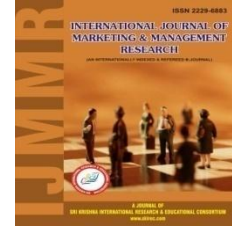




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THE IMPACT OF TV COMMERCIAL ON CHILDREN IN URBAN HARYANA

MS. SARIKA AHLLUWALIA*; MS. MONIKA**

*Assistant Professor, Department of Management Studies,
N.C. College of Engineering, Israna, Panipat, India.

**Lecturer, Indraprastha Polytechnic College,
Ahmedpur, Pundri.

ABSTRACT

India is among the fastest developing countries of the world. Its middle class is growing so is their purchasing power. Many big and small marketers take this as an opportunity and believe that communication with the customers held the key to success. They are communicating with their target customers 24×7 through advertising. It is a matter of serious concern when it is for the children as they are innocent and easy prey to advertisers. Moreover there are many unintended harmful effects on children like many critics believe that advertising promotes materialism which in-turn disturbs the harmony in the personal relations of people. Childhood is the foundation of human life and if there are problems at this stage like of materialism and disturbed relationships then it may affect the future of the child. This research paper is an attempt to study the impact of television commercials on children in urban Haryana.

KEYWORDS: *Television Commercial, Children, Haryana.*