

Resolving Methods for Parent-Children Conflict Engaged by the TV-Commercials in the Post-War Market

Dilogini.K*

Department of Marketing, Faculty of Management studies and Commerce, University of Jaffna, Sri Lanka
*dilo.kuru@yahoo.com

S.Shivany

Department of Marketing, Faculty of Management studies and Commerce, University of Jaffna, Sri Lanka
shansshivany@yahoo.com

Abstract

There are some researches related parent-children conflicts besides television commercials related parent-children conflicts. But, be short of researches on reasons for parent-children conflicts & reducing or solving methods for parent-child conflicts created by Television commercials. There is an obligation of the marketing practitioners to do this present research related the topic on conflict instigated by Television commercials is significant in the post war marketing context. Present study explored methodological implications for advertisers and publics in Jaffna market. Researchers have used qualitative method. Data were collected from 10 parents in Jaffna by using open-ended questions base interviews and codes were developed by the researchers. This paper is a key starting place for marketing practitioners wanting to focus on future potential areas and also marketing academics interested in television advertising strategies that want to stay at the forefront of their research area of expertise. Findings show that TV commercials target towards the children to influence the parents. This creates conflicts between parent and children. This research has the implication that parents can resolve the conflicts via telling war experiences to their children as a method to resolve the conflicts.

Keywords: Conflict, Reducing, Solving, Television & Post-war.

INTRODUCTION

Television commercial is a very extent tool of promotional among the marketers. Its impact on various things, such as; family, society, firms, market, country and so on. Moreover, family is a basic unit of society in the country. Parents and child are very important members of the family. Always, parent and child conflict comes naturally in every home. Now-a-days there are several factors have been found to impact on parent-children conflicts. In this context advertising revenue provides a significant portion of the funding for most privately owned television networks. At the sometime, there is no doubt that the television has been the predominant medium that advertisers have chosen for marketing products to children.

In the past days, there is less frequent family discussion about consumption, but in present days, parents & children often discuss & argue over consumer purchase decisions that are created by advertising (Atkin, 1982). Parents are primary influence on children's purchasing habits & beliefs (Gunter & Furnham, 1998). But these habits & beliefs are changing through television commercial of some special categories of products such as; toys, cereals, candies & fast food restaurants. Most of the advertising targeted to children falls within these kind of products (Atkin & Heald, 1977; Barcus, 1980).

Sri Lanka's media market is estimated around Rs.13 billion; with the passage of time, Sri Lankan television has undergone a dramatic change, especially with commercial advertising & today it stands as a mighty force to generate income for manufactures of branded goods & television networks. Because, television ownership in Sri Lanka has increased fourfold with majority now owning colour TVs that come with remote controls.

In Jaffna most popular TV channels are Dan Tamil Oli, ShakthiTV, NethraTV, Sun TV, KalaigarnarTV, ZeeTamil, PolimerTV, ChuttiTV & AdithyaTV. Most of the Indian channels are more popular than Sri Lankan TV channels in Jaffna, because Indian culture is more matches with the culture of Jaffna people & they entertain the cinemas which are produced in India (Shivany, 2013).

Jaffna children also discuss & request products from their parents what they have seen advertised on television (Churchill & Moschis, 1979) & typically forget to considering or realizing the financial consequences of their requests, and also parents unable or unwilling to fulfill their child product requests. These kinds of refusals can result in conflicts between parent & child and may damage their relationship (Robertson, 1972; Mc Neal, 1987).

In addition, consumers who are in the post-war marketing environment have more choices in the market. Marketers who attempt to penetrate their market into post conflict marketing environment should select the appropriate advertising strategies (Shivany, 2013).

Sri Lanka do not have proper legal frame work for advertising & it created huge harm on culture & the society of

country (Samaraweera & Samanthi, 2012). Even though, most of the children spend far more time watching television with their siblings than with their parents. Most of the commercials broadcast on children watch television. Therefore, most of the children ask their parents to buy the goods they see on television commercials both while watching & while shopping (YasareAktasArnas, 2006) because, television commercial plays an important role in Sri Lanka's child's life.

There is a certainly a growing intent in the subject of commercial. Now-a-days the many television commercials are used by the business. In the business world, television commercial is very power full tool to gain & keep the consumers. Advertise expenditure as the main marketing communication tool in the consumer market (Gronholm, 2012). The number of Medias has grown rapidly in recent post-war context. In the war situation parents have struggled to purchase everything, but in the post-war marketing situation parents are struggling to handle "Pester Power" strategy link with Medias. The power children have, by repeated nagging, of influencing their parents to buy advertised or fashionable items is called as Pester power. The marketers are relying on the kids to pester the parents to buy the product, rather than going straight to the mom- Barbara A Martino (Advertising executive).

RESEARCH GAP

A variety of researches related to children & advertising and children & television have been done by academic researchers and they focused on following topics; Children's cognitive processing of commercial messages (Ward, 1974), Children's understanding of television advertising Intent (Margaret-Anne AndreroProthero, 2003) and How children learn through TV commercials (Siegel, 1974), A review of research conducted by on the title of the effects of television advertising on materialism, parent- child conflict & unhappiness (M.Buijen& P.M Valkenburg, 2003) and How children learn through TV commercials (Siegel, 1974), Other topics like; attributes which are leads to parental denial, children force parents to buy unnecessary items after seeing commercials & the parents control amount of television their kids watch (Dilogini & Shivany, 2014). Even though, in a deep manner researchers have neglected some topics like; the specific ways in which kind advertising can often lead to parent – children conflict, the main reasons for conflicts etc. At the same time, there are no better suggestions for business which are using television commercials as a promotional tool to reduce parent – children conflict in a constructive manner. There is no better solution for resolve or prevent parent child conflict regarding TV advertising. But some others stated that children are mature, purely informative, more transitional, and analytical & they have good screening functions (John, 1999).

Still there is few decisive evidence for television commercial enhances parent-children conflicts, because past researchers focused exclusively on children in early childhood & resulted in only a partial confirmation of the hypothesis (MoniekBuijzen & Valkenburg, 2003) & based on Parent's opinions (Dilogini & Shivany, 2014). Sometimes researchers started those children have the cognitive skills to protect themselves against advertising message.

RESEARCH PROBLEM

Advertising to children avoids any appeal to the rational among children (Seiter, 1993). Parent-children conflict is one of the bad effects to business which are using television commercial as a promotional tool. Parents face some problems between their own consumer judgment & their children's product purchasing requests (Pain, 1993).

Now-a-days, businesses are facing more difficulties such as; high competition marketing environment, high levels of promotional expensiveness & so on. According to the present business environment of post – war Jaffna market, it is a need to find out or explore the reasons for parent-children conflicts & the reducing or solving methods for parent-children conflict created by television commercials.

LITERATURE REVIEW

A direct relationship between child's purchase requests & parent – child conflicts has also been found. Conflict is defined as the children's negative reaction to a parental denial of a purchase request (Atkin, 1975). Commonly, parents and child have conflicts for several different reasons, such as; conflicts with children who have a disease (Viikisalo, Crawford, kimbrel, long & Dashiff, 2005), conflicts originating from relationships with siblings (Sherman, Lansford & volling, 2006), conflicts that happens after parents' divorce (Riggio, 2004) and conflicts originating from issues related to the media (Nathanson, 2002). But in 1978, Goldberg & Gorn investigated the effect of advertising on parent – child conflict through experimental studies.

Children's attitudes & desires and ultimately their behaviors are assumed to be readily molded by the content of television advertising. This can lead to family conflict when children pressure parents to purchase products like toys that parents may consider to be unnecessary or too expensive and food products that parents may consider to be unhealthy (Gunter & McAleer, 1997). Moschis (1958) stressed the interpersonal communication among family members, mainly the consumer patterns that parents transfer to their children both

directly & indirectly. But the frequent purchase requests associated with children's advertising exposure may place strain on parent – Child interaction (Atkin, 1978). Specifically, food choice conflicts are important, because they may contribute to the deterioration of the family relationship in addition to negative influences on children's physical health (Buijzen&valkenburg, 2003).

There have been several articles reporting the large numbers of snack & fast food commercials targeting children (CBS news, 2003; Pine &veasey, 2003). At the same time, toy commercials can be more persuasive than the child's mother (Prasad, Rao& sheikh, 1978). Some past studies also have indicated that television commercials contribute to intra – family conflict when frequent food and toy requests are rejected by parents. Commercials also create some disappointment & irritation for children. But parents do not play a strong direct role in educating children about television advertising &they support additional regulations and reductions in child oriented television advertising (Atkin, 1979). After the end of the civil war people have returned to their normal life & searching for new in every aspects. At the same time firms are coming into the post conflict marketing environments for having opportunity of adding potential customer. In Jaffna there have been many developments taken place, so post war Jaffna market is very beneficial for marketers (Shivany, 2013).

A series of studies have shown that parents can reduce or even counteract negative television commercial effects (Nathanson, 1999). And also the scientifically conservative conclusion is that television advertising enhances parent – child conflicts, but that decisive evidence is still lacking (Buijzen&valkenburg, 2003). The complexity of the nature of the relevance of advertising to the life of children both as a beneficial tool which informs, educates & offers social benefits & the other side which revolves around the major criticism directed it as being unethical, largely as a result of the irregularities in the way some marketers adopt it (Lionel Wijesiri, 2012).

It is also clear that commercial can be a good effective media to convey the required message in child segments if they are created professionally. But advertisers cannot rely only on comic &colours in children related commercials, they do need to focus on the content of the commercials, they must avoid over promising in their commercial, (Muhammad, Shabana, Hafiz, 2008) because the role of the media is also an important factor to be considered with respect to advertising. They should be more careful in advertising during the telecasting of child focused programs (Samaraweera & Samanthi, 2012).

Some products are not so good for kids (Scott ward, 1979). So in 2003 buijzen & valkenburg said that, testing marketing & advertising efforts among children and parents can help applied professionals to find ways of making child – directed advertising as effective, responsible & publicly acceptable as possible. Another way is to test the commercial among parents to get their opinions about a certain advertising strategy or tactic (Mc Neal, 1992). The most effective route may be to try & train kids to understand products & advertising better. The school curriculum seems to be a much better forum (Scott ward, 1979).

The marketing of media violence to children was recently highlighted in a federal trade commission report (FTC, 2000) and previous studies reported that there is limited co-viewing of television with children, since parents act as mediators. Many countries in the words have developed guidelines to protect children from exploitation & misrepresentation in the media and television commercials (Lionel Amarakoon, 2003).

Majority of the researches gave a policy direction for proper advertising in their countries and some studies suggested to prohibit child focused commercials totally (Livingstone & Helsper, 2004). But, there is still very limited understanding of child rights by media persons & this is reflected in the work they produce. The media's potential for facilitating society's understanding of child rights is therefore limited (Lionel Amarakoon, 2003). A greater percentage of parent's income is spent on purchase of products only because of children's influence (Muhammad, Shabana & Hafiz, 2008). So, after the post – war market environment television commercials can easily target Jaffna children in every aspect.

METHODOLOGY

Introduction: Qualitative Research

A qualitative exploratory research has been adopted for this study. Because, in Jaffna peninsula, there are few researches on the topic of television commercial & parent-children conflict via qualitative research method like; "*Age variances of children and conflict with their Parents instigated by television commercials*" (Dilogini and Shivany, 2014). Therefore, a research design was employed for this study.

First, the strength of qualitative research is its ability to provide complex textual descriptions of how people experience a given research issue, it provides information about the "human" side of an issue- that is, the often contradictory behaviors, beliefs, opinions, emotions & relationships of individuals, although findings from qualitative data can often be extended to people with characteristics similar to those in the study population (Natasha Mack, 2005).

The second one is the goals of exploratory research are intended to produce the following possible insights, such as; familiarity with basic details, settings & concerns, well-grounded picture of the situation being developed, determination about whether a study is feasible in current situation and direction for future research

& techniques get developed.

Harry Wolcott (1999) maintains that one of the main problems in qualitative work is having too much of data rather than not enough, because the research is meant to provide details where a small amount of information exists. Normally, qualitative research means; investigation in to a problem or situation which provides insights to the researcher.

Population of the Study

The population for the present study consisted of parents in Jaffna district between 25 to 45 years of age with at least one child between the ages of four & twelve. In 2012, Samaraweera & Samanthi have done a case study from Galle district about “television advertising and food demand of children in Sri Lanka. This is an accountable past study in Sri Lanka.

Sampling Technique

One of the most common sampling strategies is purposive sampling. According to preselected criteria relevant to a particular research question sample size, which may or may not be fixed prior to data collection depend on the resource & time available. Purposive sampling is therefore most successful when data review & analysis are done in conjunction with data collection (Natasha Mack, 2005).

In qualitative research sample selection has a profound effect on the ultimate quality of the research (Kitson, 1982). Miles and Huberman (1994) suggest that sampling strategies can be evaluated in terms of six different attributes, according that the sample should be likely to generate rich information on the type of phenomena which need to be studied & the sample should enhance the ‘generalizability’ of the findings. Because of these attributes, Purposive Sampling technique is applicable to this study.

The purposive sampling technique is called as judgment sampling. It is a nonrandom technique that does not need underlying theories or a set number of informants. Simply put, the researcher decides what needs to be known and sets out to find people who can and are willing to provide the information by virtue of knowledge or experience (Bernard 2002, Lewis & Sheppard 2006). This research was consisted a purposive sample. Sample was restricted to 10 parents for the diversity of the sample, so the researcher recruited some of the parents from the different division from Jaffna district.

Instruments/ Materials

This qualitative approach using in depth interviews with the parents were conducted. In depth interviews is an appropriate method for capturing & understanding informants’ experiences & words (Taylor, 1994).

A great deal of qualitative material come from talking with people whether it be through formal interviews or casual conversations the researcher must listen carefully to what participants say, engage with according to their individual personalities & styles and use “probes” to encourage them to elaborate on their answer.

This study fully concentrated on in depth interviews by using preset question based on primary interview question as open- ended question format.

Data Analysis Methods

Data analysis method begins almost immediately with primary analysis. Later on, after more data collection in interaction with primary analysis, a second stage occurs with category & concept formation (Peter Woods, 2006).

Commonly there are four steps in qualitative analysis, such as; interim analysis memoing, data entry & storage and coding & developing category system. At the same time there are some forms do qualitative data take. Such as; field notes, audio recordings & transcripts. In this manner, researcher conducted in depth interviews and those interviews were digitally recorded, translated & transcribed (Bryman & Bell, 2011).

In the first stage of the analysis, the researcher wrote all the themes which researchers found. Next, researchers chose major common themes with which most participants were concerned. Then, the researchers discussed some common themes that emerged from the first interview to last interview, so that the significant issues were discussed and analyzed more thoroughly. Because, the researcher read through the transcripts of all ten interviews and looked for themes or categories. As the method of analysis, this study used analytic induction which tries to find common patterns in the data. Coding is defined as marking the segments of data with symbols, descriptive words or category names. In this research, inductive codes were developed by the researcher by directly examining the data.

Questions for In-Depth Interviews

Questions was asked about Why does conflict arise between you and your child over a request to buy a product, specific causes of conflict that parents can identify, How do they solve the problems between parents & their children & How do they resolve conflict over a product request. Parents were answered very freely.

Coding and Findings/Concepts

In qualitative research, the goal of coding is not to count things, but to "fracture" the data and rearrange them into categories that facilitate comparison between things in the same category and that aid in the development of theoretical concepts (Maxwell & Joseph, 2005).

Therefore, the researcher was done 1st coding through line-by-line analysis and identified important concepts from transcribed interviews, and then the researcher done axial coding as a 2nd coding, finally the researcher was found the concepts that emerged from data. Those coding steps and concepts are presented here below in the annexure.

Reliability and Validity of Analysis

A good qualitative study can help us "understand a situation that would otherwise be confusing" (Eisner, 1991). The validity and reliability are two factors which any qualitative researcher should be concerned about while designing a study, analyzing results and judging the quality of the study (Patton, 2002).

'Reliability means dependability of consistency' & that qualitative researchers 'use variety of techniques (interviews, participation, documents) to record their observations consistently' and 'Validity means truthful' it's referring to the bridge between construct and the data. It can be seen that validity means the correct correlation between data and conclusion (Lawrence Neuman, 2003).

Moreover, there are some criteria for reliability and validity of qualitative research, such as;

- Credibility (in place of internal validity), that is, the extent that the constructions adequately represent the participant's reality.
- Transferability (in place of external validity), that is, an adequately and thickly described account so that those who wish to transfer the implications to another context can do so with an adequate data base.
- Dependability (in place of reliability), that is, the data is internally coherent.
- Confirm ability (in place of objectivity), that is, the extent to which the theoretical implications are grounded in the data (Guba and Lincoln, 1981).

One of the most important strategies for establishing dependability is "The outside researcher experienced" (Lincoln and Guba, 1985). Here, dependability could be achieved by using an outside auditor to examine the research process and to determine if the findings and interpretations are supported by the data. Therefore, in this study; the researcher submits an account of her findings for checking (Alan E. Bryman, 2008).

On the other hand, one of the most important strategies for establishing credibility is "Respondent validation". Respondent validation occurs during the period of data collection when feedback is obtained from the participants about the accuracy of the data they have given, and also the researcher's interpretation of that data. (Such as a short report or interview transcript) (Lincoln and Guba, 1985). In addition, feedback after the completion of the research project on the interpretation of all the data that has been obtained and interpreted can provide another type of validation.

To achieve validity in qualitative research is to reduce the gap between reality and representation and the more data and conclusions are correspondent the more a piece of qualitative research is valid (Bryman, 2008). Since in this study, all the interviews were translated, transcribed and findings sent back to the respondents in order to determine the accuracy of the interview findings.

Therefore, the researcher was done open coding through line-by-line analysis and identified important concepts from transcribed parent's interview answers, then the researcher done axial coding and assembled them into second-order themes, finally the researcher was presented the strategies that emerged from data were presented & how the coding were done and the final analysis are clearly shown in this chapter.

DATA ANALYSIS

This study tried to find the reasons for parents – child conflict over a request to buy a TV advertised product and the solving or reducing methods for that conflicts. The researchers have obtained the findings to this objective through interview questions. In Jaffna district parent's thoughts & preferences are very different from their children. Parents always concern about product cost, their financial condition, product usage & child's health, but ads encourage to purchase the children most of the unwanted products.

"Unhealthy most of them are sweets and chocolates. They won't even finish catching it and those are very expensive sometimes. They don't know the value of it. They just want that for fun.

There is a special reason behind it that we shouldn't buy the things as soon as they ask for there we shouldn't lead them in a bad way."

(Sivanya, Teacher)

Moreover, parents shouldn't encourage them bad ways. On the other hand, parents can't satisfy them by advising, because of this situation does conflict arise between parent & child.

"I didn't agree with that due to my work stress. When they ask for ice cream we buy that according to their health condition."

(Sasikaran, Tailor)

There are some specific causes of conflict that Jaffna parents can identify, such as; financial problems, child's health condition, work stress & time problems, some bad habit like; be wasted and children behave like role model in the commercials.

"The main reason for this conflict is money.

I wouldn't buy for them, if I don't have money. And more over if feel that is a necessary item and it they really need that i buy that for them. Kids are playful, aren't they?"

(Anandasayanan, Lecturer)

"Cost, time and habits....We shouldn't be leading on wrong path by acting them all they watch on TV."

(Raveeswaran, Lecturer)

Jaffna parents have maintain some ways to resolve conflict over a product request, such as; they shouldn't take children in to the shops, explain them patiently, tell them bit lies like "we already have that at home", buy them once or something else, give them a period of time, change their mind, like; talk about studies, take them to some other places, finally, they warn them otherwise they don't bother the issue.

"We shouldn't take them to shops in order to avoid this issue.

Then we can choose and buy something and they will be happy on our selections.

We know what is good and no good. It will be a one good selection."

(Anandasayanan, Lecturer)

"If it's a food item we buy that for her for sure if it's anything costly we convince her by giving her something else at home.

I don't scold her. But she gets told off by her mother. But she listens to us mostly we tell her that we would come and buy that tomorrow and takes her home."

(Krishnakumar, Teacher)

This study has the objective to examine the solving methods of the problems between Jaffna parents and their children. Jaffna parents solve the problems between them & their children such some ways, mostly; they divert children mind, explain & convince them, afford once or buy something else for them, treat them emotionally & solve through 3rd party in the home. Sometimes they scold, warn & even slap them.

"I don't go with their decision.

I explained to them. Most of the time it made through discussion."

(Raveeswaran, Lecturer)

"Thatagain and again when it comes. We don't have any options other than slapping him. We need stop him / warn him either we need to explain him. But he will be adamant sometimes. We can buy them in a particular period if we can't it goes to the next level"

(Balaputhiran, Lecturer)

Otherwise Parents keep quiet & deal with in a certain way to avoid the issue. Sometimes avoiding or leaving from the conflict situation is lead to reduce the negative outcomes of conflicts within the family. But ever time this technique is not feasible in the post-war marketing situation.

CONCLUSION

The outcome of this study shows some limitations. The first limitation of this study is that this research relied only on the perception of parents. Therefore, the knowledge from this study might be a little bit biased by the parents' particular viewpoints toward the issues in this study. Even though the parents' perspectives were considered the most important for this study, it is possible that there may be gaps in information that can be filled in by asking questions from the perspectives of other family members, including the children themselves, because the answers by the children might be different. Therefore, one possible future study would include the children, or other family members as participants.

Another limitation is that this research consider only children segment in Jaffna Peninsula in the post – war market situation. The research result states that the potential researchers should consider the other segment in Jaffna Peninsula while evaluating the impact of TV commercial on conflict for other segments, like; grown-ups children (12-18ages) or adults (18-25).

The other limitation is that the sample is geographically limited. The research has been done only in Jaffna district. It can be done in other parts of the country, like; Mannar, Kilinochchi, Vavuniya as well or for the

whole country.

A qualitative exploratory research method has been taken into consideration for this study. Therefore in the future, the researchers can do the other methods, like; quantitative research method or mixed method as well.

Researchers have found many reasons for Parent-Children conflict created by TV ads. Mostly parent's thoughts and preferences differ from their children. Normally, parents' thoughts based from their experiences, serious attention or consideration about children's health. But children's thoughts sketched out by emotional and attractive TV commercials. They believe that their thoughts are acceptable than their parents' thoughts. Children trust celebrities who appear on Tv commercials. This leads to a change in their attitude towards Television commercials. According to Ferrell, Gresham, and Fraedrich (1989), Children's learning capabilities and their understanding of advertising are relevant when describing ethical advertising. Ethics commonly refers to "just" or "right" standards of behaviour between parties in a situation.

Another main reason for Parent-Children conflict is financial difficulties. There is some extend of financial problem within Jaffna parents. Habitually they spend more than of half earnings on children's studies. At this situation they avoid to spend money to purchase unwanted product which are advertised on television. Parents feel that allow their children to purchase unwanted products lead them in to bad habits. They don't like to allow following the wrong ways behaviors of purchasing.

This paper discusses not only the reasons, but also the resolutions for parent-children conflicts created by TV ads. Understanding how to manage or resolve conflict is very important. According to *Ikechukwu Nathaniel Okonkwo* (2007), Parents want to Study their children and understand their emotion. Try to establish a good relationship with them. This will enable us to know when the child is feeling bad and when the child is emotionally disturbed. Provide children the opportunity to talk and express their opinions about advertised products. Pay attention to what they are saying. Then parents want to explain patiently about the real intentions of television commercials. This paper suggests that the harder ways of conflict solving methods, like slap, scold, etc are not workout at all. But softer ways of conflict solving methods like patiently elucidate, emotionally explain, buy them something else or afford once and try to change their mind are mostly workout within Jaffna district parents and children. There is another important thing is, advertising policy makers have a major responsibility to reduce or diminish parent-children conflicts. They can target children's products to sale. But they want to avoid the idea to target children's minds and emotions through their advertising strategies.

Finally, Researchers explore the following recommendations for resolving conflicts created by TV commercials; Maintain ethical marketing behaviors in the post-war places, sharing war experiences with their children to reshape their behaviors, pressure groups or social institutions should be aware on these conflicts raised by these TV commercials and unnecessary TV commercials, policy makers should concentrate on this issue as a social problems and have to make any start up activities for proposing legislation to the Governments as amendments in consumer protection act.

REFERENCES

- Anderson, simon and gabszewicz, jean,(2005), the media and advertising: a table of two-sided markets,no 2005060, discussion papers (econ - département des sciences économiques),universitécatholique de louvain, département des sciences économiques.
- Atkin, c. (1978).Observation of parent-child interaction in supermarket decision-making.Journal of marketing, 42, 41-45.
- Barcus, f. E. (1980).The nature of television advertising to children.In e. Palmer & a. Dorr (eds.), children and the faces of television (pp. 273-285). New york: academic press.
- Bernard, H.R. 2002. Research Methods in Anthropology: Qualitative and quantitative methods. 3rd edition. AltaMira Press ,Walnut Creek, California.
- Bryman, A. (2008), Social Research Methods, (3rd ed.) Oxford: Oxford University Press.
- Bryman, a., & bell, e. (2011).Business research methods.Third edition.Oxford:oxford university press.
- Buijzen, m., &valkenburg, p. M. (2003b).“the unintended effects of television advertising: a parent-child survey. “communication research,30, 483-503.
- Buijzen, m., &valkenburg, p. M.(2003a). “the effects of television advertising on materialism, parent-child conflict, and unhappiness: a review of research”.applied developmental psychology,24, 437-456.
- Dilogini K. & Shivany S., (2014), “Age variances of children and conflict with their Parents instigated by television advertisements”, *South Asian Journal of Marketing & Management Research (SAJMMR)*, ISSN: 2249-877X Vol. 4, Issue 12, Dec. 2014.
- Ferrell, O. C., Gresham, L., and Fraedrich, J. (1989). A Synthesis of Ethical Decision Models for Marketing; Journal of MicroMarketing, (Fall): 55-64
- G.r.s.r.c. *samaraweera* and k.l.n. *samanthi* (2012),”a review on food and beverages advertisements on television aimed at children”,international journal of scientific and research publications,volume 4, issue 3, march 2014 Iissn 2250-3153.

- Goldberg, m., & gorn, g. (1978). Some unintended consequences of TV advertising to children. *Journal of consumer research*, 5, 22-29.
- Ikechukwu Nathaniel Okonkwo* (2007), *Non Violent Conflict Resolution*. In *Our Home*, E-leader, Prague 2007
- Jolly, Rhonda (2011), "Marketing Obesity? Junk Food, Advertising and kids" Parliament of Australia Research Paper no. 9 2010-11, www.aph.gov.au/About_Parliament/Parliamentary_Departments/Parliamentary_Library/pubs/rp/rp1011/11rp09
- Kitson G.C., Sussman B., Williams G.K., Zeehandelaar R.B., Shickmanter B.K. & Steinberger J.L. (1982) Sampling issues in family research. *Journal of Marriage and the Family* 44, 965-981.
- Lewis, J.L. & S.R.J. Sheppard. 2006. Culture and communication: can landscape visualization improve forest management consultation with indigenous communities? *Landscape and Urban Planning* 77:291-313.
- Lincoln, Y. S. & Guba, E. G. (1985). *Naturalistic inquiry*. Beverly Hills, CA: Sage.
- Lionel wijesiri* (2012), "curbs on children's ads, an urgent need", *archives, sundayobserver, srilanka*, aug 5, 2012.
- Miles, M., Huberman, A., 1994. *Qualitative Data Analysis*. Sage, London.
- Natashamack, cynthiawoodsong, kathleenmacqueen, gregguest, emilynamey, (2005), "qualitative research methods: a data collector's field guide", research triangle park, north carolina: family health international.
- O'guinn, thomas and I. J. Shrum (1997), "the role of television in the construction of consumer reality," *journal of consumer research*, 23 (march), 23, issue 4, p. 278-94.
- Patton, M. Q. (2002). *Qualitative evaluation and research methods* (3rd ed.). Thousand Oaks, CA: Sage Publications, Inc.
- Richins, M.L. (1991). Social comparison and the idealized images of advertising. *Journal of Consumer Research*, 18, 71-83.
- Shahbazshabbir, (2008), "children's attitude towards TV advertisements in pakistan", muhammad.
- Sheikh, annes and martin moleski (1977), "conflict in the family over commercials," *journal of communication*, 27:1, 152-157.
- Shivany, s (2011), "exploring consumers' attitude toward local TV commercials in the post conflict marketing environment: grounded theory approach", competency building strategies in business & technology, international research conference of sri ram institute of business management, published volume(2), pages 178 - 183.
- Yasareaktasarnas, (2005), "the effects of television food commercial on children's food purchasing".
- Young, brian (2003), "does food advertising make children obese?" *Advertising & marketing to children*, april-june, 19-26.
- Woods Peter. 2006. "Qualitative Research." School of Education, University of Plymouth.

ANNEXURE

Examples of Coding: Four Tables.

(Source: Author constructed)

IQ1: Why does conflict arise between you and your child over a request to buy a product?

1st coding/open coding	2nd coding/axial coding	Findings/concepts
<ol style="list-style-type: none"> 1. It would be costly. 2. At least health condition. 3. They will get used it out. 4. We think that's not good. 5. Kids think that's the best. 6. They get cold & flu by eating something ice. 7. They already have one of it. 8. I would buy if it's something essential. 9. She asks for ice cream. 10. We don't buy that for her till the end. 11. We ignore it if she is sick. 12. I didn't agree. 13. Due to my work stress. 14. They ask for ice cream. 15. According to their health condition. 16. They won't even finish catching it. 17. Those are very expensive sometimes. 18. They don't know the value of it. 19. We shouldn't lead them in a bad way. 20. It happened in financial wise. 21. I couldn't argue with him in the store. 22. Bother us to buy all of those for them. 23. Facing some financial difficulties. 24. He doesn't understand the concept. 25. Road posters are more attractive than the TV ad. 26. Stop on roads & buy them. 27. We can't afford them sometime. 28. They prefer one brand. 29. We like to buy local made product. 30. Indian TV commercial encourage to purchase. 31. We can't satisfy them advising 	<ol style="list-style-type: none"> 1. It happened in financial wise. 2. Parent thinks that's not good for child health. 3. Thoughts & preference are very different from parents to children. 4. Wastage. 5. We shouldn't lead them in a bad way. 6. Commercials encourage to purchase. 7. Due to my work. 8. We can't satisfy them by advising. 	<ol style="list-style-type: none"> 1. Can't allow to wrong purchase.

IQ2: Are there specific causes of conflict that you can identify?

1st coding/open coding	2nd coding/axial coding	Findings/concepts
<ol style="list-style-type: none"> 1. On the TV ad is eating like that. 2. Be wasted. 3. Not only the TV. 4. Due to financial problems. 5. The main reason for this conflict is money. 6. Kids are playful. 7. If feel that is a necessary. 8. Some food which doesn't suit them. 9. She asks for it even is the shop is closed. 10. Work stress. 11. Their health condition. 12. It happens in financial wise. 13. Cost, time & habits. 14. We should not be leading on wrong path. 15. I have won't be enough money. 16. They definitely like to purchase. 17. They think of the role model in the ads. 	<ol style="list-style-type: none"> 1. Behave like that role model in the ads. 2. Due to financial problems. 3. Be wasted. 4. Not only the TV ads, but also time & habits. 5. Health condition. 	<ol style="list-style-type: none"> 1. Reasons for conflict 2. Try to stop

IQ3: How do you resolve conflict over a product request?

1st coding/open coding	2nd coding/axial coding	Findings/concepts
<ol style="list-style-type: none"> 1. We can't stop conflict. 2. They will ask someone else. 3. We can afford once. 4. We should explain. 5. Explain them patiently. 6. I buy something else. 7. Make them happy. 8. If they see the price. 9. Buy her something else. 10. Take her to some other places. 11. Change her mind. 12. I change the topic. 13. Talking about studies. 14. Change their mind. 15. Reduce the issue. 16. Shouldn't take them to the shops. 17. We already have that at home. 18. Father to keep her out of store. 19. Get them whatever we can afford. 20. I tell them not to eat ice cream, soda very often. 21. Depend on me for money. 22. We need buy whatever. 23. Advise them. 24. Not to bother. 25. Warn. 26. Advise them. 	<ol style="list-style-type: none"> 1. Explain them patiently. 2. Buy them something else or afford once. 3. Change their mind setup. 4. Shouldn't take them in to the shops. 5. Not to bother. 6. Warn or tell them bit lie. 	<ol style="list-style-type: none"> 1. Way of reducing it 2. Try to stop wrong purchase

IQ4: How do you solve the problems between you and your children?

1st coding/open coding	2nd coding/axial coding	Findings/concepts
<ol style="list-style-type: none"> 1. Father will divert her thoughts. 2. Take her to park. 3. Tell them it's not good. 4. Change their mind later on. 5. Shouldn't take them to shops. 6. Buy something. 7. Anything costly we convince. 8. Giving her something else. 9. Don't scold her. 10. Gets told off by mother. 11. Tell her that we would come & buy that tomorrow. 12. Once in a while. 13. Advice to them. 14. She doesn't listen to me. 15. I keep quiet let her cry. 16. She goes to her grandmother & asks. 17. We scold her & warn. 18. Again & again when it comes. 19. Slapping him. 20. Warn him. 21. Need to explain him. 22. Buy them in a particular period. 23. Get him something just to convince him. 24. I don't go with their decision. 25. I explain to them. 26. Made through discussion. 27. Ask others in the home. 28. Advising them about the products. 29. Show them that we don't have money in our pockets. 	<ol style="list-style-type: none"> 1. Divert/ change their mind setup. 2. Need to explain them. 3. To convince them. 4. Scold them & warn or slap. 5. Solve through third party in the home. 6. Buy something else. 7. Can afford once. 8. Keep quiet & deal with in a certain way to avoid the issue. 9. Treat them emotionally. 	<ol style="list-style-type: none"> 1. Patiently explain 2. Expressively

The IISTE is a pioneer in the Open-Access hosting service and academic event management. The aim of the firm is Accelerating Global Knowledge Sharing.

More information about the firm can be found on the homepage:

<http://www.iiste.org>

CALL FOR JOURNAL PAPERS

There are more than 30 peer-reviewed academic journals hosted under the hosting platform.

Prospective authors of journals can find the submission instruction on the following page: <http://www.iiste.org/journals/> All the journals articles are available online to the readers all over the world without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. Paper version of the journals is also available upon request of readers and authors.

MORE RESOURCES

Book publication information: <http://www.iiste.org/book/>

Academic conference: <http://www.iiste.org/conference/upcoming-conferences-call-for-paper/>

IISTE Knowledge Sharing Partners

EBSCO, Index Copernicus, Ulrich's Periodicals Directory, JournalTOCS, PKP Open Archives Harvester, Bielefeld Academic Search Engine, Elektronische Zeitschriftenbibliothek EZB, Open J-Gate, OCLC WorldCat, Universe Digital Library, NewJour, Google Scholar

