In today's 'commercialized childhood,' the kids are getting introduced to shopping experiences, product positioning, media coverage, celebrity endorsements, and every other possible way where they could be ultimately mesmerized into purchases. A few marketing experts opine that big corporations are trying to bring about a situation where kids are exposed to their brands in as many different places as possible almost anywhere they happen to spend their day.

What is Consumer Socialization ?

A kid is quite active in this process as the child starts to attentively listening to everybody it comes across to learn the language, culture, and behaviour. A newborn baby also has its own biological needs which it expects to be taken

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care of. This socialization process never ends in anybody's life. Learning to be a part of the environment and equipping ourselves in every aspect becomes an essential skill to socialize in our environment. But every individual is different in his/her own way of socializing, which results in different behaviours and consumption patterns. For a child, the primary driver or the factor behind his/her behaviour is his/her own family and the members who interact with him/her. Later, the learning process and strategy are extended to other influences like schools, neighbours, peer-groups, or the media. Consumer socialization can be appropriately defined in the words of Ward (1974) as the developmental process by which young people acquire the knowledge, attitudes, and skills relevant to their functioning in the marketplace. The Medical Dictionary defines adolescence as the period between puberty and the completion of physical growth, roughly from 11 to 19 years of age.

Television Advertisements do Appeal

Television constitutes the largest segment of the ad-spent by all categories. There are more than 70 television channels in India, reaching 24 million cable and satellite homes and with over 150 million viewers. Advertising budgets climb up every year. McDonald's spends 2 billion dollars on advertising alone annually. Consumer goods companies spend anything between 5% to 15% of their turnover on brand building and advertising. The largest consumer goods company in India, Hindustan Unilever spent ₹ 724 crores on advertising, and Colgate spent almost 18% of its 11 billion turnover on advertising (Dogra, 2006). The neck tight competition among the players in any industry compels them to induce children and adolescents to watch their commercials, which eventually leads to purchases.

It is increasingly becoming a practice among youngsters to share their brand experiences over social networking sites. This makes people know about the positives and negatives of a brand. Managers need to understand that the image of a brand is either built or demolished through such networks. The situation also leads to a state where adolescents feel the peer pressure to use a specific brand. When adolescents get information about a specific brand through peer communication and pressure, they either decide to buy that brand or get involved in the brand without their being aware of that. Moreover, consumers want a unique product for their money, and this gives many opportunities to the marketers to create such a product to satisfy the adolescents.

Advertising and Childhood Obesity

Advertising has been an effective tool used by the marketers to enhance the brand image of a food product (Veerman, Barendregt, van Beeck, Seidell, & Mackenbach, 2007). It is more so in the case of an eatable. Kids are eating more empty calories than ever before. Rather than eating healthy fruits, veggies, and nutritious snacks & lunches, parents are serving processed snacks and various forms of junk food which ultimately leads to obesity at a very tender age. Forms of entertainment also have undergone drastic changes. Earlier, kids used to play with the neighborhood children which was a proven way of ensuring healthy growth. These days, it is needless to say that the media exposure to kids is to an alarming extent, which limits their time spent on healthy games in the play area.

(1) Consequences of Childhood Obesity : According to The American Diabetes Association (2000), the following are the consequences of childhood obesity which is prevalent throughout the globe :

- Children who are overweight and obese suffer from emotional and behavioral issues very much similar to children suffering from cancer. Child psychologists state that obese children suffer from low self-esteem being subjected to bullying and teasing by their peers and playmates.

- Type 2 diabetes called as 'adult-onset diabetes' is on the rise as more and more children are falling prey to obesity following attractive advertising and marketing of junk food which are rich in trans fat, salt, and sugar.

↳ The adolescents growing up with obesity and type 2 diabetes have brighter chances of suffering from heart ailments at the age of 30 or 40.

↳ Childhood obesity is associated with long term medication similar to smoking and alcoholism. Childhood obesity and asthma are interconnected. Excessive body weight makes the child feel difficult to breathe and inflames the respiratory tract.

(2) Startling Revelations by CSE : According to Verma (2012), in India, the Centre for Science and Environment (CSE), the group which had highlighted the issue of pesticides in water and soft drinks some years ago, tested 16 major brands of popular food products in the month of April 2012. These brands included Maggi and Top Ramen noodles, McDonald's items, KFC's fried chicken, Haldiram's Aloo Bhujia, Nirula's burgers, besides Pepsi and Coca Cola. The team tested the products for fats, salt, and carbohydrates. The Deputy Director General of CSE came out with a very predictable result that all the food stuff that is marketed to us through celebrities and glamorous, colourful advertisements lead to alarming health hazards. The test showed that fried potato chips have 33% fats ; whereas, in a supposedly balanced diet, 30% of the calories would come from fats. A pack of Maggi noodles has around 3 gm of salt, whereas the recommended salt intake is 6 gm daily. Maggi is also reported to have lots of empty calories, which leads to overweight and low nutrition ; whereas, the advertisement declares it to have taste and health together (*'taste bhi ; health bhi')*. Bollywood star Saif Ali Khan, the brand ambassador of Lays, exhibited the "snack smart" logo on the pack and intimated the audiences to consume the product without guilt since the product was free of trans fats, while actually, it has 0.9 gm of fat per 100 gm of chips.

The study by CSE also revealed that an intake of 220 grams of French fries may lead the consumer to exceed the safe limits of intake of fats per day. While the daily quota of sugar for anyone is 20 grams, one serving of a carbonated drink (approximately 300 ml) contains 40 grams of sugar ; 35% calories in a vegetarian burger and 47 % calories in a non-vegetarian burger come from fats, and that leaves us with nothing safe to consume except for healthy food if we intend bringing up our children without potential health hazards. The Food Safety and Standards Authority of India (FSSAI) considers a product to be trans fat free if it contains less than 0.2 grams of trans fats per serving. Some brands (Haldiram Aloo Bhujia, Top Ramen Instant noodles, Lays American Style Cream and Onion) claim to be trans fat free. However, the study found that a packet of Top Ramen noodles had 0.6 gram of trans fat, while its presence in 100 grams of Haldiram's Aloo Bhujia was found to be 2.5 grams. The study concluded by reporting that the companies omitted a few facts about the product and also deliberately misrepresented some facts with regard to the quantity of trans fatty acids present in the products. These trans fats, which are formed during hydrogenation of oil, may lead to critical health issues at later stages of life.

Theoretical Framework

(1) Advertisements and Persuasive Intents : Ever since children were recognized as a lucrative target consumer group, child-directed advertising has been subject of extensive concern and debate. Calvert (2008) and Moore (2004) opined that in both the societal and academic areas, this subject has gained increased attention, mainly because enormous changes have taken place in children's commercial media environment. Livingstone and Helsper (2006) said that the advertising-related knowledge and understanding is often referred to as 'advertising literacy'. The outcome of the research done by Blosser and Robers (1985) ; Butter, Popovich, Stackhouse, and Garner (1981) ; Levin, Thomas, and Florence (1982) ; Palmer and McDowell (1979) ; and Stutts, Vance, and Hudleson (1981) showed that children start learning to identify television commercials and distinguish them from other programmes as they move into the preschool age.

(2) Children's Understanding of Television Advertisements : Past studies conducted by Butter et al. (1981) and Levin et al. (1982) showed that around 75% of 5 year old preschoolers can start to distinguish advertising from

other content. Around first grade or second grade (ages 7 or 8), children start recognizing the commercial source and are aware that they are the target audience (Robertson & Rossiter, 1974 ; Wilson & Weiss, 1992). By age 10, children's understanding of advertisements' influence on their purchases has reached an adult level (persuasive level) as per the outcome of the research conducted by Rozendaal, Buijzen, and Valkenburg (2009). The research reports by Robertson and Rossiter (1974) and Ward, Wackman, and Wartella (1977) made it clear that with increasing age, children demand less of heavily advertised products. Robertson and Rossiter (1974) correlated this pattern with a rise in a child's understanding of commercials' persuasive intent.

The Journal of the American Medical Association said that children between the ages of two and 17 watch an annual average of 15,000 to 18,000 hours of television, compared with 12,000 hours spent per year in school. The American Psychological Association deployed a task force (Wilcox, Cantor, Dowrick, Kunkel, Linn, & Palmer, 2000) to do an extensive research on the marketing activities targeted at kids and came out with many findings. It affirmed that the messages of the advertisements are compelling. According to the report submitted by the task force, after an exposure to a commercial, a child would be able to recall the content and the message of the advertisement which certainly leads to a desire to possess the product. Singh (2008) observed that some commercials do contain elements which are not children-friendly.

(3) Media Effects on Children : Across the globe, there is a widespread concern regarding child viewership of advertisements. Young children are exposed to thousands of commercials every year according to Kunkel, Wilcox, Cantor, Palmer, Linn, and Dowrick (2004). It is also witnessed that the marketers use television as a medium of communication as it gains access to children much earlier than the print media. The most common strategy followed by the marketers with regard to the commercials is that of associating them with fun and happiness rather than to correlate with the factual product-related data. The research done by Boush, Friestad, and Rose (1994) revealed that knowledge of advertising tactics and appeals emerges only in early adolescence and develops thereafter. John and Lakshmi - Ratan (1992) noted that the ability to recognize bias and deception in ads, coupled with an understanding of advertising's persuasive intent, results in less trust and less liking of commercials.

(4) Recall of Commercials and Brands by Children : Whether children remember the products and brands after they watch a commercial has been a subject of discussion among the researchers for a long period of time. Researchers like Gorn and Goldberg (1982) and Zuckerman, Ziegler, and Stevenson (1978) observed that the children under study were able to recall ads regarding toys, cereals, and ice cream.

Brand preferences may be a result of the exposure to a single commercial according to Resnik and Stern (1977) and Gorn and Goldberg (1982) in a few cases, but in a majority of the cases, ad repetition was the reason behind brand recall by children. This strategy tends to enhance the effectiveness of advertising appeals to children as observed by Atkin (1978) and Ross, Campbell, Wright, Huston, Rice, and Turk (1984).

(5) Food Marketing to Children : Marketers of fast foods make it a point to air commercials very attractively in persuading children to like and request the product (Borzekowski & Robinson, 2001 ; Galst & White, 1976 ; Taras, Sallis, Patterson, Nader, & Nelson, 1989). Gorn and Goldberg (1982) showed a few ads to 5 year to 8 year old kids during a week long camp. Some of them were shown commercials for fruits and fruit juice, while others were shown ads for candies and a sugar sweetened drink. The study proved that the choices made by those children were influenced by the commercials viewed by them. This is adequate proof that brand recall and preferences of children as young as 5 years depend mainly on the colorful commercials they witness on TV and other sources. Industry observers have linked a spectacular increase in the prevalence of childhood obesity to the emergence of advertising of unhealthy foods to children as judged by Horgen, Choate, and Brownell (2001) and Troiano and Flegal (1998). Singh (2014) opined that a balance needs to be struck between work life and domestic life by the parents so that they can devote adequate time to children.

(6) Consumption of Fast Food / Junk Food and Childhood Obesity : Absence of physical activity or sedentary lifestyle has contributed to the enhancement of children's waistline subjecting them to lifestyle diseases and other health hazards. Must and Strauss (1999) of the Department of Family Medicine and Community Health, Tufts University School of Medicine, Boston observed that the social burden of pediatric obesity, especially during middle childhood and adolescence, may have lasting effects on self-esteem, body image, and economic mobility. These mid-range effects of early obesity presage later adult disease and premature mortality.

Speiser (2005) stated that television and video games have contributed to more sedentary leisure activities as well as increased snacking and inappropriate food choices due to television advertising. There is a positive correlation between hours of television viewing and overweight, especially in older children and adolescents. Aside from these lifestyle issues, eating habits of children and adolescents have changed drastically over the past few decades. Dietary factors that place children at risk for obesity include high fat and excess calorie intake. The consumption of high-carbohydrate soft drinks is a major contributing factor to high calorie counts, especially because these fluids tend to replace milk and calcium intake for adolescents.

Objectives of the Study

(1) To identify the underlying dimensions of persuasive marketing among the adolescents in Chennai and Hyderabad.

(2) To find out the various influences of junk food consumption among adolescents in Chennai and Hyderabad.

Research Methodology

Non-probability convenience sampling method was adopted for collecting primary data among the children in Chennai and Hyderabad. A total of 460 questionnaires were distributed, out of which 400 were chosen to be the final samples. The rest of the questionnaires had unfilled data which amounted to their being disqualified to act as relevant samples. Finally, 400 samples were taken for the final study. The study was conducted during 2011- 2013.

(1) Questionnaire Design : Structured questionnaires were used to seek the desired responses. Some were multiple-choice questions in which we provided a choice of answers and the respondents were asked to select one or more of the alternatives given.

(2) Tools Used for Analysis

(i) Percentage analysis has been used to study various personal characteristics such as gender, the usefulness of social networking sites, etc.

(ii) Factor analysis has been used to examine the underlying dimensions in the MP (motivational perception) variables of children.

(iii) Multiple regression has been run to study the influence of the characteristics of children on their MP in both Hyderabad and Chennai separately.

(iv) *t* - test has been used to study the significance of difference in MPC between Chennai and Hyderabad.

Analysis and Results

(1) Descriptive Statistics of Chennai Children : The Tables 1 to 8 reveal the descriptive features of children in

Table 1. Age of the Children in Chennai

Age (in Years)	No. of Children	%
9 to 14	93	46.5%
15 to 19	107	53.5%
Total	**200**	**100%**

Table 2. Social Networking Membership of Children in Chennai

Membership	No. of Children	%
No membership	64	32%
1 membership	72	36%
2 memberships	42	21%
3 memberships	22	11%
Total	**200**	**100%**

Table 3. Social Networking Usage Period of the Chennai Children

Years of Usage	No. of Children	%
0	65	32.5%
1 to 2 years	102	51%
More than 2 years to 4 years	21	10.5%
More than 4 years	12	6%
Total	**200**	**100%**

Table 4. Social Networking Friends of the Children in Chennai

No. of Friends on Social Networking Sites	No. of Children	%
0	68	34%
1 to 10	34	17%
11 to 20	15	7.5%
21 to 30	10	5%
31 to 40	6	3%
41 to 50	8	4%
More than 50	59	29.5%
Total	**200**	**100%**

Table 5. Opinion of the Chennai Children on Social Networking Usefulness

Usefulness of Social Networking Sites	No. of Children	%
Useful	131	65.5%
Not useful	69	34.5%
Total	**200**	**100%**

Chennai.

(2) Descriptive Statistics of Hyderabad Children : The Tables 9 to 16 depict the descriptive features of the Hyderabad children. The Table 17 shows the list of different motivational perception variables

Table 6. Number of Hours Spent on Watching T.V. by Chennai Children

No. of Hours Per Day	No. of Children	%
0	4	2%
1 hour	53	26.5%
2 hours	106	53%
3 hours	19	9.5%
4 hours	8	4%
More than 4 hours	10	5%
Total	**200**	**100%**

Table 7. Daily Internet Surfing by the Chennai Children

No. of Hours Per Day Spent on Surfing the Internet	No. of Children	%
Non surfers (0)	55	27.5%
1 hour	93	46.5%
2 hours	41	20.5%
3 hours	7	3.5%
4 hours	3	1.5%
More than 4 hours	1	0.5%
Total	**200**	**100%**

Table 8. Number of Hours Spent on Social Networking Sites by the Children in Chennai

No. of Hours per day Spent on Social Networking Sites	No. of Children	%
Non-users (0)	74	37%
1 hour	78	39%
2 hours	42	21%
3 hours	4	2%
4 hours	1	0.5%
More than 4 hours	1	0.5%
Total	**200**	**100%**

which stimulated and attracted the children of Chennai and Hyderabad towards brands. These variables were considered by us to derive the actual factors that motivated the children of both the cities to consume junk food and to pester parents to get what they want from them.

(3) Factor Analysis : KMO & Bartlett's test of sphericity is a measure of sampling adequacy that is used to check the case to variable ratio for the analysis that we have taken up.

The Tables 17 to 20 show that as per the KMO measure of sampling adequacy value of 0.881 and the chi-square value of 3430.513 at *df* of 253 with *p* - value of 0.000 in Bartlett's test of sphericity, the factor analysis is applicable for the factorization of children's motivation perception variables. Five factors have been extracted and they explain 57.418 % of the variance of 23 children's motivation perception variables.

The most dominant factor is Factor 1, which is Internet Marketing with the explained variance of 15.988% in six children motivational perception variables of brand news, information sharing on social network, Internet advertising, network friendship, and free things in advertisements. Therefore, it has been labelled as Internet

Table 9. Age of the Hyderabad Children

Age (in Years)	No. of Children	%
9 to 14	61	30.5%
15 to 19	139	69.5%
Total	**200**	**100%**

Table 10. Social Networking Membership of the Hyderabad Children

Membership	No. of Children	%
No membership	15	7.5%
1 membership	64	32%
2 memberships	70	35%
3 memberships	44	22%
4 memberships	4	2%
More than 4	3	1.5%
Total	**200**	**100%**

Table 11. Social Networking Usage Period of the Hyderabad Children

Years of Usage	No. of Children	%
0 years	15	7.5%
1 to 2 years	135	67.5%
More than 2 years to 4 years	42	21%
More than 4 years	8	4%
Total	**200**	**100%**

Table 12. Social Networking Friends of the Hyderabad Children

No. of Friends on SNS	No. of Children	%
0	16	8%
1 to 10	5	2.5%
11 to 20	4	2%
21 to 30	5	2.5%
31 to 40	2	1%
41 to 50	4	2%
More than 50	164	82%
Total	**200**	**100%**

Table 13. Opinion of the Hyderabad Children on Social Networking Usefulness

Usefulness of Social Networking Sites	No. of Children	%
Useful	158	79%
Not useful	42	21%
Total	**200**	**100%**

Table 14. Time Spent on Watching T.V. Daily by the Hyderabad Children

No. of Hours Per Day	No. of Children	%
0	1	0.5%
1 hour	54	27%
2 hours	120	60%
3 hours	17	8.5%
4 hours	5	2.5%
More than 4 hours	3	1.5%
Total	**200**	**100%**

Table 15. Number of Hours Spent Daily on Internet Surfing by the Hyderabad Children

No. of Hours per day Spent on Surfing the Internet	No. of children	%
Non surfers (0)	12	6%
1 hour	95	47.5%
2 hours	78	39%
3 hours	8	4%
4 hours	4	2%
More than 4 hours	3	1.5%
Total	**200**	**100%**

Table 16. Numbers of Hours Spent Daily on Social Networking Sites by the Hyderabad Children

No. of Hours (Per Day) Spent on Social Networking Sites	No. of Children	%
Non-users (00	21	10.5%
1 hour	91	45.5%
2 hours	79	39.5%
3 hours	6	3%
4 hours	2	1%
More than 5 hours	1	0.5%
Total	**200**	**100%**

Marketing since brand recognition and the related details reach children via the Internet. The second most dominant factor is Factor 2 with 14.045% of the variance explained in nine variables, that are, packaging, peer pressure, friends' opinion, shopping with parents, pester power, celebrity endorsements, earning parents, T.V.'s influence, and brand recognition. Therefore, the factor is labeled as Multiple Factors. The third most dominant factor is Factor 3 which explains 13.765% of the variance in four variables, that are, celebrity endorsement belief, celebrity endorsed product preference, celebrity product usage belief, and celebrity attraction. Therefore, the factor is labelled as Celebrity Endorsements. The fourth most dominant factor is Factor 4 which explains 7.068% of the variance in two variables, that are, radio advertisements and magazine advertisements. The factor is labeled as Residual Media Influence. The fifth most dominant factor is factor 5 which explains 6.552% of the variance in two variables, that is, pester power and advertisement belief. The factor is, therefore, labeled as Advertisement Acceptance. Thus, all the 23 children's motivational perception variables have been reduced to five children's motivational perception factors.

(4) Quick Cluster : The Tables 21 and 22 express the motivational factors that influence the children to prefer a few brands in particular.

Table 17. Descriptive Statistics of the Motivational Perception Variables of the Children

Variables	Mean	Std. Deviation
Information over social network	3.05	1.426
Clicking on the advertisements	2.33	1.237
Brand news	2.73	1.276
Free gifts	1.86	1.073
Brand recognition	3.74	1.058
Celebrity endorsement	3.25	1.262
Believing celebrity endorsed brands to be good	2.65	1.160
Prefer to buy the celebrity endorsed brands	2.82	1.260
Believing celebrities use the brands they endorse	2.22	1.208
Demanding the advertised brands	2.91	1.174
Accepting the advertised brands	2.73	1.164
Shopping with parents	3.72	1.293
Pester power	2.95	1.201
Employed parents	3.01	1.452
Attractive packaging	3.05	1.363
Friends' opinion	3.40	1.153
T.V	4.26	0.914
Radio	1.88	1.042
Newspapers / magazines	3.20	1.112
Friends on social network	3.24	1.595
Friends in play area / school	3.50	1.157
Celebrity endorsed brands	3.23	1.298
Internet advertising	2.50	1.309

Table 18. KMO and Bartlett's Test for Factorization of Children's Motivation Perception Variables

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.881
Bartlett's Test of Sphericity	Approx. Chi-Square	3430.513
	df	253
	p - value	0.000

The Tables 23 and 24 reveal that there is a significant association between the two variables of children's motivational perception groups and location. The Table 25 shows the comparative motivational perception values of Chennai and Hyderabad children. The Tables 26 and 27 depict the multiple regression values and the variance of the influences of the motivational perception factors of Chennai children, respectively. The Table 28 depicts the motivational perception factors that influence the junk food consumption of Chennai children.

The regression equation of characteristics and the motivational perception factors of Chennai children on their junk food consumption habit is as follows :

Number of Visits to Junk Food Joints = -11.644 + 0.650 (Internet Marketing) + 0.753 (Multiple Influence) + 0.030 (NW Friends Number) + 0.225 (Number of Hours of TV Watching per Week).

The Table 29 shows how the junk food consumption habit among the Chennai children is influenced by various factors specified in the table. We attempted to predict a continuous dependent variable from a number of independent variables. The Table 30 depicts the results of the multiple regression of the different factors which motivate the Chennai children to consume junk food.

The Table 31 shows the ANOVA results of the factors which motivate the junk food habit among the children of Hyderabad.

The regression equation of characteristics and motivational perception factors of Hyderabad children on their junk food consumption is as follows :

Table 19. Total Variance Explained by Children's Motivational Perception Factors

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	3.677	15.988	15.988
2	3.230	14.045	30.034
3	3.166	13.765	43.799
4	1.626	7.068	50.866
5	1.507	6.552	57.418

Table 20. Children's Motivational Perception Factors

Factors	Variables	Factor loading
Factor 1	Brand news	0.829
Internet Marketing	Information sharing over social network	0.785
	Social network friendship	0.750
	Internet advertising	0.642
	Clicking on the advertisement	0.631
	Free gifts	0.488
Factor 2	Attractive packaging	0.697
Multiple Influences	Employed parents	0.668
	Friends in school	0.642
	Shopping with parents	0.589
	Pester power	0.506
	Celebrity endorsement	0.493
	Demanding things	0.484
	T.V	0.463
	Brand recognition	0.343
Factor 3	Celebrity endorsed brand preference	0.739
Celebrity Endorsements	Buying celebrity endorsed brands	0.726
	Belief in celebrity endorsed brands	0.690
	Celebrity attraction	0.686
Factor 4	Newspapers and magazines	0.677
Residual Media Influence	Radio	0.668
Factor 5	Accepting advertised products	0.799
Advertisement Acceptance	Demanding advertised products	0.606

Table 21. Children's Motivational Perception Factors Based on Initial Cluster Means

Factors	Clusters		
	1	2	3
Internet Marketing	7.00	6.00	30.00
Multiple Influences	13.00	39.00	41.00
Celebrity Endorsements	4.00	8.00	19.00
Residual Media Influence	4.00	6.00	8.00
Advertisement Acceptance	4.00	2.00	9.00

Table 22. Children's Motivational Perception Factors Based on Final Cluster Means

Factors	Clusters		
	1	2	3
Internet Marketing	10.76	10.05	20.50
Multiple Influences	22.61	33.38	34.66
Celebrity Endorsements	7.25	11.88	12.72
Residual Media Influence	4.60	4.70	5.48
Advertisement Acceptance	4.18	6.18	6.27

Table 23. Association Between Children's Motivational Perception Groups and Locations

Children Groups	Locations		
	Chennai	Hyderabad	Total
High Children's MPG	69	139	208
Moderate Children's MPG	47	26	73
Low Children's MPG	84	35	119
Total	**200**	**200**	**400**

Table 24. Significance of Association Between Children's Motivational Perception Groups and Locations

	Value	*Df*	Asymp *p* - Value
Pearson Chi-Square	49.775	2	0.000
Likelihood ratio	50.940	2	0.000
Linear-by-linear association	45.982	1	0.000
N of valid cases	400		

$$\text{Junk Food Consumption} = 10.953 + .013\,(\text{NW Friends' Number}) + 0.687\,(\text{CF3}) + 0.942\,(\text{age of the child})$$

The Tables 32 and 33 show that social network friends, celebrity endorsements, and the age of the Hyderabad children positively influenced their junk food consumption. More is the network of friends, more is the attraction towards celebrity endorsed brands ; and higher the age of a child, more is his / her consumption of junk food in the case of Hyderabad children. The other variables do not exert significant influence on the junk food eating habits of the Hyderabad children.

From Tables 34 and 35, it is evident that the Hyderabad children consumed significantly more junk food than the Chennai children.

Table 25. Group Statistics of Motivational Perception of Children from Chennai and Hyderabad

Factors	Location	Mean	Std. Deviation
Internet Advertising	Chennai	13.7200	6.66662
	Hyderabad	**17.6650**	4.44766
Multiple Influences	Chennai	29.0950	7.32902
	Hyderabad	**32.5950**	5.88166
Celebrity Endorsements	Chennai	9.9600	3.86953
	Hyderabad	**11.9200**	3.52929
Residual Media Influence	Chennai	4.8250	1.89535
	Hyderabad	**5.3250**	1.43516
Advertisement Acceptance	Chennai	5.2850	2.18808
	Hyderabad	**5.9850**	1.70272
Total Children Motivational Perception	**Chennai**	62.8850	16.26637
	Hyderabad	**73.4900**	**12.01213**

Table 26. Multiple Regression Results of Influence of Characteristics and Motivational Perception Factors of Chennai Children on Their Junk Food Consumption

R	*R* Square	Adjusted *R* Square	Std. Error of the Estimate
0.728	0.531	0.521	11.871

Table 27. Analysis of Variance of the Influence of Characteristics and Motivational Perception Factors of Chennai Children on Their Junk Food Consumption

	Sum of Squares	*df*	Mean Square	*F*	*p* - Value
Regression	30895.088	4	7723.772	54.809	0.000
Residual	27338.831	194	140.922		
Total	**58233.920**	**198**			

Table 28. Characteristics and Motivational Perception Factors of the Chennai Children Significantly Influencing Their Junk Food Consumption

Influencing Factors	Unstandardized Coefficients		Standardized Coefficients	*t*	*P* - value
	B	Std. Error	Beta		
(Constant)	-11.644	3.547		-3.283	0.001
Internet Marketing	0.650	0.172	0.253	3.781	0.000
Multiple Influences	0.753	0.136	0.322	5.516	0.000
Network Friends no.	0.030	0.005	0.324	5.487	0.000
No. of hours of watching T.V. per week	0.225	0.110	0.103	2.058	0.041

Table 29. Characteristics and Motivational Perception Factors of the Chennai Children not Significantly Influencing Their Junk Food Consumption

Non - Influencing Variables	Beta In	*t*	*p* - value
Age of child	-0.086	-1.524	0.129
Gender of the child	0.050	1.002	0.318
Social networking membership	0.013	0.201	0.841
Social network usage period	0.081	1.356	0.177
Opinion on network usefulness	-0.093	-1.647	0.101
Celebrity endorsements	0.028	0.472	0.638
Radio and magazine	0.021	0.372	0.710
Advertisement acceptance	-0.048	-0.879	0.380
Internet surfing hours per day	-0.123	-1.948	0.053
social sites hours per day	-0.007	-0.104	0.918
Mobile ownership	-0.017	-0.318	0.751

Table 30. Multiple Regression Results of Influence of Characteristics and Motivational Perception Factors of Hyderabad Children on Their Junk Food Consumption

R	*R* Square	Adjusted *R* Square	Std. Error of the Estimate
0.237	0.056	0.051	12.464
0.290	0.084	0.075	12.309
0.327	0.107	0.094	12.183

Table 31. Analysis of Variance of the Influence of Characteristics and Motivational Perception Factors of the Hyderabad Children on Their Junk Food Consumption

	Sum of Squares	*df*	Mean Square	*F*	*p* - value
Regression	3492.814	3	1164.271	7.845	0.000
Residual	29089.541	196	148.416		
Total	**32582.355**	**199**			

Table 32. Characteristics and Motivational Perception Factors of the Hyderabad Children Significantly Influencing Their Junk Food Consumption

	Unstandardized Coefficients		Standardized Coefficients	*t*	*p* - value
	B	Std. Error	Beta		
NW Friends no.	0.013	0.005	0.185	2.421	0.016
Celebrity endorsement	0.687	0.250	0.189	2.748	0.007
Age of child	0.942	0.417	0.174	2.262	0.025

Table 33. Characteristics and Motivational Perception Factors of the Hyderabad Children Not Significantly Influencing Their Junk Food Consumption

Variables	Beta In	*T*	*p* - value
Gender	-0.051	-0.751	0.453
Social network membership	-0.054	-0.645	0.519
Social network usage period	0.087	1.027	0.306
Opinion on Network usefulness	0.041	0.545	0.586
Internet advertising	0.062	0.758	0.449
Multiple influences	0.084	1.002	0.317
Radio & magazine	0.089	1.318	0.189
Advertisement acceptance	0.064	0.794	0.428
T.V. watching hours per day	-0.106	-1.571	0.118
Internet surfing hours per day	0.044	0.634	0.527
Social networking hours per day	0.019	0.264	0.792
Mobile ownership	0.082	1.043	0.298

Table 34. Group Statistics of the Consumption of Junk Food by the Children of Chennai and Hyderabad

Location	Mean	Std. Deviation	Std. Error Mean
Hyderabad	**36.64**	12.796	0.905
Chennai	24.94	17.118	1.210

Table 35. Significance of Difference in Junk Food Consumption Between the Children of Chennai and Hyderabad

	t - test for Equality of Means		
	t	*df*	*p* - Value (2-tailed)
Equal variances not assumed	7.742	368.471	0.000

Findings About Children of Chennai and Hyderabad

(1) Aspects Related to Social Networking of the Children of Chennai and Hyderabad

(i) In Totality : The majority of the children respondents had been on social networking sites for 2 years with number of memberships ranging from one to three having more than 40 networking friends ; 72.8% of the total children respondents opined that social networking sites are useful.

(ii) Chennai Children : A greater number of the Chennai children respondents had only one social networking membership with networking usage period between 1 to 2 years having more than 50 social networking friends , and 65.5% of the Chennai children respondents opined that social networking sites are useful.

(iii) Hyderabad Children : It was observed that majority of the Hyderabad children respondents had two memberships on social networking sites with networking usage period ranging between 1 to 2 years with 82% of them having more than 50 friends on social networking sites ; 79% of the children expressed that social networking sites are useful.

(2) Leisure Time Activities of the Children of Chennai and Hyderabad

(i) In Totality : While the children respondents of both the cities together are observed, the majority of them were found to spend 1 to 3 hours a day watching T.V. and spent 1 to 3 hours on Internet surfing per day.

(ii) Chennai Children : It is observed that the majority of the Chennai children respondents watched T.V for an hour a day, and spent an hour each on Internet surfing and on social networking sites, respectively.

(iii) Hyderabad Children : It is observed that the majority of the Hyderabad children respondents watched T.V. for 2 hours per day, and spent an hour each (per day) on surfing the Internet and on social networking sites, respectively.

(3) Motivational Perception Factors of the Children of Chennai and Hyderabad : The most dominant factor is Internet Marketing with six children motivational perception variables of brand news, information sharing on social networks, Internet advertising, network friendship, and free things in advertisements. The second most dominant factor is Multiple Influences with nine variables of packaging, peer pressure, friends' opinion, shopping with parents, pester power, celebrity endorsements, earning parents, T.V.'s influence, and brand recognition. The third most dominant factor is Celebrity Endorsement with trust on the celebrity endorsed brands, preferring celebrity endorsed products, believing that the celebrity uses the endorsed product, and celebrity attraction. The fourth most dominant factor is Residual Media Influence with two variables of radio and magazine advertisements. The fifth most dominant factor is Advertisement Acceptance with two variables of pester power and advertisement belief.

Recommendations

(1) Recommendations to Prevent Childhood Obesity and Diabetes

(i) For Parents : Though children prefer eating fast food and consume a Pepsi or a Coke rather than a glass of plain water, the parents have to insist on developing healthy and growth-oriented food habits.

(ii) For Schools : The teachers or the school as a whole could motivate children to take healthy food as breakfast and lunch. The young children may be taught about the goodness fruits and vegetables provide for a healthy living, rather than fried or fatty stuff.

(iii) For Marketers : Having in view the increasing number of obese and diabetic children, the marketers should realize their moral responsibility towards the society. The actual key to success and sustenance in business spectrum does not depend on how well one frames marketing strategies, but how a marketer empathizes with future generations and the parents.

(2) Recommendations for an Active Lifestyle

(i) For Parents : By including active games as a part of life, parents can ensure healthy growth of children. It is generally said that 'children do not do what you ask them to do ; they do what you do'. Any games played as a family will definitely enthuse the children and motivate them to design their lifestyle accordingly.

(ii) For Schools : Many schools do have a compulsory games hour to force the children to play in an open place.

But very little is being done to monitor whether the children really play or not. Better care could be taken by the institutions to ensure compulsory participation of the children in active games.

(3) Recommendations to Facilitate Overcoming Peer Pressure : Peer pressure is surely strong enough to make a child make his or her purchase decisions at a very young age. In order to avoid such endeavors by children owing to peer behaviors, the parents should encourage positive communication with them to make them confident about the presence of elders at home to share views and ideas.

Limitations of the Study and Scope for Further Research

The first and foremost drawback of the study is that it has been undertaken only in the cities of Chennai and Hyderabad. Children's and parents' views on the topic in other metros and developed cities were not considered for the study. The reluctance of some respondents to reveal information could be considered a drawback in collecting some data.

A research or exploration in any industry gives rise to constant upgradation and amendment. As far as this research is concerned, it could be expanded in the following aspects :

(i) A comparative study between samples of rural India and urban India can be conducted, which would give us valuable insights about the rural marketing nuances followed by the marketers and to modify their ways and means.

(ii) A comparison could also be made between children below 12 years of age and adolescents between the age group of 13 and 19 years.

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