Parenting Practices

A Cross Cultural and Cross-Media Study

Editors

Dr. Machunwangliu Kamei

Dr. Yatindra Ingle

Parenting Practices:
A Cross Cultural And Cross-Media Study

Parenting Practices:
A Cross Cultural And Cross-Media Study

Edited By:

Dr. Machunwangliu Kamei
Assistant Professor
BAFTNMP Department

Dr. Yatindra Ingle
Assistant Professor
BAMMC Department

DISCLAIMER
Information contained in this book has been published by Empyreal Publishing House and has been obtained by the editors from sources believed to be reliable and correct to the best of their knowledge. The author is solely responsible for the contents of the articles compiled in this book. Responsibility of authenticity of the work or the concepts/views presented by the author through this book shall lie with the author and the publisher has no role or claim or any responsibility in this regard. Errors, if any, are purely unintentional and readers are requested to communicate such error to the author to avoid discrepancies in future.

Preface

Parenting practices around the world share three major goals: ensuring children's health and safety, preparing children for life as productive adults, and transmitting cultural values. These practices populate experiences and environments that are further influenced by the cultural context in which these cognitive understanding and expressions of parenting practices take place. This book **'Parenting Practices: A Cross Cultural and Cross-Media Study'** is based on the MAEMA students' research on cross cultural parenting practices and influence of mass media. The chapters analyse the acculturation process and cultural influences, on the parents and children. Bornstein (2013) mention how 'every culture is characterized, and distinguished from other cultures, by deep-rooted and widely acknowledged ideas about how one needs to feel, think, and act as an adequately functioning member of the culture. Insofar as parents subscribe to particular conventions of a culture, they are likely to follow prevailing "cultural scripts" in childrearing'. The chapters covering different aspects of parenting and media decode the influence of these 'cultural scripts' and cultural norms which could be culturally universal and/or specific from interdisciplinary dimension which include social sciences approaches from psychology, human development and communication.

The authors and editors of this book express their gratitude to Dr. Anju Kapoor, Principal, SVKM's Usha Pravin Gandhi College of Arts, Science and Commerce for conceptualizing this thematic research work and for her insightful recognition of the research contributions made by the students and professors, which have been effectively compiled and presented in this publication.

The authors and editors would like to thank Dr. Navita Kulkarni, Coordinator of the MAEMA programme, for her essential assistance in completion of this research project.

Table of Contents

A STUDY ON WORK FROM HOME CULTURE'S EFFECT ON PARENTING IN NUCLEAR VS JOINT FAMILIES IN MUMBAI, PUNE AND AURANGABAD

Geeta Sharma and Swaralee Kulkarni

ABSTRACT

The rise of the remote work culture has revolutionized the way people live and work, but it has also had a significant impact on parenting styles and work-life balance, particularly in India. The purpose of this study is to investigate how nuclear and blended families adapt to the rise of the work-from home culture, as well as the difficulties such families encounter in striking a work-life balance. The findings suggest that parents in joint families are finding it more difficult to strike a work-life balance as a direct consequence of the rise of the work-from home culture. In contrast, parents in nuclear families often struggle with the dual responsibilities of work and home life, leading to increased stress and burnout. Overall, the results of this research highlight the need for organizations to provide support for working parents, including flexible work arrangements and access to resources to help balance work and home life. The goal of this thesis is to investigate how parenting in nuclear and joint families in India is impacted by the work-from-home culture. It looks at the opportunities and difficulties that working from home has brought to parents in diverse family configurations, as well as how it has affected their parenting styles.

Keywords: Working parents, Work from home, Parenting styles, nuclear family, Joint family, Work life balance, Covid-19.

INTRODUCTION

The recent approach of parents being able to work from home while still fulfilling their parental obligations has had a profound impact on how parents raise their children. Nuclear families, where both parents are working, have to balance their work and family life, whereas in joint families, multiple generations living together have to navigate this new reality. Parenting also differs from joint families and nuclear families, but there can be a huge difference in how the parenting style is adopted in each one of the households. Each style has a different approach to raise a child and that is the most vital reason of the child development. They give their best to maintain a positive relationship with the child as well as in the family. Permissive parents tend to have openness and be lenient with their children. Neglectful parents have less-monitoring on the child's life and what they are doing. As both the parents or one parent is working, the attention and involvement in a child's life will not be much comparatively.

LITERATURE REVIEW

1. Work from home- An Overview

With many businesses and organizations shifting to remote work arrangements, there has been a surge of interest in the topic of working from home. Telecommuting, or working from home, emerged as a viable option in the 1970s because to technological advancements that made it possible to do business from a variety of places other than the traditional office. The European Framework Agreement on Telework from 2002 defines telework as "any activity or execution of work that makes use of information technology and allows work to be carried out on a regular basis," making it clear that telework has gained significant traction in the European context due to its positive effects on work-life balance. The idea of telework, it is said by those in the know, is the backbone of the remote worker movement. (Irawanto et al., 2021)

2. PARENTING STYLES

2.1 Parenting:
The act of raising children is the classic definition of parenting. This definition has an inherent bias that makes parents out to be the main characters. These "child effects" have been shown in both longitudinal research showing that changes in child behavior predict shifts in parental behavior over time and in controlled lab trials in which child behavior is manipulated. The intricate mechanisms that take place in these behavioral interactions, though, have not yet been sufficiently characterized. (Sameroff AJ, 1975).

2.2 Parenting Styles:
In accordance with Baumrind, D. (1971), there are four distinct parenting styles.

Authoritative Style
Children who are raised by authoritative parents are less likely to engage in risky behaviors like substance abuse, depression, anxiety, and suicidal ideation; they also tend to have more positive self-images, better academic outcomes and stronger social skills. They also tend to be less aggressive and more likely to have a close relationship with their parents (P Li,2023).

Authoritarian Style
Authoritarian parenting has been linked to a number of negative outcomes for children, including those who are less independent, more anxious, less confident in themselves, more prone to anger outbursts, lower test scores, fewer friends, fewer coping skills, and a lower likelihood of succeeding academically and socially (P Li,2023).

Permissive Style
Children with permissive parents have less restraint, possess an egotistical nature, additional issues in your social contacts and romantic relationships. (P Li,2023).

Neglectful Style
Ignored children are more prone to act impulsively and emotionally out of control, and to suffer from mental health issues like adolescent suicide (P Li,2023).

3. Advantages, Disadvantages and Challenges of Work from home policy

3.1 Advantages:
a) Enough time to meet family expectations and responsibilities

b) Save time commuting or travelling

c) Some fixed expenses and operating costs can be shared

d) Convenience and flexibility

e) Improves health and reduces sick leave

f) Increase in work productivity and job satisfaction

3.2 DISADVANTAGES:

Slackness:
People who are WFH are not subject to supervision or monitoring. They are more at ease and less stressed out since they may set their own hours and wear whatever they choose to work. They could be late for work and not get serious about it until the last minute.

Personal chores are pressed:
In WFH, one is compelled to take care of one's own needs. Task completion times will increase, undermining the efforts of the workforce. Self-discipline is needed to draw a line between personal time and professional time in order to get the task done on time.

3.3 Challenges

Successful WFH adoption requires high levels of self-discipline and self-management with an emphasis on tasks and results. If one wants to use WFH, a person must be self-disciplined, driven, and possess excellent organizational and time management skills. A home office and certain ground rules for the rest of the family might help an employee concentrate when they are on the clock. Family members' interruptions may stall progress and postpone the project's completion. (Nadia Nordin et al., 2016)

4. Work-life balance

Having an appropriate balance between work and life means that you are able to satisfy both your professional and personal obligations without sacrificing the quality of either. There are three mechanisms of work-life balance: a) Time Management b) Balance of Psychological Involvement c) Satisfaction balance (Atif Sheikh et al., 2018)

5. Nuclear family Vs. Joint family

A nuclear family consists of two biological parents who are married to one another and their minor children. A joint family consists of two or more people from the same unilineal descent group who share a household and submit to the authority of one of the members.

6. Impact of work from home on both family arrangements

There were a variety of disadvantages to working from home during the COVID-19 epidemic, but loneliness, feeling like you were always at work, and a lack of opportunity for advancement stood out as the most negative aspects of working remotely. During the COVID-19 pandemic, the most significant hindrance to distant working was a lack of social contacts and solitude. The presence of children at home, as well as the necessity to care for and learn alongside them, was the most significant hindrance for respondents with children under the age of 18.

7. Factors that affect children while parents are working

a) Lack of attention

b) Inconsistent schedules

c) Overdependence on screens

d) Emotional detachment

RESEARCH METHODOLOGY

1. Aim of the research:

The goal of this research is to compare the dynamics of joint and nuclear families in Mumbai, Pune, and Aurangabad in light of the prevalence of working from home.

2. Hypothesis:

· The benefits of the work-from-home culture on parenting inside nuclear families.

· The negative impacts of the work-from-home culture on parenting in conventional families.

· Working from home has a positive impact on parenting, particularly in multi-parent families.

· Joint family parenting is harmed by the prevalence of work-from-home culture.

3. Objective of the research:

Exploring how the growing trend of working from home has influenced the dynamics, relationships, and overall functioning of nuclear and joint families in Mumbai, Pune, and Aurangabad after the post-pandemic era. And investigating on the challenges and opportunities of remote working culture.

4. Research design:

A research design is the overarching strategy used to direct research and provide insights into research questions. To be precise it is a systematic study to conduct research effectively. In this, quantitative research and correlational design has been used.

5. Sample design:

Non-probability - Convenience sampling

Population - Working from home parents

Sample size - 102

Sampling unit - IT industry, Age: 25-50, Location: India

Method - Online survey

Scale - Likert scale

6. Research method:

To collect different forms of data, quantitative research method is used. The quantitative data is a gathered based on the numerical data. Online surveys were the main tool for collecting data.

7. Survey analysis:

An online survey was administered to 102 remote working parents in the age range of 25-50 to learn more about the impact of work-from-home culture on parenting. In section 1 of the survey, a series of 8 questions were asked regarding the parent & child/ children's age range, the family structure, questions related to work from home. In section 2 and section 3, the questions were on the basis of work life balance, effect of the remote work on relationships, etc.

Section 1
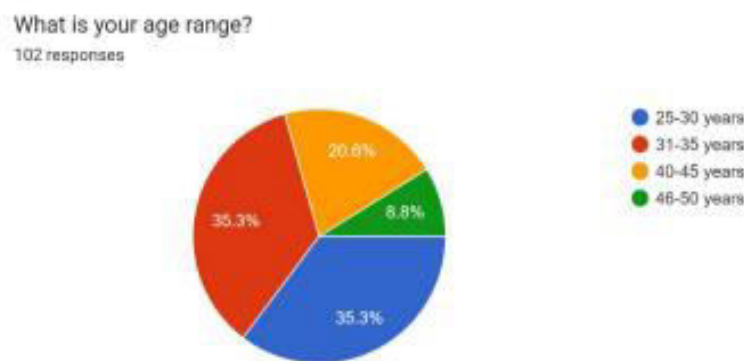
Chart 1.1 Age

The survey targeted parents between 25-50 years age group. Amongst which, highest 25-30 & 31-35 had an equal share of 35.3% each and lowest being 8.8% share by 46-50 years.

In which city are you located currently?
102 responses

Legend:
- Mumbai
- Pune
- Sambhaji Nagar (Aurangabad)
- Bangalore
- Nashik
- Delhi
- Hyderabad
- Gujrat

1/2
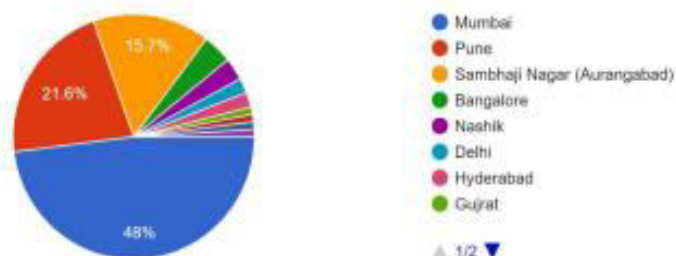
Chart 1.2 Location

The targeted locations were Mumbai, Pune and Aurangabad, but the survey reached in Bangalore, Nashik, Delhi, Hyderabad and few more cities of India. Mumbai had the highest reach of 48%, followed by Pune 21.6%, Aurangabad 15.7%.

How many children you have?
102 responses

Legend:
- 1
- 2
- 3
- 4 & above
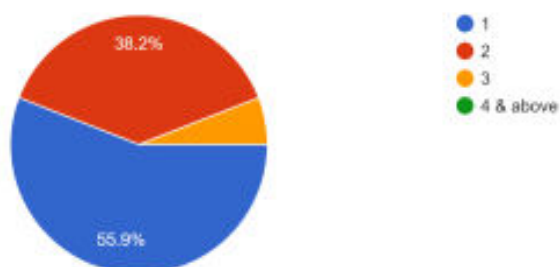
Chart 1.3 Number of children

55.9% parents have 1 child and 38.2% parents have 2 children. Whereas only 0.9% parents have 3 children.

What is the age range of your child/children?
102 responses

Legend:
- Below 1 year
- 1-5 years
- 6-10 years
- 10 years & above
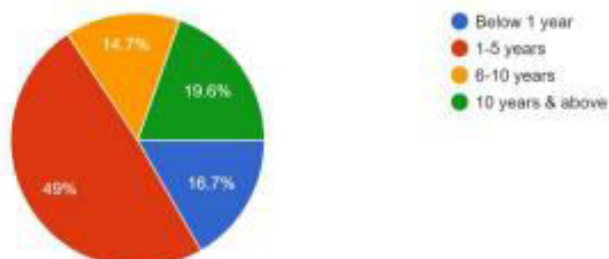
Chart 1.4 Age range of children

Children of the age of up to 10 years need more attention and care from their parents. As per the survey, 1-5 years have the highest share of 49% and 6-10 years being lowest is 14.7%.

What is your relationship with the child/ children?
102 responses

- Mother
- Father
- Family member / Guardian

43.1%   13.7%

43.1%
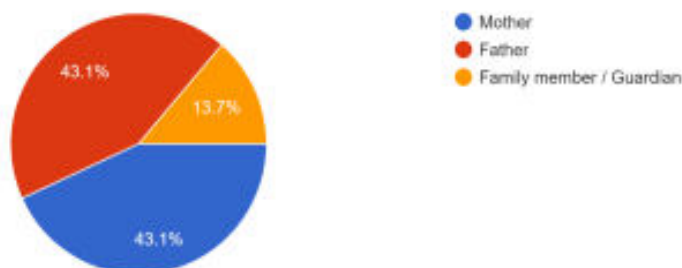
Chart 1.4 Relationship with children

The survey had equal mother and father participants with a share of 43.1% each. And almost 13.7% family members participated.

What is your family structure?
102 responses

- Joint family
- Nuclear family

49%

51%
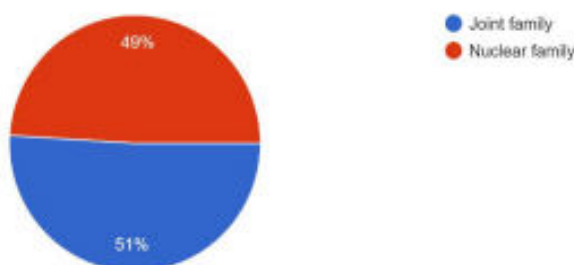
Chart 1.5 Family structure

The survey participants who had joint family structure holds the share of 51% whereas the nuclear family structure hold the share of 49%.

How long have you been working from home?
102 responses

- Before Covid-19
- During Covid-19
- Since Covid-19 till present
- Permanent work from home policy

31.4%   19.6%

13.7%

35.3%
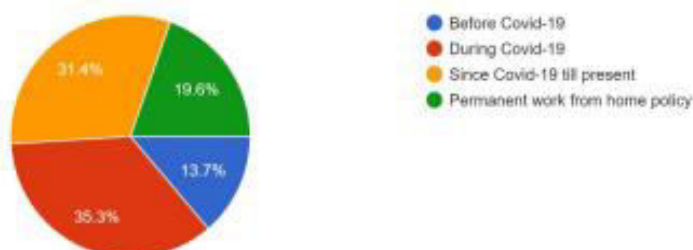
Chart 1.6 How long have you been working from home?

The above chart describes the timeline and duration of the parents working from home. Almost 35.3% of the participants worked during the Covid-19 pandemic and the lowest being only 13.7% of parents working from home before the pandemic.

Did/Do you have a dedicated work place in your house?
102 responses
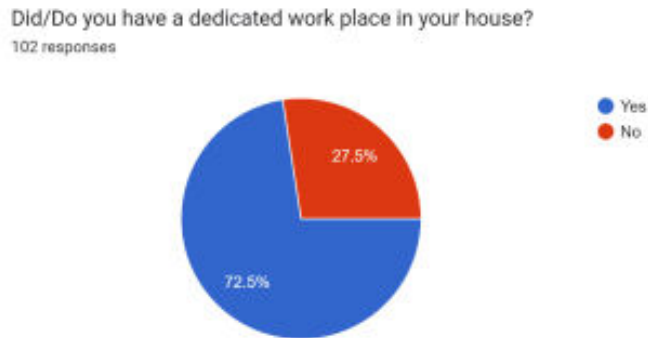
Chart 1.7 Did/Do you have a dedicated work place in your house?

A share of 72.5% have/had a dedicated work space in their house whereas 27.5% participants did not have/had a dedicated space for work in their house.

Section 2

Has working from home has increased the amount of time you spend with your children?
102 responses
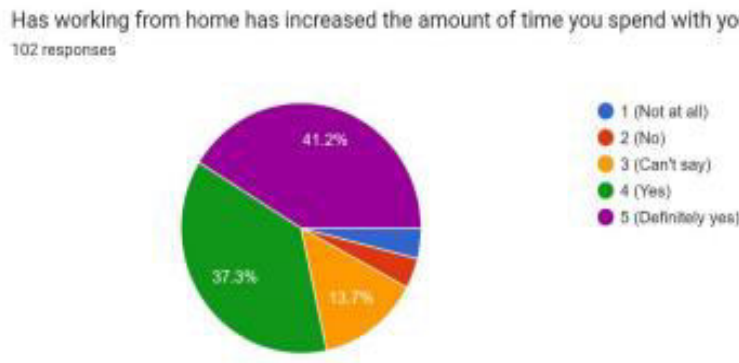
Chart 2.1 Has working from home increased the amount of time you spend with your children?

The graph shows 41.2% parents completely agree on it and 37.3% parents somewhat agree on it. Whereas 13.7% of parents neither agree nor disagree.

Has working from home has allowed you to be more flexible with your parenting responsibilities?
102 responses
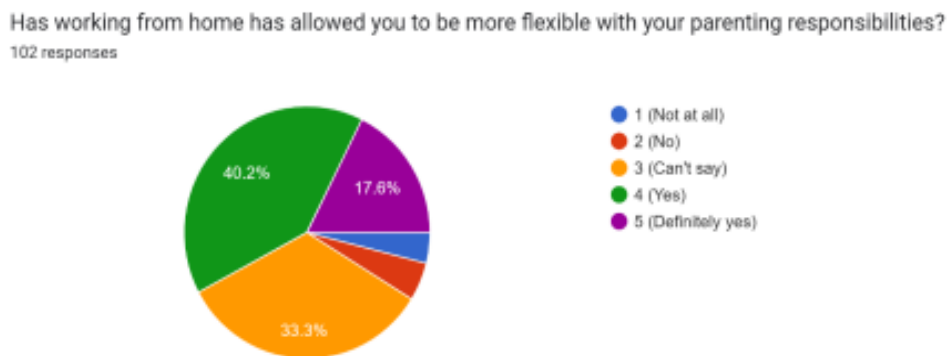
Chart 2.2 Has working from home allowed you to be more flexible with your parenting responsibilities?

The highest share of 40.2% somewhat agree and lowest being 17.6% completely agree.

Has working from home made it more difficult to separate work and parenting responsibilities?
102 responses

1 (Not at all)
2 (No)
3 (Can't say)
4 (Yes)
5 (Definitely yes)

27.5%
8.8%
25.5%
35.3%
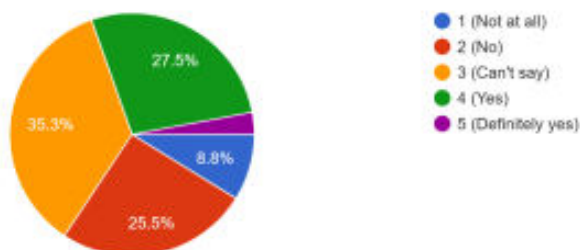
Chart 2.3 Has working from home made it more difficult to separate work and parenting responsibilities?

The highest 35.3% of participants neither agree nor disagree and the lowest share of 8.8% do not agree at all and the rest of them completely agree.

Did having dedicated workspace has helped you balance work and parenting responsibilities?
102 responses

1 (Not at all)
2 (No)
3 (Can't say)
4 (Yes)
5 (Definitely yes)

46.1%
13.7%
10.8%
27.5%
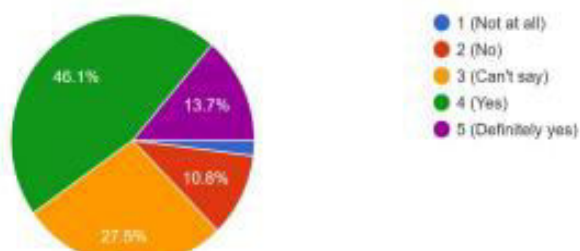
Chart 2.4 Did having a dedicated workspace has helped you balance work and parenting responsibilities?

The highest share of 46.1% somewhat agrees and the lowest share of 10.8% somewhat disagrees.

Did not having a dedicated workspace has helped you balance work and parenting responsibilities?
102 responses

1 (Not at all)
2 (No)
3 (Can't say)
4 (Yes)
5 (Definitely yes)

22.5%
34.3%
15.7%
22.5%
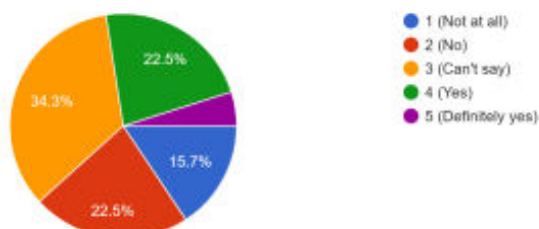
Chart 2.5 Did not having a dedicated workspace has helped you balance work and parenting responsibilities?

The highest of 34.3% of the participants neither agree nor disagree and the lowest being 15.7% completely disagree followed by the rest of them completely agree.

Section 3

Chart 3.1 If you are having some urgent deliverables of work, who of the following help you with managing children around?

This chart has the maximum share of 50% which is grandparents and the lowest being 15.7% of house help/ maid/ caretaker. Few others are siblings, other family members.

Chart 3.2 Did working from home had positive effect on your relationship with your children?

The chart indicates a share of 42.2% of participants somewhat agrees followed by 37.3% participants who completely agree.

Chart 3.3 Did working from home had negative effect on your relationship with your children?

Almost 43.1% of the participants somewhat disagree, and a share of 20.6% neither agree nor disagree.

Do you think if you would live in another family structure than yours, the scenario would be different?
102 responses

● Yes
● Maybe
● No

17.6%
52.9%
29.4%
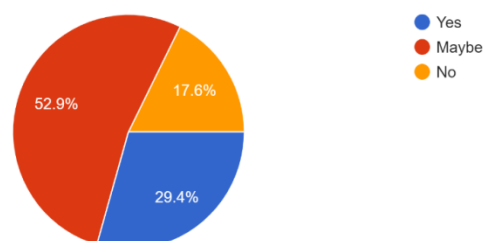
Chart 3.4 Do you think if you would live in another family structure than yours, the scenario would be different?

The highest share of 52.9% neither agree nor disagree, followed by 29.4% who completely agree and 17.6% of the participants who completely disagree.

8. DISCUSSION AND ANALYSIS:
The participation of young parents or parents whose children are below 1 year up to 5 yearshas the maximum share. The participation from the parents from joint family structure is more compared to the nuclear family structure. The opportunities and challenges parents had are more during the Covid-19 pandemic as mentioned in the chart 1. The parents did not find difficulty in separating both work and parenting responsibilities. The participants manage distractions and household chores as parents living in joint families have other family members and house help is always available for looking out at children and do the household chores in the house. Out of 51 responses from parents of joint family, 43 responses agreed that working from home had a positive impact on the relationship with the child/ children, 4 parents neither agreed nor disagreed and 4 participants disagreed. Parents from nuclear families out of 49 responses, 38 responses strongly agreed, 9 of the parents neither agreed nor disagreed and 2 participants completely disagreed that work from home had a positive impact on their relationship with their child. In contrast, out of 49 replies from parents in nuclear families, 34 parents strongly disagreed that working from home negatively impacted their connection with their children, while 12 parents gave a mixed opinion. A combination of permissive and neglectful parenting would be more common in a nuclear family. H1 and H3 that is work from home culture benefitted in a positive way in nuclear families and there was a positive impact of work from home culture on parenting are the proven hypothesis.

9. LIMITATIONS:
The sample selection is not the correct representation of the population. Hence, the research cannot be generalized.

The research is conducted only in Mumbai, Pune and Sambhaji Nagar (Aurangabad), and some parts of India.

10. CONCLUSION:
There has been a positive effect of work from home culture on parenting and child-parent relationship on both joint family as well as nuclear family. As parents had more flexibility, understanding of work-life balance, managing both the responsibilities and that too without

anything of it getting affected in a negative way. Thus, we conclude that work from home culture had a positive effect on parenting in both joint and nuclear families.

Bibliography

REFERENCES

- Irawanto, D.; Novianti, K. & Roz, K. (2021). Work from home: Measuring Satisfaction between Work Life Balance and Work Stress during the Covid-19 Pandemic in Indonesia.

- Bell, R. Q., & Chapman, M. (1986). Child effects in studies using experimental or brief longitudinal approaches to socialization. Developmental Psychology, 22(5), 595–603.

- Sameroff AJ. Transactional models in early social relations. Hum Dev. 1975; 18:65–79.

- Baumrind, D. (1971). Current patterns of parental authority. Developmental Psychology Monograph, 4, 1-103.

- P Li. (2023). 4 types of parenting and their effects on children.

- https://www.parentingforbrain.com/4-baumrind-parenting-styles/

- Nordin, N. Baidzowi, M. & Razak, R. (2016). Understanding The Work At Home Concept, Its Benefits And Challenges Towards Employees. Retrieved from Multimedia University.

- Sheikh, M., Ashiq, A., Meher, M., Hasan, A. & Khalid, M. (2018). Impact of Work and Home Demands on Work-life Balance: Mediating role of Work Family Conflicts. Retrieved from Pyrex Journal of Business and Finance Management Research.

- Dr. Kumari, S. (2018). A Comparative Study of Joint and Nuclear families in India. Retrieved from University Grants Commission, New Delhi.

EMOTIONAL ADVERTISING AND PARENTING DECISIONS ON THE SAME PRODUCT: A THREE-GENERATION STUDY OF INDIAN PARENTS

Dr.Yatindra Hruday Ingle and Mahek Mehta

ABSTRACT

Advertising helps companies influence consumer behaviour and purchase decisions. Emotional advertising is one of the most effective because it connects consumers to the product. Emotional advertising may influence parents' child product purchases. India's cultural and generational parenting styles are especially relevant.

This three-generation study examines emotional advertising and parenting decisions in India. The study examines how emotional advertising affects parents' decision-making and whether it varies by generation.

The study uses theories of emotional advertising and parenting styles to examine advertising's emotional appeal and parenting styles' effects on children's development. The study examines advertising, parenting, and consumer behaviour in India through a cross-generational lens to offer a unique perspective.

The study's findings affect marketers, policymakers, and parents. Marketing professionals can use the results to create more effective advertising campaigns that appeal to parents across generations. The findings can help policymakers regulate emotional advertising to protect children. The results can help parents choose products for their kids.

This study will add to the literature on emotional advertising, parenting styles, and decision-making, particularly in Indian cross-generational studies. This study will illuminate how advertising affects Indian consumer behaviour by examining emotional advertising and parenting decisions.

Keywords: Emotional advertising, Parenting choices, Three generations

INTRODUCTION

This study examines emotional advertising and parenting decisions for the same product in three generations of Indian parents. We use a mixed-methods approach to study how emotional advertising affects parents' decision-making and whether it varies by generation.

The study uses theories of emotional advertising and parenting styles to examine advertising's emotional appeal and parenting styles' effects on children's development. The study will include Indian parents. Surveys, focus groups, and interviews will recruit and collect data from online and offline participants.

The study's main objectives are to determine how emotional advertising affects parenting decisions, how parenting styles affect them, and whether generational differences exist. The study's findings will illuminate emotional advertising's role in parenting decisions, particularly across generations.

This study affects marketers, policymakers, and parents. Marketing professionals will learn how emotional advertising affects parents' decisions. The findings can help policymakers regulate emotional advertising to protect children. The findings can help parents choose products for their kids.

This study will add to the literature on emotional advertising, parenting styles, and decision-making, particularly in Indian cross-generational studies. This study will offer a unique

perspective on advertising, parenting, and consumer behavior by examining emotional advertising and parenting decisions.

Aims:-

• Examine how emotional ads affect parents' decision-making across generations.

• Examine the impact of emotional appeals in advertising on parenting decisions.

• Analyze variations in emotional ad response among three generations of Indian parents.

• Offer insights and recommendations for marketers to target and engage Indian parents through emotional advertising strategies.

• Contribute to consumer socialization literature, focusing on parenting decisions and emotional advertising in the Indian market.

Objectives:

• Evaluate the impact of emotional ads on Indian parents' decision-making across three generations.

• Determine the emotional appeals in advertisements that significantly impact parenting decisions.

Compare the responses of three generations of Indian parents to emotional ads to identify generational differences.

• Evaluate the impact of emotional advertising on parenting decisions and their implications for marketers targeting Indian parents.

LITERATURE REVIEW

Parenting

The study focused on under-monitoring and over-tracking as parenting patterns that cause youth trouble behavior. Increased adolescent trouble behavior was linked to lower maternal mental health. The study did not examine gendered parenting expectations, which could be interesting to study. Fathers' growing disengagement may have affected how children view parental care, according to the study. The research contextualized these parenting changes in light of technology's increased impact. Despite the correlation between parenting and trouble behavior, the study found no evidence that long-term parenting changes caused trouble behavior in adolescents and children in the early 21st century. The study acknowledged several intervening factors that could explain this lack of evidence, including socio-demographic changes, which may be linked to trouble behavior. (J, 2020)

Parenting has many dimensions and patterns, making it philosophically intriguing. Skinner, Johnson, and Snyder (2005) identified six parenting styles: warmth, rejection, structure, chaos, autonomy support, and coercion. Warmth is love, appreciation, and kindness, while rejection is aversion, hostility, and irritability. Structure provides clear and consistent child behavior rules, while chaos is an unpredictable environment. Freedom of expression and action fosters independent problem-solving and decision-making in children. However, coercion requires strict obedience and excessive control.

The researchers argue that each feature represents a unique dimension rather than opposites. The study suggests that low-pole parenting styles can have similar effects on children. The findings support integrating positive and negative parenting traits.

A Bhattacharyya and Pradhan (2015) study of Indian fathers found that adolescent children preferred autonomy and responsiveness over traditional demandingness. This ideal paternal parenting style is gendered, but it balances traditional and modern parenting.

Parenting and child behavior have two schools of thought. The strict environmentalists argue that parents influence their children solely through their actions and experiences. This influence can come from parenting, education, healthcare, and other factors. The hereditarians or strict geneticists believe that parents' influence on child behavior is solely genetic.

Lerner proposes a dynamic and developmental approach that emphasizes parent education programs to assess a child's individuality. This approach rejects the environmental-genetic dichotomy and promotes a broader understanding of child behavior.

Parenting strategies vary by culture, resulting in different outcomes. Tax incentives, scholarships, and healthcare facilities help some societies provide proper care and education for children. Belsky's interpretation of attachment patterns combines genetic and behavioral ecological approaches in a modern evolutionary perspective.

Feldman (2012) studied parenting behavior-based neurobiologically and genetically. The research suggests that bio-behavioral synchrony between attachment partners' physiological and behavioral processes shapes human affiliations. A bio-behavioral regulatory process occurs when parents focus on micro-level social signals. This process involves interactive and biological synchrony, decreased negative emotionality, increased self-regulation, and joy and reward.

Gregor Mendel's 1865 theory of genetics and gene inheritance also helps explain genetics and behavior. Bouchard's 1990 studies show that separated identical twins are more similar than fraternal twins even without environmental factors. This supports genetic evidence that adopted children are more like their biological parents than their adopted parents.

In conclusion, warmth, rejection, structure, chaos, autonomy support, and coercion are important in parenting. Research supports integrating positive and negative parenting. Hereditarians and strict environmentalists disagree on parenting effects. However, a dynamic and developmental approach that considers genetic and environmental factors is preferred. Different cultures parent differently, and genetics affect child behavior. Additionally, behavior-based neurobiological studies stress bio-behavioral synchrony in parenting. Genetic influences on behavior are strengthened by Gregor Mendel's theory 2014 (Renjini)

Attachment and Parenting

Attachment and mentalization in alcohol- and drug-abusing households have been studied (Das Eiden & Leonard, 1996; Whipple, Fitzgerald, & Zucker, 1995). Attachment theory illuminates child-caregiver dynamics. Bowlby (1977) defines attachment behavior as the child's instinctual need for protection and emotional support, especially in stressful or dangerous situations. The child-caregiver relationship and self-image are shaped by the caregiver's emotional availability.

Bowlby suggests that attachment patterns and self-models are formed by age four and last into adulthood. These models continue from infancy to adulthood, according to research. Secure, insecure-avoidant, insecure ambivalent, and disorganized attachment styles exist in children (Ainsworth, Blehar, Waters & Wall, 1978).

The caregiver's consistent support allows the child to explore freely in secure attachment. In insecure-avoidant attachment, parents may be cold, distant, or controlling, making the child feel like they must manage. Insecure ambivalent attachment parents may respond to a child's fear but not their enthusiasm, which can lower their confidence in handling situations. Disorganized attachment causes childhood disruption and aggression.

Children and adults classify attachment behaviors differently. The Adult Attachment Interview classifies attachment as "independent" for secure attachment, "disregarding" for insecure-avoidant attachment, "preoccupied" for insecure ambivalent attachment, and

"unresolved/disorganized" for disorganized attachment (Roisman, Fraley & Belsky, 2007). Disorganized attachment hinders mentalization, preventing children from understanding their own and others' mental states (Straussner & Fewell, 2011) (January 2003 Mirasu)

Global Parenting Perspective

Ambert (1994) examines three parenting research areas, focusing on global perspectives and concept construction. She challenges Western ideas that prioritize mothering and emphasizes parent-child emotional bonding. Due to current ideologies and paradigms, cultural practices and beliefs shape parenting styles. Scientific and professional views of social norms often guide parenting.

Human behavior, infancy, and parenting knowledge is limited and Western-centric, according to Bornstein et al. (2017). They emphasize the need for cross-cultural research since most studies have focused on Western, educated, rich, and industrialized societies. Omissions, ethnocentrism, and a lack of cultural understanding result from this narrow focus. Their research question examines infant and maternal behaviors across societies.

Bornstein et al. (2017) found differences in infant physical, social, exploration, and distress vocalization. It stressed the importance of multi-society research in discovering unique human development patterns and understanding behavioral uniformity and diversity. The study also found that mothers across cultures care for their children's motor skills, education, and social interactions, as the domain of infant distress did not vary significantly. However, parenting behaviors differed as early as five years old, challenging Western-oriented research on early development. These parenting differences suggest that society affects caregiving.

The study showed how parenting practices and behaviors varied by society, not in a hierarchical manner. This observation raises questions about how society affects caregiving (Tripathi 2007)

The observation suggests that family life passes on societal values from parents to children, highlighting their intergenerational nature. The study also found moderate mother-baby atonement. Mothers who promote physical development succeed, while those who encourage dyadic social exchanges have infants who pay more attention and smile. Infants who interact with their mothers in responsive and investigative ways are more likely to explore their surroundings independently.

These findings suggest that some mother-infant behaviour and interaction may be universally beneficial. Many studies stress the importance of parenting, especially the emotional bond between one parent (usually the mother) and the child, but this emphasis is culturally constructed. Maternal mental illness and adolescent antisocial behavior researchers may be biased by patriarchal parenting ideas. These biases are linked to mother-infant attachment styles and emotional bonds, as studied in behavioral and anthropological research.

Fathers must be involved in education to foster family harmony. Studies show that excluding fathers from parent education and therapy is harmful. Although most attachment literature focuses on maternal sensitivity, fathers are also important in child development.

A study of juvenile delinquents examined whether family disruption, paternal absence, or higher comorbidity affect their behavior compared to nonviolent offenders. The study examined family history, personality, and diagnostic variables and found several negative family factors in delinquent children who were violent. The study found commonalities like fatherlessness, deprivation, and alcoholic fathers. The father-child relationship had a greater impact than the mother-child relationship.

McCord's 1982 study found that single-mother children were more antisocial than two-parent children. The examiner recommends that healthcare providers quickly assess children exposed to such harmful factors and provide support and guidance to the child and family.

(J, Parenting on the emotional and behavioral aspects of law-breaking children, 2020)

Advertising Emotions
Emotions influence consumer purchases of many products. Modern advertising campaigns focus on expressive, experiential, and artistic campaigns rather than factual information and product comparisons. Advertisements use emotional appeals for many reasons. They first try to create an emotional connection between the consumer and the brand or product to change their perception or attitude. Second, emotions are used to convey the product's benefits, emphasizing its emotional value. Finally, emotions help convey messages to the target audience.

Advertising uses emotive themes, music, visuals, and other elements to evoke positive feelings and associations with a brand or product. Advertisers can create long-lasting images in consumers' minds by evoking a range of emotions and linking them to the brand or product. Emotional advertising can cause sustained emotional responses to brand symbols. The brand can stand out from competitors and increase consumer affinity by skillfully implementing these strategies that match desired emotions. Research suggests that brand cues can influence purchase decisions and salesn (Garg, 2022)

Advertising Emotional Appeal
Beckman and Gilson define merchandising appeal as a strategy to capture customers' imagination and influence their product or service choices. Advertising uses positive or negative emotions to connect with the product and make it more memorable. The unconscious mind, which processes emotions and instincts rather than rational information, influences decision-making, according to psychology. Negative emotional appeals in ads are more effective at engaging consumers and leaving lasting impressions.

Studies have shown that emotional advertising affects consumers' attention, reactions, and brand attitudes (Attila, 1999).

One study exposed college students to an abstract lecture titled "Thinking through Language" via TV, radio, print, and in-person presentations. Tests were given immediately after the lecture and eight months later. TV dominated communication, followed by radio and print. Results were consistent eight months later. Another study showed 84 subjects six TV and six print ads. TV ads were more effective than print ads at delivering and retaining the message, especially for low-purchase-probability products or services. These findings suggest that media communication effectiveness should be weighed against exposure costs.

Mahapatra (2003)
Researchers presented 299 undergraduates with a persuasive message of varying difficulty via written, audiotaped, or videotaped means. The results showed that written persuasion and comprehension were better than video or audio for challenging messages. Written communication was least persuasive for easy messages, while video was most persuasive. All modes of communication-maintained comprehension. This study shows how communication mode affects information reception and persuasiveness.

Another study examined how communicators' nonverbal confidence affects opinions. The results showed that these expressions did not affect people's opinions, suggesting that nonverbal cues may not influence attitudes.

In another study, researchers hypothesized that magazine advertising would increase brain-wave activity compared to TV advertising, which would improve brand recall. EEG recordings were

taken from 30 women watching print and TV ads. According to the findings, magazine ads increased left-brain activity more than TV ads, indicating greater attention. The third hypothesis, suggesting a more complex relationship between brain-wave activity and advertising effects, received partial support.

Ahmad (2020) examined children's advertising comprehension. As they got older, kids got better at distinguishing commercials from regular programming. Businessmen valued advertising, but college students found it deceptive and annoying. Cereals, snack foods, game toys, and candies were frequently purchased by parents because children requested them. TV commercials influenced young children's toy desires, prompting parents, especially middle-class and lower-class ones, to fulfill them. Toy price influenced parents' choices.

The effects of advertising on children's understanding, emotions, and behavior toward advertised products were examined, with younger children being more susceptible than older children who had greater cognitive abilities to comprehend and recall commercial content. This suggests that children understand commercials at a certain cognitive stage.

A 1976 study by Resister and Robertson examined parental control over children's TV viewing. The results showed that parents reported lower TV viewing and stricter household rules were significantly different from children's reports. Parental exaggeration increased with social class, suggesting a bias toward socially desirable responses. Parents may idealize their TV control over their children, according to the study.

Another study by Goldberg, Marvin, and Garn (1978) examined how TV advertising affects children's behavior and relationships with parents and peers. The results showed that commercial content motivated children to play with toys and spend less time with peers. The study also found that TV advertising increased parent-child conflict. Children were also more unhappy when they were denied TV commercial products .

Parental influence on children's consumer behavior was found to be significant in teaching rational decision-making and consumption attitudes. Parental influence varied by product, decision-making stage, and consumer characteristics. Parents directly shaped their children's consumer behavior.

Television ads strongly influence children's product desires, leading to requests and conflicts when parents deny them. Children who don't understand advertising's intentions may be more affected by its cognitive and behavioral effects. Parents often appear to have stricter TV viewing rules than their children do. Parents can influence their children's consumer behavior through rational teaching and modeling. Demographics, parental TV attitudes, and parental involvement with children can affect how parents mediate their children's TV viewing.

Advertising negatively affected children's materialism, cynicism, irrationality, selfishness, anxiety, and restlessness, according to Polly (1986). Advertisements reinforced these attitudes because children didn't understand the motives. Unfair and misleading commercials were criticized by parents.

Isle, Popper, and Ward (1987) studied how family dynamics were affected by factors like children's dairy and TV requests. The study found that most families thought advertising was unethical and that freedom of speech did not give advertisers unrestricted rights to advertise. Parents also thought child-targeted advertising caused bad behavior. Most parents were unconcerned about child-targeted advertising, but they still thought it was harmful.

Carlson and Mulching (1994) examined family communication patterns and mothers' shopping and consumption motivations. The study found that mothers who were more materialistic and shopped had different family communication patterns. These communication patterns also

helped adolescents predict their mothers' consumption motivations. Research suggests that family communication shapes shopping and consumption attitudes and behaviors.

Chan and McNeal (2003) studied Chinese parents' TV viewing and advertising attitudes for their children. The study of 1,665 elementary school parents in three cities found that Chinese parents generally disliked television advertising as deceptive and annoying. They strongly supported banning advertising from all children's programs. Despite this negativity, 98% of parents controlled their kids' TV choices. Although parents rarely discussed commercials with their children, they believed they had a big impact on their attitudes toward advertising.

Verma and Kapok (2004) examined how TV advertising affects children's purchasing behavior and how parent-child interaction affects it. The study found that parents from different income groups acknowledged children's growing influence on purchase decisions as they got older. TV ads influenced children's purchases, according to parents and kids. Child age and family income affected parental responses to these requests. Parent-child interaction promoted positive consumer values, and parents thought it influenced their children's buying behavior positively.

In Mukherjee's (2005) study, urban middle-class Indian mothers discussed advertising and how they mediated their children's TV viewing. The study found that the family communication framework explained mothers' advertising attitudes and behaviors. Unlike Westerners, mothers liked advertising. The study also showed that children's advertising discussions improved conceptual understanding. These findings affect Indian advertising strategies.

Nathalie and Patrick's 2007 study examined parents' views on children's food advertising and their TV viewing monitoring. The results showed that parents worried about their children's food habits and blamed advertisements for conflicts, pestering, and poor eating habits. Thus, parents restricted their children's TV viewing (Garg, 2022)

Perspective on Parenting
The first study examined children's ability to recognize online game ads and whether interruptions affected their product memory. The study surprised by finding that children had trouble recognizing ads in the gaming context, but the interruptions did not affect their product memory. This suggests that traditional advertising may not work in online gaming.

The second study examined how parental intervention affects children's internet advertising understanding and resistance. However, parental mediation did not affect children's ad perception. Despite parents' efforts to help their children understand internet advertising, the study found no significant impact.

Another study examined how parental styles affect children's consumer socialization, emphasizing the need for more research on how parents can help kids understand advertising. Many researchers have proposed parenting style models, including Symonds, Baldwin, Sears, et al., Baumrind, Hoffman, Maccoby and Martin, Darling and Steinberg, and Robertson et al. This discussion will focus on Baumrind's, Maccoby and Martin's, and Robertson et al.'s models.

Baumrind's 1966 parenting style model included parents' values and beliefs about parenting and children, unlike previous research. The model examined parenting patterns across four dimensions rather than individual practices.

Baumrind's model includes authoritative parenting. This style is warm and controlled. Authoritative parents value open communication and reasoned interactions with their children. Their children are influenced by positive reinforcement and explanations. Authoritative parents promote independence and social competence, which leads to self-regulation, high social competence, positive social adjustment, and fewer psychological and behavioral issues. These parents give their kids independence.

Permissive parenting is warm and low-control. Permissive parents rarely discipline their kids. They may love and care for their children, but they may discipline them with anger, love withdrawal, or ridicule. This parenting style fails to teach independence and can harm development.

In 1995, Robertson and colleagues developed a model to empirically establish Baumrind's typology and identify parenting practices within it. Parental control and warmth were their main parenting style references. According to their research, authoritative parenting requires a delicate balance of warmth and behavioral control. They suggested exploring authoritative parenting components that strengthen parental warmth and appropriate control to avoid parent-child conflict.

Scholars have been fascinated by intelligence for centuries, and in recent decades, it has permeated many fields. A universal definition of intelligence is still lacking. Early philosophical discussions led to the late 20th century popularity of emotional intelligence (EI). Spinoza, Aristotle, and modern psychologists recognized the relationship between emotion and cognition. Cognitive constructivists believe emotions, knowledge, and actions are interconnected and necessary for adaptation and development, with emotions considered higher intelligence.

Social intelligence—understanding and managing relationships—is the basis of emotional intelligence. The manipulation of emotions and emotional content is emotional intelligence. Traditional social intelligence theories ignored emotions, both personal and social. However, studies show that considering emotions improves prosocial behavior. Note that "alexithymia" is often associated with emotional intelligence, referring to difficulties identifying and describing emotions and a tendency toward externally focused thinking. However, it ignores positive emotions and neutral states, missing key elements of emotional intelligence. Sisode (2013)

Parents and Generations
Parents shape their children's lives and behaviors, but they may not realize it. To better understand parental influence and how different parenting styles affect child development, researchers have developed tools and instruments to measure parental behavior, attitudes, and the parent-child relationship

Parental Attitude Research Instrument (PARI) uses 23 scales to measure parent attitudes. The PARI is reliable and valid and has been used in many child development studies. Through factor analysis, researchers identified two major factors: 'Authoritarian-Control' and 'Hostility-Rejection', measured by 16 scales. Stanford Parents Questionnaire, developed in 1971 to assess parental attitudes and interactions, is also widely used. This questionnaire is useful for child development research.

Researchers have developed tools to evaluate the parent-child relationship in addition to parent attitudes. The Roe-Siegelman Parent-Child Relationship Questionnaire, with ten subsets covering Loving, Demanding, Protecting, Rejecting, Neglecting, Casual, and Symbolic Love-Reward, is important. Factor analysis identified Loving-Rejecting, Casual Demanding, and Over Attention as major factors. This comprehensive and versatile questionnaire is reliable and valid, making it widely used in studies. Each parent has a form, and adults and children can finish it in 20 minutes.

Several scales measure the parent-child relationship. In 1971, the Marburg Scales of Parent-Child Relations included four scales: mother severity, father severity, mother support, and father support. Two versions of the Herman-Stapf-Krohne Parent-Child Relationship Scale focus on Parental Support and Severity, with slight differences. The Hower Parent-Child Relationship Questionnaire and Whitesel Situations Questionnaire are other scales. These scales assess Parent-Child relationship aspects reliably and validly.

Researchers have also examined how a child's personality affects parental behavior. This research examines how a child's personality affects parental behavior. Researchers study these associations to understand parent-child dynamics and how parental behavior affects a child's personality Singh (2013)

Parents influence their children's decisions, especially about risky behaviors. The importance of parental knowledge in shaping children's behavior has been repeatedly shown. Parents can better influence their children's decisions when they understand their lives. Positive outcomes can result from an open and supportive environment where children can discuss risky decisions.

Teens' behavior is also influenced by parents' actions. Adolescence is marked by risk-taking, novelty-seeking, and injury susceptibility. Researchers are studying this period of increased risk-taking to better understand adolescent behavior.

Recent studies have linked genetic factors to adolescent risk-taking, including violent acts, criminal activity, and substance abuse. However, genetics alone do not determine outcomes; environmental factors also matter. Family dynamics, parenting styles, and parental modeling of risky behaviors shape adolescent risk-taking.

Positive family history is a strong predictor of adolescent alcoholism. Many children of alcoholics start using alcohol and drugs as adolescents. This highlights the strong impact of family dynamics and parental behavior on adolescent alcoholism and substance abuse.

Overall, research shows that genetic predispositions and environmental factors influence adolescent risk-taking. Genetics may predispose, but parents and family dynamics are also important. Effective parenting and a nurturing environment can reduce risky behavior and improve adolescent decision-making. Sawati (2014)

THEORY

A Theory of Attachment
Strong attachments are formed through familiarity and responsiveness, according to attachment theory. This theory suggests that newborns bond with caregivers based on availability and response. Infants learn to expect and adjust their thoughts, feelings, and behaviors toward caregivers through repeated interactions.

Familiarity with the caregiver is key to a strong attachment. This also applies to adult relationships, where a partner's comfort, reassurance, and security help develop attachment. Deviant behavior can damage this connection because attachment is based on mutual familiarity. The bond strengthens as partners become more familiar.

Consumer-brand relationships follow a similar pattern. A familiar brand evokes cognitive consistency and psychological comfort. Consumers look to familiar brands for comfort, stability, and support. Consistent brands are valued more than inconsistent ones during emergencies. As brand awareness grows, this bond strengthens.

However, attribute satiation research suggests that excessive familiarity can damage a relationship. A brand's component qualities lose marginal value as attribute satiation occurs. Satisfaction decreases preference for a behavior or activity as people gain experience with it, according to studies. Brands with similar traits can lose their appeal. Preference for that activity may also decrease with experience. Increasing brand familiarity can weaken the bond and reduce appeal.

Despite this, emotional attachment can boost brand loyalty and repurchasing. This idea is supported by brand loyalty, organizational commitment, and psychological attachment theories.

Theorists distinguish "truly loyal" repurchasing from others. Strong affective ties to the brand drive loyal repurchasing, not other factors.

In conclusion, familiarity and responsiveness help form strong caregiver-infant and consumer-brand attachments. Knowing the caregiver or brand provides cognitive consistency and psychological comfort. Excessive familiarity can cause attribute satiation and interest loss. However, strong affective ties to the brand drive emotional attachment, which promotes brand loyalty. Hemant (2013), Douglas (2011)

Consumer socialization theory:
This theory states that parents and other family members teach children consumer behavior and values. This theory could be used to study how parents and grandparents pass on their views on emotional advertising and consumer behaviour in a three-generation study.

Consumer socialization, the process by which young people learn the skills, knowledge, and attitudes needed to be consumers in the market, provides valuable insights into how consumers learn, grow, and change. Parents, peers, and mass media create unique social environments where children learn to be consumers. Previous research has focused on parents' influence on children's media and advertising exposure, ignoring peer group influences. When studying consumer socialization across child development, peer group influence is crucial from early childhood to adolescence. Addressing these research gaps is crucial to understanding child development stages and informing marketing strategies for these key consumer segments. (2019, monali)

Attachment theory:
This theory suggests that early parent-child attachment experiences shape a child's emotional and social behavior. It emphasizes a human infant's biological need for a protective attachment figure for survival and how the absence of such a figure can affect emotional development. This theory is based on extensive observations of neonates and children under six.

The "Strange Situation Classification." was developed by Ainsworth and Wittig to assess children's parent-child attachments in Uganda and Baltimore. Ainsworth and Bowlby developed the "Strange Situation Test." This test observed eight-month-old infants in a controlled environment with their mothers. The mother left the room for a few minutes and returned with a stranger during the test. This observation allowed researchers to observe infants' reactions when their mother left and returned or when a stranger replaced her.

According to Bowlby, attachment theory has six traits. The first trait is that attachment behavior is targeting one or a few people. Attachment behavior is any action a child takes to get and stay close to their attachment figure. In times of physical harm, illness, or emotional distress, children seek closeness to their mother. If the mother is absent, another relative can satisfy. Depending on the situation, children prefer their attachment figures in a certain order.

Early attachment experiences shape a child's emotional and social development, according to this theory. It describes the behaviors children use to form and maintain close relationships with their attachment figures, especially mothers. These attachment figures comfort and support the child, and their absence can have serious psychological effects. Understanding attachment theory allows us to examine how emotional appeals in advertising may appeal to attachment-related needs and influence parental and grandparental decisions.Sonja (2016)

Research Method:
Data from first hand sources is primary research. This means the researcher conducts the research or orders data collection. Primary research involves going to the source rather than using data samples.

Secondary Research: Secondary research uses data collected by others. In other words, secondary research uses existing data. However, primary research is self-research.

Quantitative research:
Quantitative research collects and analyzes numbers. It can find patterns and averages, forecast, evaluate causal links, and generalize to larger groups.

METHOD OF SAMPLING:

Non-probability sampling
Nonprobability sampling methods for survey participants do not use randomization. This means population members have unequal odds of being sampled. Some individuals may be excluded, while others may have a higher probability of selection, overrepresenting them in the sample. For quantitative researchers who need high-quality samples, nonprobability sampling is limited.

Due to its ability to reach many respondents, internet research has grown in popularity. Online data is collected using opt-in panels. Marketing or research organizations recruit opt-in panels to participate in internet-based studies using computer-assisted survey software. Panelists are often rewarded with points that can be redeemed for gift cards.

Opt-in study participants are recruited using convenience sampling, also called river sampling. Note that nonprobability sampling is not random. Instead, people must opt-in or sign up to be part of a pool of potential respondents that organizations can contact when they need participants.

Recent years have seen a rise in nonprobability sampling in global agricultural and extension education research using web-based surveys. The widespread internet access and low cost of online surveys have contributed to this trend. Kumar Chaudhary, Lamm, and Warner used nonprobability sampling to study high water users' disinterest in water conservation and develop extension programs that influence them. Beattie, Lamm, Rumble, and Ellis used nonprobability sampling to study public attitudes and decisions about agricultural and natural resource technologies like genetic modification. Ali, Ramey, and Warner used nonprobability sampling to study personal norms and water conservation in the general population. Qu, Lamm, and Rumble tested blueberry marketing strategies on a nonprobability sample of eastern US residents. An online survey by Holt, Rumble, Telg, and Lamm used an experimental design to determine the best messages for specific audiences using a nonprobability sample of the general population.

In conclusion, nonprobability sampling methods lack random selection, giving population members unequal inclusion chances. Opt-in panels and web-based surveys are used to collect data from specific target groups or global populations, but nonprobability sampling has limitations in generalizability and selection bias.(Lamm, 2019)

Survey Method:
A survey method is a research method that asks a specific group of people questions. It usually encourages study participants and researchers to share information.

Hypothesis: Emotional ads influence parenting decisions for the same product.

Research Questions
1. How has Parle-G's emotional advertising campaign made it a trusted and loved household name in India?

Findings:-
A study was conducted to test the hypothesis that emotional advertisements have a significant effect on parenting decisions for the same product, focusing on Parle-G biscuits, a popular and

well-established brand in India. The study surveyed 60 Indian parents across three generations who were consumers of Parle-G biscuits.

The survey aimed to investigate the impact of emotional advertisements on three generations of Indian parents. It specifically focused on collecting quantitative data and received a total of 60 responses from Indian parents representing these three generational groups. The initial question asked about the respondents' age, and they were categorized into three age ranges: 20 to 30, 30 to 40, and 40 to 50.

All participants in the survey possess a Bachelor's degree in Commerce (B.Com) and have received a proper education, ensuring their capability to answer all the questions. It is worth noting that the respondents have a close association with me, with the majority of them being my family members. Their responses have been highly reliable, and they have successfully answered all the questions.

All 60 participants in the survey are consumers of Parle-G biscuits, indicating their continued active consumption of the product. Among the respondents, 51.7% stated that they consume the biscuits for "all of the above" reasons, demonstrating the importance of multiple factors in their decision-making process. Additionally, 23.3% identified affordable rates as their primary reason for consuming the biscuits, while 13.3% selected good quality as their main consideration. The remaining participants mentioned emotional appeal and parents' choice as their motivations for consuming Parle-G biscuits. Overall, these findings suggest that a significant number of respondents still hold enthusiasm for consuming the product.

When asked about the main consumer of the biscuits, 60% of the respondents chose "all of the above," indicating their consideration of multiple factors in the decision-making process. 18.3% of the respondents identified themselves as the primary consumers, while 13.3% and 8.3% cited their parents and grandparents, respectively, as the main consumers of the product. The purpose of this question was to determine the primary consumer of Parle-G biscuits.

According to the survey results, it is evident that the majority of individuals who enjoy Parle-G biscuits are influenced by three main factors: taste, affordability, and traditional purchasing habits, accounting for 58.3% of the respondents. The next significant factor is traditional purchasing habits, which account for 20% of the respondents. Notably, affordability is the least important factor, with only 10% of the respondents considering it when purchasing Parle-G biscuits, while taste accounts for 11.7% of the responses. In summary, taste, affordability, and traditional purchasing habits are the primary drivers of Parle-G biscuit consumption, with taste and traditional purchasing habits being more important than affordability.

However, a significant portion of respondents, comprising 48.3%, expressed uncertainty about the impact of emotional advertising on their choices. Conversely, 36.7% of participants believe that emotional advertising does influence their decisions, with 11.7% considering it extremely likely and 25% finding it very likely. Nonetheless, 15% of respondents firmly believe that emotional advertising does not affect their decision-making, with 10% perceiving it as unlikely and 5% considering it completely ineffective.

Regarding the emotional advertisements of Parle G specifically, 50% of respondents believe that they have a positive impact on their parenting decisions. However, 43% are unsure about the influence of these emotional campaigns, while 6.9% feel that they do not contribute positively to their parenting choices.

When it comes to the impact of emotional advertising on building trust in a brand, 56.7% of respondents believe that it depends on the specific campaign. Meanwhile, 40% of participants think that emotional advertisements do indeed build trust when viewed, while 3.3% hold the opposite view.

In terms of discussing and sharing emotional campaigns related to Parle-G on social media, 41.7% of parents hold a neutral stance and may or may not share such content. However, 30% express a willingness to share information about emotional advertising campaigns on social media, with 20% indicating they are highly likely to share it with other parents. Conversely, 8.3% of respondents are not inclined to share emotional advertising campaigns on social media or discuss them with other parents.

In the modern world, establishing an emotional connection with a brand is considered essential. When asked about the importance of such a connection, 42.4% of parents believe it is somewhat important when making purchase decisions for their children. Additionally, 32.2% consider it very important, and 13.6% believe an extremely strong emotional connection with a brand is crucial for making the right decision. However, 6.8% of parents do not find it particularly important for brands to establish an emotional connection, and 5.8% do not believe it is important at all.

Parle-G has been conducting emotional advertising campaigns targeting parents for many years. However, only 57.6% of respondents have actually viewed these advertisements, while the rest either lacked interest or simply haven't seen them.

Among the parents who have viewed the emotional advertising campaigns of Parle-G, 21.7% find them extremely effective or very effective, while 25% consider them slightly effective. The majority, 38.3% of respondents, hold a neutral opinion, perceiving the campaigns as neither effective nor ineffective. Only 6.7% of people are certain that the campaigns are not effective at all, and 8.3% have a conflicting opinion regarding their effectiveness.

Emotional advertising campaigns aim to evoke specific emotional values and responses from consumers. Regarding Parle-G biscuits, 31.7% of respondents associate the brand with being healthy and nutritious, 25% feel a sense of nostalgia, and 18.3% have trust in the brand. Moreover, 15% of respondents feel that Parle-G evokes emotions of love and care for the family. Additionally, 5% of respondents feel that the brand encourages spending quality time with children, 3.3% feel a sense of safety and security, and 1.7% have no emotional response towards Parle-G.

Parents believe that emotional advertising campaigns by Parle-G impact their purchasing decisions. According to the survey, 38.3% of parents believe that emotional campaigns have a somewhat influential effect on their decisions. Furthermore, 25% feel that emotional campaigns are very influential, shaping their purchase decisions through emotional connections. Additionally, 21.7% of respondents think that emotional campaigns have a slightly influential effect, while 8.3% of parents believe they are not influential at all. Moreover, 6.7% of parents feel that emotional campaigns are extremely influential in their purchasing decisions.

When asked about their likelihood of choosing Parle-G over other biscuit brands due to its emotional appeal in advertising, 49.2% of the 60 respondents gave a neutral response, indicating that their choice depends on the product, and they may consider other brands as well.

Conversely, 27.1% of parents were likely to choose Parle-G over other brands, while 10.2% were unlikely to do so. Notably, 6.8% of people felt extremely unlikely to choose Parle-G over other biscuit brands, whereas 6.8% felt extremely likely, showcasing their loyalty.

In terms of the frequency of encountering emotional advertising campaigns for Parle-G, 38.3% of the respondents stated that they come across such ads occasionally, while 35% mentioned encountering them sometimes. Only 5% of the respondents stated that they come across these ads frequently. In contrast, 18.3% of the respondents said that they rarely see Parle-G advertisements. Interestingly, 6.7% of the respondents claimed to always come across Parle-G

advertisements in various mediums such as TV, social media, print ads, etc. Only 1.9% of the respondents stated that they never see any advertisements of Parle-G anywhere.

When asked about the accuracy of Parle G's advertising in portraying the challenges and joys of parenting, 50.8% of parents/respondents had a neutral opinion, believing that sometimes the ads portray these aspects accurately and sometimes they do not. 28.8% of parents somewhat agreed that Parle G accurately portrays the challenges and joys of parenting, while 10.2% opposed this idea, believing that Parle G does not accurately portray any of these aspects. 5.1% strongly agreed that Parle G accurately portrays the challenges and joys of parenting, while 5.1% strongly opposed this idea, believing that Parle G does not accurately portray these aspects.

In a separate question, respondents were asked if they have ever made a purchase specifically because of an emotional connection established through advertising. 70.9% of the respondents answered in the affirmative, stating that they have definitely felt an emotional connection with Parle-G and bought the product. On the other hand, 29.1% of the respondents said that they did not develop an emotional connection and therefore did not purchase the Parle-G biscuit brand.

When asked if they discuss Parle-G's emotional advertising campaigns with their children, 31.7% of respondents stated that they occasionally do so. 28.3% of respondents reported discussing emotional campaigns with their children to a moderate extent. 15.2% of respondents said that they rarely discuss any emotional advertising campaigns by Parle-G with their children. 15% of respondents reported discussing emotional advertising campaigns with their children only sometimes, while 5% stated that they always discuss these campaigns with their children.

A majority of the respondents, precisely 58.3% of them, affirmed that they feel nostalgic and it influences their purchase decision when they watch emotional advertisements of Parle-G. On the other hand, 13.3% of them do not feel nostalgic at all after seeing the emotional advertising by Parle-G. Lastly, 28.3% of the respondents were unsure whether they feel nostalgic after seeing the ad or if it influences their purchase decision.

According to the respondents, 52.6% of them were not at all disappointed or misled by the Parle-G ads when they used the product. On the other hand, 44.4% of the respondents stated that they were disappointed and felt misled by the emotional advertising campaigns of Parle G while using the product as it did not meet their expectations.

In terms of the frequency of encountering such emotional advertising campaigns, about 35% of the respondents reported encountering them moderately, while 30% said they encounter them occasionally. On the other hand, 26.7% of the respondents said that they rarely see these types of advertisements. Only 6.7% of the respondents reported encountering them frequently, while 1.7% of them said that they never come across such emotional advertising campaigns

When asked about the brand that specifically targets parenting through emotional advertising campaigns, 71.7% of respondents answered Parle-G. Out of the remaining respondents, 13.3% selected other brands, 10% selected Surf Excel, and 1.7% each selected Oreo and Fantasy respectively.

When emotional advertising campaigns target parents, they evoke certain emotions in them. In response to this question, 36.7% of parents reported feeling joy and happiness, while 13.3% feel a sense of safety and security. Another 15% feel a sense of responsibility and duty, and 23.3% feel emotions such as love and care for their family when watching these emotional advertising campaigns. Additionally, 8.3% feel nurturing and protective emotions, while 3.3% feel no emotions when watching such emotional advertising.

According to the survey results, 55% of the respondents said that they might have made a purchase due to the emotional connection established through advertising. Among them, 40% confirmed that they have made a purchase specifically due to the emotional connection established through advertising targeted at parents. Only 5% of the respondents replied negatively, stating that they do not make purchases specifically based on the emotional connection established through advertising.

Among the respondents, 36.7% stated that they are likely to recommend products and services based on their emotional appeal. Similarly, 36.7% replied with a neutral comment, stating that they may or may not recommend the product based on the emotional appeal. 11.7% of the respondents said that they are extremely likely to recommend the product after seeing emotional advertising, while 8.3% of them said that it is extremely unlikely for them to recommend the product. Additionally, 6.7% of the respondents said that they are very unlikely to recommend the product based on the emotional appeal of its advertising.

48.3% of the respondents believe that emotional advertising campaigns targeting parents have a positive impact on parenting decisions. On the other hand, 40% of the respondents are unsure whether emotional advertising campaigns targeting parents have a positive or negative impact on parenting decisions, while 11.7% of them said that emotional advertising campaigns do not contribute positively to making the right parenting decisions.

Out of 60 respondents, 61% of them agreed that emotional advertising campaigns targeting parents have a different influence on each generation. Meanwhile, 23.7% of them were unsure if these kinds of advertisements affect different generations and their purchase decisions differently, while 15.3% said that emotional advertising has a similar impact across all generations.

In a survey of 60 respondents, 50% gave a neutral response when asked if emotional advertising campaigns create unrealistic expectations about the parenting experience and capabilities. However, 26.7% agreed with the statement, 10% strongly agreed, 8.3% disagreed, and 5% strongly disagreed.

41.7% of the respondents remain neutral on whether they trust a brand that demonstrates diversity and inclusivity in its emotional advertising campaigns targeting parents. Meanwhile, 33.3% of them agree that they are more likely to trust such a brand, with 10% strongly agreeing with this statement. On the other hand, 6.7% of them strongly disagree with this idea, and 8.3% of the respondents simply disagree that they are more likely to trust a brand that showcases diversity and inclusivity in its emotional advertising campaigns.

In this survey question, 41.7% of respondents had a neutral view on whether emotional advertising campaigns reflect the changing dynamics and challenges of parenting in today's society. Meanwhile, 34.7% of respondents agreed with the statement, 10% strongly agreed respectively 10% of them disagreed, and 6.7% strongly disagreed

A study was conducted to test the hypothesis that emotional advertisements have a significant effect on parenting decisions for the same product, focusing on Parle-G biscuits, a popular and well-established brand in India. The study surveyed 60 Indian parents across three generations who were consumers of Parle-G biscuits.

The respondents shared their positive views of the brand, indicating that Parle-G biscuits were affordable, of good quality, and had an emotional appeal that created a sense of nostalgia, trust, love, and care for their families. The emotional connection with the brand has been passed down through the generations and has become a part of their family's culture.

The emotional appeal of Parle-G advertisements has had a significant influence on the parenting decisions of the respondents, with many saying that they have purchased the product for their children based on the emotional connection they feel with the brand. The advertisements have also helped parents to educate their children about the brand and its values, which have contributed to the development of a sense of trust in the product.

The study found that emotional advertisements have different effects on different generations, and parents are more likely to trust a brand that demonstrates diversity and inclusivity in its emotional advertising campaigns. This highlights the importance of creating advertising campaigns that appeal to different generations while also representing the diversity of the audience.

In summary, the study shows that Parle-G biscuits have a strong emotional appeal that has influenced the parenting decisions of three generations of Indian parents. Emotional advertising has played a significant role in the success of the brand and has helped to establish its position as a trusted and beloved household name in India.

CONCLUSION

In conclusion, this study aimed to test the hypothesis that emotional advertisements have a significant effect on parenting decisions regarding Parle-G biscuits among three generations of Indian parents. The findings provide valuable insights into the influence of emotional advertising campaigns on consumer behavior and shed light on the factors that drive the consumption of Parle-G biscuits.

The results demonstrate that taste, affordability, and traditional purchasing habits are the primary drivers of Parle-G biscuit consumption among the respondents, with taste and traditional purchasing habits holding greater importance. Affordability remains a contributing factor for a smaller proportion of consumers. These findings highlight the multi-dimensional nature of consumer decision-making, where a combination of factors shapes their preferences.

The study reveals that emotional advertising campaigns targeting parents have a significant impact on their purchasing decisions. A considerable percentage of respondents acknowledged the influence of such campaigns, while a notable percentage believes that emotional advertising plays a role in shaping their choices. This indicates the potential of emotional appeals in capturing the attention and interest of parents when considering Parle-G biscuits.

Furthermore, the study found that emotional advertising campaigns for Parle-G evoke various emotions among parents, including joy, a sense of safety and security, responsibility, love, and care for their families. These emotional responses contribute to building an emotional connection with the brand and influence the decision-making process.

The findings also suggest that the effectiveness of emotional advertising in building trust in the brand depends on the specific campaign. While a majority of respondents believe that emotional advertisements can foster trust, a small percentage holds a differing opinion. This highlights the importance of carefully designing and implementing emotional advertising campaigns that resonate with the target audience's values and aspirations.

Additionally, the study found that parents exhibit varying levels of willingness to discuss and share emotional advertising campaigns on social media. While a considerable percentage holds a neutral stance, a significant proportion expresses their willingness to share such content with other parents. This underscores the potential of social media as a platform for disseminating emotional campaigns and effectively engaging with the target audience.

Overall, this study provides empirical evidence supporting the hypothesis that emotional advertisements have a significant effect on parenting decisions concerning Parle-G biscuits

among three generations of Indian parents. These findings contribute to the understanding of consumer behavior and offer valuable insights for marketers in designing effective advertising strategies targeting parents in the Indian market.

Hence, the hypothesis Emotional advertisements have a significant effect on parenting decisions for the same product is accepted.

BIBLIOGRAPHY

- Ahmad, F. (-). A Comparative Study of the Effectiveness of TV and Internet Advertising in the Indian Context.

- Douglas. (2011). Antecedents of emotional attachment to brands. Journal of business research, -.

- Garg, P. (2022). Impact of Emotional Appeals in Advertising on Consumers Purchase Decision. Centre for Management Studies, -.

- Hemant, S. (2013). reflections on emotional attachment to brands: Brand romance and brand love. Journal of consumer behaviour , -.

- J, M. K. (2020). Parenting on the emotional and behavioural facets of children in conflict with law. Department of Social Work, -.

- J, M. K. (2020). Parenting on the emotional and behavioural facets of children in conflict with law. Department of Social Work, -.

- Lamm, A. J. (2019). Using Non-Probability Sampling Methods in Agricultural and Extension Education. Journal of International Agricultural and Extension Education.

- Mahapatra, S. (2003). A study on the effectiveness of emotional versus rational appeals in Indian advertising scenario. Department of Business Administration, -.

- Mirasu, V. (January 2003). parent education for the well being of their children. Department of Education, -.

- monali. (2019). Consumer socialization in childhood and adolescence: Impact of psychological development and family structure. Journal of Business research.

- Renjini, T. (2014). Perceived parental attitude in relation to personality of adolescents. Department of Psychology, -.

- Sawati. (2014). Effect of parent academic involvement on the adolescent risk taking behaviour and decision making ability. Department of Home Science, -.

- Singh, P. (2013). Television advertising directed at children: a study of parental attitudes and perceptions. Departmenent of Commerce and Business Management, -.

- Sisode, S. N. (2013). a study of parenting style and adjustment among parent s personality and marital adjustment. Department of Psychology, -.

- Sonja. (2016). How does attachment style influence the brand attachment- brand trust and brand loyalty chain in adolescents . International journal advertising .

- Tripathi, P. (2007). The parenting of adolescents and adolescents as parents : a development contexual perspective. Institute of Home Science, -.

EXPLORING PARENTING STYLES IN SELECTED HINDI FILMS: IMPACT ON FEMALE PROTAGONIST'S CAREER ASPIRATIONS

Rashmi Gahlowt and Meghana Rakesh Sharma

ABSTRACT

This study examines the parenting styles portrayed in four Bollywood films: "Neerja," "Naam Shabana," "Raazi," and "Gunjan Saxena." The focus is on exploring the relationship between parenting styles, the parenting environment, and their impact on the lives and careers of the daughters. The films depict mothers as caring and protective, instilling values of integrity and compassion. However, some mothers create an unstable environment, shaping their daughters' mindsets differently. Fathers are portrayed as supportive and modern, encouraging their daughters to pursue dreams despite societal obstacles. However, some fathers impose rigid beliefs, risking their daughters' lives. The study emphasizes the importance of empowering parenting and examines the outcomes of different parenting styles in the films.

Keywords – parenting styles, parenting environment, films, female protagonist, career aspirations

INTRODUCTION

Parenting styles play a crucial role in shaping children's behavior, personality, beliefs, and socialization. Bollywood films have a significant impact on Indian culture in reflecting its traditions and addressing social issues while showcasing various aspects of Indian society. Analyzing films like Neerja, Naam Shabana, Raazi, and Gunjan Saxena: The Kargil Girl, we can explore different parenting styles. Each film showcases different approaches to parenting, influenced by cultural beliefs, family values, and societal norms.

These movies provide insights into authoritarian, authoritative, neglectful, and permissive parenting styles and their impact on their daughters' lives. For instance, Neerja's film portrays an authoritarian mother and an authoritative father. Naam Shabana film depicts an authoritative mother and a neglectful father. Raazi's film showcases an authoritative father and a caring, authoritative mother. Gunjan Saxena's film portrays an authoritative father and an initially traditional but eventually supportive mother.

By delving deeper into these films, we can understand the chosen parenting styles, their impact on the daughters, and their positive and negative outcomes. Overall, studying these films offers valuable insights into the diverse parenting approaches depicted in Bollywood and their influence on daughters' lives within Indian society.

LITERATURE REVIEW

Parenting styles play a crucial role in shaping a child's development and well-being. Research explores four main types of parenting styles: authoritarian, authoritative, permissive, and neglectful. Authoritarian parents enforce strict rules without explanation, leading to introverted and socially awkward children. In contrast, authoritative parents nurture a close connection with their children, setting clear expectations and offering support, resulting in confident and high-achieving individuals. Permissive parents impose minimal rules, allowing children to navigate situations independently, but this can lead to impatience and lack of self-regulation. Neglectful parents provide little nurturing or communication, resulting in emotional and social challenges for their children.

The portrayal of parenting styles in films like "Neerja," "Naam Shabana," "Raazi," and "Gunjan Saxena" highlights the impact of different parenting approaches. These films demonstrate the negative effects of authoritarian parenting and the positive effects of authoritative parenting on a

child's emotional well-being and success. The studies also delve into gender bias in parenting style, with parents treating children differently based on gender. This bias can affect a child's self-esteem, adherence to stereotypes, and opportunities in life.

Furthermore, the literature review examines the portrayal of females in the Bollywood industry over the years. It discusses the evolution of female characters from being objectified and limited to supporting roles to now encompassing stronger, more independent personalities. However, challenges persist, including stereotyping, objectification, violence, lack of representation, and pressure to conform to societal expectations. Efforts are being made to address gender bias and create more inclusive narratives. Female protagonists have overcome obstacles by challenging stereotypes, achieving equal pay, increasing representation, speaking out against abuse, and inspiring future generations. Their contributions have shaped the film industry and paved the way for greater equality and representation for women.
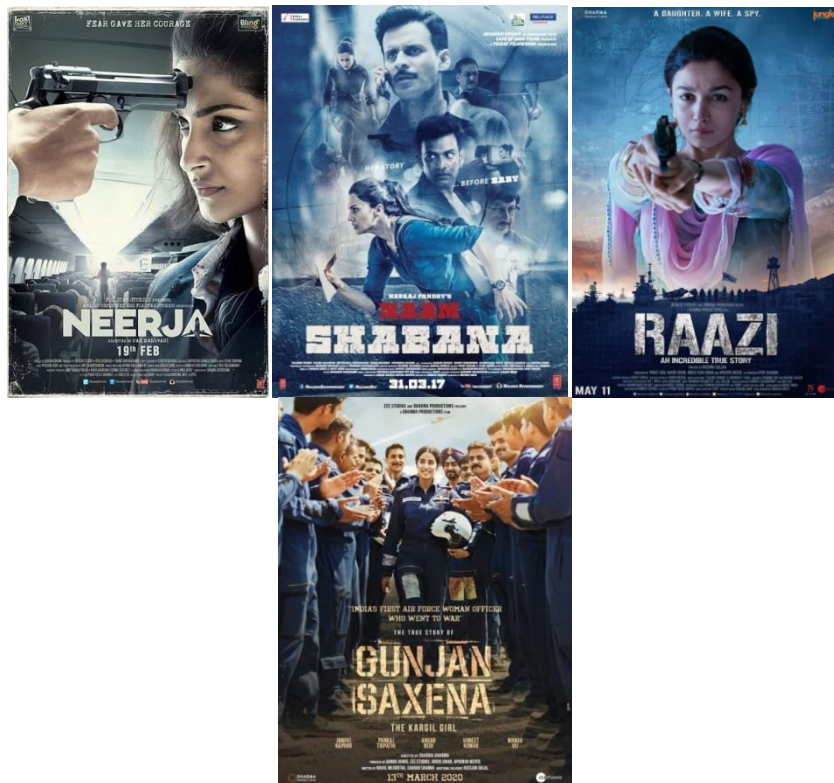
RESEARCH METHODOLOGY

3. A Research Aim.
The aim of the study was to understand the parenting styles in selected Hindi films and impact on female protagonist's career aspirations.

3. B Research Objectives.
To fulfil this aim, the researcher has sought to,

1. To find out the parenting styles depicted in the selected Hindi films.

2. To find out whether the portrayal of female protagonist has changed over the years in the selected films.

3. To evaluate the positive and negative effects of different parenting styles on the career of female protagonists through selected Hindi films.

4. To understand which parenting style was shown to be best in the films in order for the protagonist's career aspirations.

The following specific objectives were formulated in order to provide a structured guideline throughout the entire research process.

3.1 Research Design
The researcher employed qualitative research methodology, specifically content analysis, to gain a deep understanding of parenting styles in Hindi films with female protagonists. Qualitative data were collected and analyzed to identify patterns and themes. The study aimed to explore the impact of different parenting styles on daughters' lives, with authoritative parenting being identified as the most effective. Descriptive research was also used to provide an objective overview of the characteristics and behaviours of the portrayed females. Coding played a vital role in content analysis, ensuring reliable and systematic categorization of communication content. Multiple coders were involved to ensure inter-coder reliability.

3.2 Population of the Study
This study focuses on Bollywood Hindi films featuring strong female protagonists in soldier, officer, or spy roles. Due to the large population size, a representative sample of films from 2010 to 2020 was selected to explore different parenting styles of these characters. The study aims to analyze the portrayal of females and their impact on society. The population includes individuals who have watched these films, gathering their opinions and reactions to ensures accurate and reliable results.

3.3 Sampling Methodology
Purposive sampling is a non-probability technique used in research to select individuals with specific characteristics relevant to the study. It focuses on obtaining in-depth insights rather than statistical generalization.

3.3. A Sampling Technique -
Out of several techniques, the most suitable technique that the researcher selected is purposive sampling for a better result. Purposive sampling is a helpful and efficient method for researchers who have a clear idea of their research question and the population they wish to study. These methods are useful in research; they may result in biased or unrepresentative samples, which can limit the generalizability of the study's findings.

3.3.B Sample -
Researcher has selected four films from 2010 to 2020 to understand the female portrayal and their parenting styles.

Four Indian bollywood films which are -

➢ Neerja 2016,

➢ Naam Shabana 2017,

➢ Raazi 2018,

➢ Gujana Saxena 2020

3.4 Instrument for Data Collection
Coding in content analysis involves categorizing and labeling text or data segments to identify patterns and relationships. It can be deductive, using pre-existing codes, or inductive, generating

codes from the data. Analyzing the coded data reveals themes and conclusions. Coding is crucial for structured analysis of large data sets in content analysis.

Sr No.	Name of film	Year of Release	Name of Character	Amount Grossed	Genre	CBFC Rated
1	Neerja	2016	Neerja Bhanot	Rs. 135.52 crore	Thriller/Drama	U
2	Naam Shabana	2017	Shabana Khan	Rs. 60 crore	Action/Thriller	U/A
3	Raazi	2018	Sehmat Khan/Syed	Rs. 197 crore	Action/Thriller	U/A
4	Gunjan Saxena: The Kargil Girl	2020	Gunjan Saxena	Rs. 55-60 crore	Drama	U

Diagram 3.4.A

Sr No.	Films :-	Supportive Environment.	Mother active role in decision making.	Father active role in decision making.	Sibling active role in decision making.	Career Oriented.	Achieved dream career.	Authoritarian parenting.	Authoritative parenting.	Permissive parenting.	Neglectful parenting.	Negative impact on protagonist by supporting characters.	Field difficulty faced by protagonist.	Challenges overcome.	Sacrifices faced by protagonist.	Based on real life story.
1	Neerja	Y	Y	Y	Y	Y	Y	Y	Y	N	N	Y	Y	Y	Y	Y
2	Naam Shabana	N	N	N	N/A	Y	Y	N	Y	N	Y	Y	Y	Y	Y	Y
3	Raazi	Y	Y	Y	N/A	Y	N	Y	Y	N	N	N	Y	Y	Y	Y
4	Gunjan Saxena	Y	Y	Y	Y	Y	Y	N	Y	N	N	Y	Y	Y	Y	Y

Diagram 3.4.B

3.5 Method of Data Collection

The research employed three data collection methods: content analysis, non-probability sampling, and coding. Content analysis involves analyzing various types of content to identify patterns and underlying attitudes. Non-probability sampling selects participants based on criteria like convenience or judgment. Coding categorizes and labels data segments to identify patterns and themes. These methods were chosen to ensure accurate and meaningful research results. Data collection is crucial for validity and reliability.

DISCUSSION, SUGGESTION & LIMITATION

4.1 Discussion.

The impact of different parenting styles on daughter's development was examined through the analysis of selected Hindi films featuring female protagonists. Descriptive content analysis was used to justify each film with codes, systematically categorizing and labeling sections of text to identify patterns and themes. Films from 2015 to 2020 were chosen to explore contemporary challenges and compare with previous studies. The research methodology employed qualitative research, including surveys, interviews, and experiments, along with secondary data and discussions. Proper research questions and sampling techniques were emphasized for better outcomes. Although parenting styles in films are influenced by storylines, authoritative parenting is associated with positive child outcomes. The most effective parenting style is responsive and promotes overall well-being.

4.2 SUGGESTIONS.

Researchers have ample opportunities to explore the fields of parenting styles and female representation in the film industry, both of which contain uncharted territories for investigation. Through descriptive content analysis, this study provides detailed insights that can pave the way for further research. The research can approach these subjects from various angles, such as examining female representation in Indian cinema over time and the ongoing debate surrounding it. Additionally, exploring the diverse perspectives on gender differentiation and discrimination in the Bollywood industry offers valuable insights. Furthermore, studying the impact of different parenting styles on child development acknowledges the individuality of each parent's approach. By encompassing multiple perspectives, the researcher gains a comprehensive understanding of the issues and their research outcomes.

4.3 LIMITATION.

This study on parenting styles in Hindi films acknowledges certain limitations. The evolution of parenting styles and female portrayals in the film industry over time has affected the research

process. The exaggerated portrayal of parenting styles in Hindi films may not accurately reflect real-life practices in India. Additionally, factors like socio-economic background, education, and cultural values can influence the careers of female protagonists in films. The researcher's selection of films based on personal comfort and randomness may have limited their understanding of the subject. Therefore, while studying parenting styles in Hindi films is valid, it is crucial to recognize and address the complexities and limitations inherent in analyzing their influence on Indian cinema.

CONCLUSION

This research explored parenting styles in Hindi films and their impact on female protagonist's career aspirations. The literature review revealed varying studies on parenting styles and female portrayal in films. While the film industry has evolved, it still retains certain aspects unchanged. To address this gap, the researcher employed descriptive content analysis, qualitative methods, coding, and secondary data. The findings indicate that Hindi films often depict stereotypical parenting styles that reinforce gender norms, discouraging daughters from careers in favor of marriage and family. However, progressive films challenge these norms and promote gender equality by portraying supportive parenting styles. These films showcase female strength, challenge stereotypes, and emphasize the importance of diverse parenting styles. Media, including films, can shape societal attitudes and promote gender equality by showcasing progressive parenting in their narratives.

REFERENCE

- Altalib, H. A. (2013). Raising Boys and Girls: Are They Different? In Parent-Child Relations: A Guide to Raising Children. In H. A. Altalib, Raising Boys and Girls: Are They Different? In Parent-Child Relations: A Guide to Raising Children (pp. 229–256). International Institute of Islamic Thought.

- Author, N. (2013, December 11). Chapter 4: Men and Women at Work. Pew Research Center's Social & Demographic Trends Project. https://www.pewresearch.org/social-trends/2013/12/11/chapter-4-men-and-women-at-work/

- Belsky, J. (1984). The Determinants of Parenting: A Process Model. Child Development, 55(1), 83–96. https://doi.org/10.2307/1129836

- Contributor, G. (2021, June 02). Difficulties Being A Woman In The Film Industry. Retrieved from lastylemagazine.com: https://lastylemagazine.com/featured/difficulties-being-a-woman-in-the-film-industry/

- F. (2023, May 03). Parenting Style: A psychological construct. Retrieved May 03, 2023, from freemediinfo.com: https://freemediinfo.com/parenting-style/

- Gulati, S. (2021, September 25). From Bleak to Bold - Representation of Women in Bollywood. Retrieved September 25, 2021, from purposestudios.in: https://www.purposestudios.in/post/from-bleak-to-bold-representation-of-women-in-bollywood

- Kelkar, M. (2019, March 11). Bollywood's Problem with Females. Retrieved March 11, 2019, from medium.com: https://medium.com/@worthittsocial/bollywoods-problem-with-females-794d3ccb29cb

- Luoying Yang, Zhou Xu, and Jiebo Luo. 2020. Measuring Female Representation and Impact in Films over Time. ACM/IMS Trans. Data Sci. 1, 4, Article 30 (November 2020), 14 pages. https://doi.org/10.1145/3411213

- Matt. (2022, August 31). Strong Female Characters In Film: The Ultimate Guide. Retrieved from filmlifestyle.com: https://filmlifestyle.com/strong-female-characters-in-film/

- Prasad, B. D. (2020). Content Analysis A method in Social Science Research. In B. D. Prasad, Content Analysis A method in Social Science Research (pp. 1-20). css.ac.in.

- Priyansha Singh Jadon, D. S. (2017). Effect of Authoritarian Parenting style on self esteem of the Child: A Systematic Review. In D. S. Priyansha Singh Jadon, Effect of Authoritarian Parenting style on self esteem of the Child: A Systematic Review (pp. 909-913). psu.edu.

- Raj, A. (2015). The Indian Film Industry: Bollywood and Beyond. Bloomsbury Academic.

- Sanvictores, T., & Mendez, M. D. (2022). Types of Parenting Styles and Effects On Children. National Library of Medicine , 1-10.

- Sharma. (2014). PORTRAYAL OF WOMEN IN HINDI CENEMA. anubooks.com. Retrieved 2017, from https://anubooks.com/wp-content/uploads/2017/05/Notions-2014-No2-20.pdf

- Simons, R. L., Beaman, J., Conger, R. D., & Chao, W. (1992). Gender Differences in the Intergenerational Transmission of Parenting Beliefs. Journal of Marriage and Family, 54(4), 823–836. https://doi.org/10.2307/353164

- Sodhi, M. (2018). Parenting Challenges and Adaptive Strategies: A Qualitative Analysis of Asian Indian Immigrant Families in Canada. In M. Sodhi, Parenting Challenges and Adaptive Strategies: A Qualitative Analysis of Asian Indian Immigrant Families in Canada (p. 33). Brock University.

- Wolf, N. (1991, September 5). The Beauty Myth: How Images of Beauty Are Used Against Women. Vintage.

FILM AS A MIRROR: REFLECTING ON PARENTING STYLES IN 'THE NAMESAKE' AND 'THE PURSUIT OFHAPPYNESS'

Dr Machunwangliu Kamei and Kriya Gandhi

ABSTRACT

The study conducts a cross-cultural comparison and explores the influence of cultural and socioeconomic factors on parenting practices by investigating the depiction of parenting techniques in two culturally dissimilar films, "The Namesake" (2006) and "The Pursuit of Happyness" (2006). The study uses a qualitative research approach utilising content analysis to ex- amine how parenting methods are portrayed and how film features affect how cultural practices are communicated. A comparison of parenting practices in these two movies would highlight important variations in how socioeconomic and cultural variables influence parenting behaviours and parent- child interactions. Research on film depictions of parenting can add to the current conversation about how media images influence people's world-views and actions.

Keywords: film analysis, cross-cultural analysis, parenting style, content analysis

Introduction : The power of films to portray standards and values

Understanding the nuances of parenting approaches and how they differ across many cultur-al contexts provides interesting insights into the difficulties of raising children, family dynamics, and social standards. Children's development is influenced by a variety of factors, including their immediate familial environment as well as the larger cultural, socioeconomic, and historical con- texts in which they live, according to Bronfenbrenner's ecological systems theory (Bronfenbrenner, 1979). Developmental psychology is paying more and more attention to the study of parenting practices in various cultural contexts (Darling & Steinberg, 1993). The authoritative, authoritarian, permissive, and neglectful parenting styles model proposed by Baumrind in 1967 provides a thor-

Ough foundation for this investigation. Given that cultural norms and values have a considerable impact on parental attitudes and behaviours, it is crucial to take into account how these patterns manifest in various cultural contexts (Sorkhabi, 2005).

Cinema provides a singular platform for studying and comprehending cultural nuances and societal circumstances because of its ability to mimic society (Bordwell & Thompson, 2004). The films 'The Namesake by Mira Nair and 'The Pursuit of Happyness' by Gabriele Muccino were picked for this examination because they both offer fascinating narratives set against various cultural settings and explore the parental-child dynamics that are embedded within. The selection of these particular movies was made for their depiction of diverse cultural environments. The Namesake explores the difficulties faced by an Indian immigrant family in America as they try to maintain their traditional upbringing while assimilating into Western culture (Nair, 2006). In contrast, "The Pursuit of Happi- ness" tells the tale of an African-American single father who struggles to give his son a better life despite difficult socioeconomic conditions.

Figure 1: Poster The Namesake (Nair, 2006) and the Pursuit of Happyness (Muccino, 2006)

The idea of parenting methods and how they affect a child's development is well-established in the psychology community. Diana Baumrind's groundbreaking study from 1967 provided a model of

parenting methods that were divided into authoritative, authoritarian, and permissive types. Later,

Maccoby and Martin (1983) included neglectful parenting in Baumrind's typology. Levels of de- mands and responsiveness, traits that parents transmit in their interactions with their children, are What sets these methods apart most is what they do (Baumrind, 1967; Maccoby & Martin, 1983).

High demands and responsiveness define the authoritative parenting style, in which parents uphold firm norms and expectations while also acting emotionally warm and receptive. Authoritarian par- enting, on the other hand, is characterized by high demands but poor responsiveness, denoting a di- rective and strict approach to childrearing devoid of emotional warmth. Permissive parenting por- trays parents as loving and tolerant who frequently fail to impose consequences. It emphasizes great responsiveness but modest demands. The most harmful parenting approach, however, is neglectful parenting, which is characterized by low expectations and responsiveness as well as a lack of care, concern, and control (Maccoby & Martin, 1983).

Numerous studies have linked the authoritative parenting style with better child outcomes, support- ing the widespread use of the Western-centric model of parenting styles in psychology research. Higher academic accomplishment, improved social skills, and a decline in problematic behaviours are just a few of these results (Steinberg, Lamborn, Darling, Mounts, & Dornbusch, 1994). Chao (2001) provided a critique of this approach, claiming that it fails to take into account the various cultural values, beliefs, and parental practices that influence parenting.

In fact, later research has emphasized the impact of cultural context on parenting techniques, cast- ing doubt on Baumrind's model's universal applicability. For instance, research has found that due to different cultural norms and expectations, what is seen as authoritarian in Western societies may be perceived as normal and even desirable in other cultures (Chao,

1994). Sorkhabi (2005) went on to claim that the cultural context has a substantial impact on how different parenting approaches areseen and how well they work.

Given these complications, a thorough grasp of cultural dynamics is required for an examination of parenting styles. Rich narratives are available for such an examination in cinema, a culturally locat- ed and socially reflective medium (Bordwell & Thompson, 2004). A rare opportunity to examine and contrast parenting approaches in these many circumstances is provided by movies like "The Namesake" (Nair, 2006) and "The Pursuit of Happyness" (Muccino, 2006), which offer powerful depictions of family relationships and parenting practices in various cultural contexts. Therefore, the study methodology and analyses that follow have their roots in these movies.

Methodology and Theoretical Framework
The methodological approach chosen for this study involves a thorough cinematic analysis of two well-known films, "The Namesake" (Nair, 2006) and "The Pursuit of Happyness" (Muccino, 2006), in order to examine how parenting techniques are portrayed in culturally distinct contexts. The se- lection of these movies was influenced by how well they captured family dynamics and parenting styles across diverse ethnic contexts. As a result, they are excellent case studies for comparing par- enting practices across cultures. As a methodological tool, film analysis gives academics a place to explore a range of themes and ideas while also presenting a critical and interpretive knowledge of social phenomena (Monaco, 2000). The narrative and visual components of films enable re- searchers to learn more about human experiences, behaviours, and relationships (Plantinga, 1998). The approach is predicated on the notion that film, as a creative medium, reflects and expresses cul- tural realities, making it a valuable tool for comprehending cultural discourses, including parenting practices (Bordwell & Thompson, 2004).

The theoretical framework of Baumrind's parenting styles (1967), as expanded by Maccoby and Martin (1983), serves as the main underpinning for this investigation. The four parenting philoso- phies of authoritative, authoritarian, permissive, and neglectful are used as guiding principles for

analyzing the parenting practices and perspectives depicted in the selected movies. The conceptual

foundation for the interpretive study of film narratives is provided by these styles, which are recog- nized through the dimensions of demands and responsiveness.

The in-depth analysis of the films' speech, visual clues, and overall cinematic representation of the parent-child connection is part of the film analysis. The cultural and social circumstances of thefilm storylines are carefully examined and evaluated in light of key scenes and conversations that point to specific parenting styles and behaviours. This interpretive strategy, which draws from semiotics—the study of signs and symbols and how they are used or interpreted—enables a greater comprehension of the symbolic and metaphorical representations of parenting in the films (Chan- dler, 2002). Multiple viewings and coding sessions of the videos were carried out in order to guar- antee the authenticity and dependability of the analysis. Each movie was watched multiple times in order to properly appreciate the plot and pinpoint significant parenting-related events and language. The next step was coding, which classified scenes and language according to the parenting styles they represented. The accuracy and consistency of the video analysis were improved by using such a meticulous and methodical methodology (Hsieh & Shannon, 2005). This analytical strategy is be- ing used in the study in an effort to provide a deeper understanding of how parenting methods are portrayed across various cultural contexts. With this method, it is possible to investigate the ways that socioeconomic and cultural factors influence parenting practices and behaviours.

Findings : Variations in parenting practises among cultures

The key sources for this study, "The Namesake" by Nair (2006) and "The Pursuit of Happiness" by Muccino (2006), provide insightful analyses of parenting practices across many cultural contexts. The movies provides an excellent framework for analyzing and comprehending a wide range of so- cial problems since it reflects and represents societal norms and behaviours.

Cultural Context and Background of the Ganguli Family: The Ganguli family, consisting of parents Ashoke and Ashima and their children Gogol and Sonia, is at the centre of 'The Namesake.' Having

moved from India to the United States, they must navigate the challenges of adapting to a new cul- ture while maintaining their Indian heritage. This struggle is particularly evident in their parenting styles, which reflect a mix of traditional Indian values and the influence of American culture.

The experiences of the Ganguli family as they traverse the complications of cultural integration and preservation in America are shown in "The Namesake," a film adaptation of Jhumpa Lahiri's book. The father, Ashoke Ganguli, is portrayed as the epitome of firm parenting. While establishing firm expectations for his behaviour, he guides his kid Gogol in a kind and compassionate manner. No- tably, Ashoke's parenting approach is informed by his Indian heritage's customs while being modi- fied to take into account the realities of their new surroundings. His wife Ashima likewise exhibits authoritative parenting traits, but her parenting is more strongly influenced by traditional Indian norms, highlighting the variations in parenting approaches even within a single family.

```
Ashoka: "You have to remember our traditions, Gogol. We may live

in America, but we are still Bengali."

Ashima: "We have expectations for you, Gogol. We want you to

respect our culture and continue the traditions that have been

passed down through generations."
```

Figure 2: Dialogues in the Namesake

```
Chris Gardner: "Don't ever let somebody tell you, you can't do

something. You got a dream, you got to protect it."

Chris Gardner: "You want something, go get it. Period."
```

Figure 3: The Pursuit of Happyness

Cultural Context and Background of the Gardner Family: Chris Gardner, the protagonist of 'The Pursuit of Happyness,' is a struggling salesman and single father to his son, Christopher. Set in San Francisco in the 1980s, the film follows Chris as he strives to overcome numerous obstacles, includ-ing poverty and homelessness, to achieve success and provide a better life for his son. The parent- ing style depicted in this film is heavily influenced by Chris's upbringing and the cultural context of the United States during this period.

The Pursuit of Happiness tells the story of a family's tenacity in the face of difficult socioeconomic conditions. Chris Gardner, played by Will Smith, is an example of strict parenting when under pres- sure. Gardner works to give his son a loving, supportive environment despite his dire financial situ- ation, displaying perseverance and fortitude. His interactions with his kid, who is portrayed by Smith's real-life son Jaden Smith, show his

steadfast dedication to promoting his child's emotional growth and reiterating the essential principles of authoritative parenting in challenging circum- stances.

Code/	The Namesake	The Pursuit of
Distinctions and	Authoritative and authoritarian approaches;	Emotional support and resilience; individualistic
Cultural influences	Respect for elders and adherence to cultural	Personal freedom and self-reliance
Socioecono mic factors	Migration, acculturation, and balancing cultural	Poverty, social mobility, and pursuit of success
Parent-child relationship	Struggle to balance cultural identities	Overcoming adversity through strong parental
Conclusions	Embracing heritage while adapting to new	Resilience and determination transcend

Figure 4: Thematic Analysis of the Films

The comparison of these two movies highlights the complexity of parenting approaches in many cultural contexts. A dynamic battle between cultural legacy and assimilation is shown in "The Namesake," which juxtaposes traditional Indian parenting practices with Western influences. On the other hand, "The Pursuit of Happyness" emphasizes the influence of socioeconomic situations on parenting practices while demonstrating the flexibility and resilience of parenting in the face of ad- versity. Additionally, both movies emphasize how important communication is in parenting. The communication breakdown between Gogol and Ashoke in "The Namesake" brings to light the in- tergenerational tensions and cultural differences that can have an impact on parent-child interac- tions. On the other hand, "The Pursuit of Happyness" emphasizes the importance of open, honest communication, even in trying situations, in order to promote a positive parent-child relationship.

Both movies offer complex depictions of parenting practices impacted by cultural, generational, and social variables through their individual tales. In addition to highlighting the diversity and dynamics of parent-child relationships in various cultural contexts, examining these films can help viewers gain a greater understanding of how these elements influence parenting techniques. In order to compare parenting practices across cultures, this study examines how the experiences of Indian- American and African-American families are represented in the films "The Namesake" and "The Pursuit of Happyness." These films' diverse cultural backgrounds offer fertile ground for examina- tion, enabling a comprehensive knowledge of how culture influences parenting practices and ap- proaches.

The parenting style of Ashoke and Ashima Ganguli in the backdrop of "The Namesake" depicts the intricacies of an immigrant Indian family navigating their cultural identity in America. Many tradi- tional Indian parenting techniques are impacted by collectivist, respect-for-authority, and emotional restraint beliefs. The Ganguli parenting style echoes these values by placing a strong emphasis on academic achievement, cultural preservation, and family harmony. According to Cheah et al. (2013), this is a typical representation of parenting in the Asian diaspora, where parents frequently stress the importance of preserving cultural heritage while assimilating into Western culture.

The struggle of Chris Gardner as a single African-American father in a challenging socioeconomic context is depicted in "The Pursuit of Happiness" in stark contrast. Gardner

prioritizes his son's mental health despite experiencing extreme financial difficulty, exemplifying an adaptable style of authoritarian parenting characterized by warmth, love, and resilience. The findings of Tamis-LeMonda et al. (2008), which emphasize the significant emphasis on emotional intimacy, open communication, and the development of individual potential within African-American parenting practices, despite socioeconomic problems, are consistent with this parenting strategy. The compari-son of these families' stories from various cultural backgrounds highlights the universality and cul-tural diversity of parenting approaches. Both movies demonstrate the positive effects of authorita-tive parenting, which is characterized by warmth, tactics that foster individual autonomy, and open communication. Nevertheless, they show how these universal guidelines are specially modified to match the various cultural contexts, fusing Western ideas of parenting with the distinctive cultural values and beliefs present in African-American and Indian communities (Darling & Steinberg, 1993).

The African-American parenting style in "The Pursuit of Happyness" exemplifies the interplay be-tween resilience and nurturing, in contrast to the Indian-American parenting style in "The Name-sake," which tends toward the interaction between collectivism and individualism. Parenting is adaptive in diverse cultural contexts, highlighting its dynamic nature that is influenced by various cultural, social, and personal aspects. The Pursuit of Happyness and The Namesake's cross-cultural examination of parenting methods reveals the variety and complexity of parenting techniques. This analysis highlights the mobility of these practices across many cultural contexts, adding to our un-derstanding of how culture shapes and develops parenting methods. The investigation sheds impor-tant light on how cross-cultural differences affect parenting methods. This study has wider implica-

tions for our comprehension of the dynamic interaction between culture, socioeconomic circum-stances, and parenting than just the individual cases depicted in these movies.

The Namesake's detailed portrayal of parenting methods aids in expanding our awareness of immi-grant parents' perspectives. The difficulties faced by immigrant families around the world are high-lighted by the Ganguli family's quest to strike a balance between their traditional traditions and Western culture. These findings have important ramifications for cultural adaptation and identity development in immigrant children, as suggested by. In order to support children's psychological well-being and their effective assimilation into multicultural cultures, they emphasize the signifi-cance of acknowledging and appreciating cultural heritage. The portrayal of Chris Gardner's firm parenting in the midst of economic hardship in "The Pursuit of Happyness" demonstrates the forti-tude and fortitude that are frequently required by severe social circumstances. It highlights the pressing need for encouraging initiatives and laws that deal with the particular difficulties faced by families who are socioeconomically disadvantaged. This supports McLoyd's (1990) contention that designing interventions to help poor families requires an awareness of the impacts of financial hard-ship on parenting.

This cross-cultural comparison also emphasizes how parenting techniques vary and are universal across many cultural situations. While the three tenets of authoritative parenting— warmth, respon- siveness, and autonomy support—are visible in both films, different cultural and socioeconomic circumstances have modified and shaped them (Baumrind, 1991). This necessitates a more complex view of parenting, one in which universal standards of good parenting are combined with cultural values and beliefs. In order to increase their effectiveness and relevance, parenting interventions and support services may need to be modified to account for various cultural contexts (Kagitcibasi, 2007).

Parenting dynamics across cultures can be better understood when parenting practices are examined through the prism of the cinema media. The Namesake and The Pursuit of Happyness's critical ex-amination show how cultural and socioeconomic settings have a

significant impact on parenting methods and child-rearing practices. While the study supports the core ideas of Baumrind's typolo- gy of parenting styles, it also highlights the importance of cultural sensitivity in comprehending and using these styles in various contexts. The Ganguli family portrayed in "The Namesake," highlights the challenges faced by immigrant families in balancing traditional cultural beliefs with the de- mands of a new cultural environment. Their struggles are shared by many immigrant families around the world, highlighting the need for services and support that are sensitive to cultural differ- ences in order to promote successful cultural assimilation.

The Pursuit of Happiness, on the other hand, sheds light on a single father's battle against socioeco- nomic hardships. Chris Gardner exemplifies the attitude of perseverance and tenacity frequently required by challenging socioeconomic circumstances with his unwavering pursuit of a better life for his son in spite of his surroundings. His experience serves as a stark reminder of the essential need for encouraging measures to deal with the particular difficulties experienced by socioeconomi-cally disadvantaged families (McLoyd, 1990). By including cultural elements in Baumrind's parent-ing paradigm, the study also contributes to the advancement of existing discourses on parenting practices. It supports the need for more culturally inclusive conceptions of parenting by reiterating Kagitcibasi's (2007) plea for the inclusion of cultural values and beliefs in universal standards of effective parenting.

CONCLUSION

The technique of this study, which used cross-cultural comparison through film analysis, sets the door for future research in a variety of sociocultural studies fields. According to Hodge et al.

(2011), it supports the value of films as sociocultural artefacts that provide priceless insights into people's beliefs, behaviours, and social norms. The degree to which cultural beliefs impact parental expectations and practice is the primary difference between the two films' approaches to parenting Future studies might also look into the effects of various parenting philosophies on children's de- velopment globally. Developmental psychology would greatly benefit from a more thorough exam- ination of how kids behave and react to diverse parenting styles in various cultural contexts. A morethorough and nuanced knowledge of cross-cultural parenting dynamics might also result from ex- panding the study's focus to encompass other cultural contexts, demographic factors, and a wider range of parenting approaches.

The cross-cultural comparison of parenting approaches in "The Namesake" and "The Pursuit of Happyness," in conclusion, offers a creative and illuminating way to comprehend parenting in many cultural and socioeconomic circumstances. This research deepens our understanding of cross-cul- tural differences in parenting practices and highlights the urgent need for interventions and support for parents that are socioeconomically and culturally appropriate.

REFERENCES

- Baumrind, D. (1967). Child care practices anteceding three patterns of preschool behavior. GeneticPsychology Monographs, 75(1), 43-88.

- Bordwell, D., & Thompson, K. (2004). Film art: an introduction. New York: McGraw-Hill.

- Bronfenbrenner, U. (1979). The Ecology of Human Development. Harvard University Press.

- Darling, N., & Steinberg, L. (1993, May). Parenting style as context: An integrative model. Psycho-logical Bulletin, 113(3), 487–496. https://doi.org/10.1037/0033-2909.113.3.487

- Nair, M. (Director). (2006). the Namesake [Film]. Fox Searchlight Pictures.

- Sorkhabi, N. (2005, November). Applicability of Baumrind's parent typology to collective cultures: Analysis of cultural explanations of parent socialization effects. International Journal of Behavioral Development, 29(6), 552–563. https://doi.org/10.1177/01650250500172640

- Chao, R. K. (1994, August). Beyond Parental Control and Authoritarian Parenting Style: Under- standing Chinese Parenting through the Cultural Notion of Training. Child Development, 65(4), 1111–1119. https://doi.org/10.1111/j.1467-8624.1994.tb00806.x

- Chao, R. K. (2001, November). Extending Research on the Consequences of Parenting Style for Chinese Americans and European Americans. Child Development, 72(6), 1832–1843. https://

- doi.org/10.1111/1467-8624.00381

- Maccoby, E. E., & Martin, J. A. (1983). Socialization in the context of the family: Parent-child in-teraction. Handbook of child psychology: formerly Carmichael's Manual of child psychology.

- Steinberg, L., Elmen, J. D., & Mounts, N. S. (2001). Authoritative parenting and adolescent ad-justment across varied ecological niches. Journal of Research on Adolescence, 11(1), 19-36.

- Chandler, D. (2002). Semiotics: The basics. Routledge.

- Hsieh, H. F., & Shannon, S. E. (2005, November). Three Approaches to Qualitative Content Analy- sis. Qualitative Health Research, 15(9), 1277–1288. https://doi.org/10.1177/1049732305276687

- Maccoby, E. E., & Martin, J. A. (1983). Socialization in the context of the family: Parent-child in-teraction. Handbook of child psychology: formerly Carmichael's Manual of child psychology.

- Monaco, J. (2000). How to read a film: The world of movies, media, and multimedia: language, his-tory, theory. Oxford University Press, USA.

- Plantinga, C. (1998). The scene of empathy and the human face on film. In C. Plantinga & G. M.

- Cheah, C. S. L., Leung, C. Y. Y., & Zhou, N. (2013). Understanding "tiger parenting" through the

- perceptions of Chinese immigrant mothers: Can Chinese and U.S. parenting coexist? Asian Ameri-can Journal of Psychology, 4(1), 30–40. https://doi.org/10.1037/a0031217

- Darling, N., & Steinberg, L. (1993, May). Parenting style as context: An integrative model. Psycho-logical Bulletin, 113(3), 487–496. https://doi.org/10.1037/0033-2909.113.3.487

- Dwairy, M., Achoui, M., Abouserie, R., & Farah, A. (2006, May). Parenting Styles, Individuation, and Mental Health of Arab Adolescents. Journal of Cross-Cultural Psychology, 37(3), 262–272. https://doi.org/10.1177/0022022106286924

- Tamis-LeMonda, C. S., Briggs, R. D., McClowry, S. G., & Snow, D. L. (2008, November 22). Challenges to the Study of African American Parenting: Conceptualization, Sampling, Research Approaches, Measurement, and Design. Parenting, 8(4), 319–358. https://doi.org/

- 10.1080/15295190802612599

- Baumrind, D. (1991, February). The Influence of Parenting Style on Adolescent Competence andSubstance Use. The Journal of Early Adolescence, 11(1), 56–95. https://doi.org/

- 10.1177/0272431691111004

- Hodge, D. R., Andereck, K., & Montoya, H. (2011). The protective influence of spiritual-religious lifestyle profiles on tobacco use, alcohol use, and gambling. Social Work Research, 35(4), 211-219.

- Kagitcibasi, C. (2007). Family, Self, and Human Development Across Cultures: Theory and Ap- plications. Psychology Press.

- McLoyd, V. C. (1990, April). The Impact of Economic Hardship on Black Families and Children: Psychological Distress, Parenting, and Socioemotional Development. Child Development, 61(2), 311–346. https://doi.org/10.1111/j.1467-8624.1990.tb02781.x

A RESEARCH ON "IMPACT OF PESTER POWER OF CHILDRENON THE BUYING BEHAVIOR OF PARENTS WITH SPECIAL REFERENCE TO TV ADVERTISEMENTS."

The purpose of this study was to examine how children's nagging affects parents'purchasing decisions by way of TV advertisements

Dr. Navita Kulkarni and Sharmin Nisar Hazarika

ABSTRACT

Children today have a significant influence over their parents' finances by strongly influencing their buying behavior. Children have grown to be significant consumers of the economy as a result of their influence. Pester power refers to children's uncontrollable nagging and pestering of their parents until they accede to their demands. Children pester theirparents through softsoaping, wheedling, badgering, etc.

The purpose of this study was to examine how children's nagging affects parents' purchasing decisions by way of TV ads. The questionnaire was sent to 80 respondents to collect the primary data.

The study found that TV advertising has a significant impact on kids' pester power, which in turn has an impact on parents' purchasing decisions. The study also revealed a direct relationship between children's exposure to TV advertisements and their desire for the offered goods.

Keywords: Television, Advertising, TV Advertisements, Children, Pester Power, Parents'Buying Behavior

Modern marketers recognize the significance of children as a consumer group and their abilityto influence their parents' purchasing decisions. Referred to as "pester power," this term describes the persistent nagging behavior employed by children to persuade their parents to buy advertised products (Goldstein, 1999; Martino, 2004). Pester power is characterized by children's repeated and assertive attempts to exert influence over their parents' decisions (Nicholls & Cullen, 2004). This influence can be attributed to the child's ability to persistently request or demand items that their parents might not have otherwise purchased (Goldstein, 1999; Martino, 2004).

The concept of pester power emerged in the late 1970s, as highlighted in an article publishedby The Washington Post in February 1979, which discussed the changing dynamics between children and parents regarding fulfilling their children's demands (Nicholls & Cullen, 2004).

Advertising companies play a role in promoting and capitalizing on pester power by encouraging children to pester their parents for products, sometimes even inappropriate ones (Spungin, 2004). It is worth noting that children's exposure to and influence from advertising can directly impact their tendency to pester their parents for particular products (Spungin,2004).

In summary, pester power refers to the persistent nagging behavior of children to convince their parents to purchase advertised products. Marketers recognize the influence of children inshaping their parents' buying decisions and often encourage children to employ pester power tactics. Children's exposure to advertising significantly affects their propensity to pester their parents for specific products.

To conduct the research a questionnaire was sent to 80 respondents to collect the primarydata.

The study found that TV advertising has a significant impact on kids' pester power, which inturn has an impact on parents' purchasing decisions. The study also revealed a direct relationship

between children's exposure to TV advertisements and their desire purchase for the advertised goods.

Advertising and Its Objectives

Advertising serves as a communication strategy to create awareness, generate interest, and persuade individuals to take action (Shimp, 2010). Its objectives can be categorized as cognitive, affective, and behavioral, aiming to create knowledge, positive attitudes, and specific actions (Kotler, 2017). Various approaches, such as brand identity, emphasizing features and benefits, appealing to emotions and values, and creating urgency, are used to achieve these objectives (Kotler, 2017).

Research indicates that advertising can influence attitudes, behavior, brand awareness, andbrand loyalty (Chandon et al., 2009). Online advertising, in particular, has been found to positively impact perceptions, attitudes, and purchase intentions (Lee et al., 2018).

In summary, advertising is an effective communication strategy that influences individuals' attitudes and behavior, achieves specific objectives, and utilizes various means and media channels.

The Impact of TV Advertisements on Children

Television advertisements significantly impact children's cognitive, emotional, and behavioral responses (Valkenburg & Cantor, 2001; Moses & Baldwin, 2005; Funk et al., 2004; Dittmar et al., 2009; Harrison & Marske, 2005; Kunkel et al., 2004). Children are vulnerable to persuasive techniques used in ads, which can influence their attitudes, beliefs, and intentions to purchase (Moses & Baldwin, 2005). Advertisements that evoke fear, anxiety, or sadness can elicit negative emotional responses in children (Funk et al., 2004), while sexualized imagery and gender stereotypes contribute to negative body image and self-esteem issues in young girls (Dittmar et al., 2009).

Regarding behavioral responses, exposure to advertisements can impact children's consumption habits, leading to increased consumption of unhealthy foods and sedentary behavior (Harrison & Marske, 2005). However, the extent of this impact is debated, with some studies suggesting that parental influence and peer pressure play more significant roles (Kunkel et al., 2004). TV advertisements have both positive and negative effects on children, such as informing them about new products, enhancing knowledge, but also promoting materialism, unhealthy eating, and shaping gender roles and stereotypes (Atkin, 2017; Harrison & Marske, 2005).

TV advertisements influence children's preferences, attitudes, and brand loyalty (Kunkel & Gantz, 1992; Atkin, 2017). Exposure to advertising for unhealthy foods correlates with increased consumption of such products (Harrison & Marske, 2005). Advertisements also contribute to the development of gender roles and stereotypes, presenting unrealistic beauty ideals for girls and emphasizing aggression and violence for boys (Lindstrom, 2017).

Effects of Advertising on Children

Advertising influences children's attitudes and behaviour (McNeal, 1992). They influence children's attitudes towards the product and their parents. This may result in bargaining, nagging, or refusal to purchase desired products.

In the first stage, the impact of advertising is on children's attitudes and behaviours, which results in either requesting or pestering parents to purchase the product. The second stage occurs when the parents consider purchasing the product as a result of the child's influence. The final stage demonstrates the attitudes of the child and parents who have been persuaded by advertising and purchase behaviour to predict their future behaviour towards the advertised products.

The parents' and children's age is an important factor in child-targeted advertising (Gunter et al; 2004). An advertisement can persuade a consumer to buy a product by appealing to his or her perception or attitude. For example, use vibrant colour, catchy jingles, and melodious music to make the customer feel alive and drawn to the specific advertisement.

Marketing Strategies Targeted towards Children
The STP strategy, or Segmentation, Targeting, and Positioning, is one of the most important marketing strategies. The segmentation strategy divides the market into several groups of customers who have similar needs and desires. Marketers use this to create a distinct product that targets customer groups with distinct needs and thus, satisfies them through various positioning strategies (Kotler & Keller, 2009). Demography (age, occupation, gender, family size), geography (climate, density, population), psychographic (lifestyle, values, personality), and behaviour are all used to segment people. Because of its operational smoothness and expansive potential, the age- based segmentation is quickly gaining attention in the competitive market.

Children of various age groups are an appealing segment for marketers for two reasons. For starters, the increased population of children has a massive market size in India. Second, their significant spending power stems from their discretionary income and influence over family purchases. Because of their financial power, marketing and advertising proponents argue that children cover a separate target market from adults (McNeal, 1992).

Role of pester power and television advertisement on parents' buying behavior Pester power and television advertising significantly impact parents' purchasing behavior (McNeal, 1999; Duff, 2004). Younger children tend to have a stronger influence on their parents' choices, especially when they are more involved in household activities and have discretionary income (McNeal, 1999). Girls generally have a more significant impact on parents' buying behavior than boys (McNeal, 1999). TV advertising is a primary channel for children's influence on parents' decisions, as children spend several hours watching TV, including advertisements (Duff, 2004). Although children may not pay full attention to commercials, they still absorb the messages, affecting their preferences (Duff, 2004).

The combined impact of pester power and TV advertising has been studied (Buijzen & Valkenburg, 2004; Brucks & Mitchell, 2000). Children's requests for advertised products positively influence parents' intention to purchase, particularly when parents perceive educational value in the product (Buijzen & Valkenburg, 2004). Parents' perceptions of products benefiting the child or the whole family also enhance children's influence on purchasing decisions (Brucks & Mitchell, 2000).

Influence of Children in Parent's Purchasing Behaviour
The influence of children on parents' purchasing behavior is well-studied in the fields of marketing and consumer behavior (Nelson, 2016; Ryu & Jang, 2008). Children can impact their parents' purchasing decisions by requesting specific products, expressing preferences, and using their knowledge about products (Nelson, 2016). This influence is observed in both younger and older children (Ryu & Jang, 2008). Factors such as age, gender, and family structure affect the extent of children's influence (Carlson & Grossbart, 1988; Foxman et al.,1989). Age and gender of the child, as well as the parent's gender, also play a role in influencing purchasing behavior (Hirschman, 1985; Wong et al., 2018; Bloch et al., 1986). Extended family members can also influence purchasing decisions (Moschis, 1987).

Television advertising is a significant channel for children's influence on parents' purchasing behavior, as children spend a significant amount of time watching TV, including advertisements (Duff, 2004). However, there is still a need for systematic analysis of children's purchasing behavior and their influence on parents (Duff, 2004).

In conclusion, children have a significant impact on their parents' purchasing behavior, especially regarding products targeted at children. TV advertising is an important avenue for children's influence. Further research is needed to better understand the factors that influence the extent of children's influence on parents' purchasing behavior.

Sample Subject And Evaluation
SAMPLE: The sample consists of 80 parents from Thane district who have school-going children aged 7 to 12. These parents are at least secondary pass, live with their children in the same house, and own a television set.

Evaluation and Analysis of Data: Impact of pester power of children on the buying behavior of parents with special reference to TV advertisements is assessed through chi – square test. This test utilizes a contingency table to analyze the data. A contingency table (also called a cross-tabulation or two-way table) organizes data based on two categorical variables. The categories for one variable are represented in rows, while the categories for the other variable are represented in columns. Each cell in the table represents the total count of cases for a specific pair of categories. In this test, two variables are used: one categorical variable and one continuous variable.

Age Group of Children Who's Behaviour is Studied
Out of 80 respondents, 38.8% respondents i.e. 31 respondents have children in the age group of 7-8 years. 26.3% of the respondents i.e. 21 respondents have children in the age group of 9-10 years, and 38.8% of the respondents i.e. 28 respondents have children in the age group of 11-12 years. Knowing the age group of the child helped us understand how exposure to television and television advertisements influence different age groups of children.

Gender of the Children Who's Behaviour is Studied
Out of 80 respondents, 39.2% i.e. 31 respondents have female children, and 60.8% i.e. 49 respondents have male children. This information helped us to understand how different genders react differently to different TV content they are exposed to.

Family Structure of the Respondents
Out of 80 respondents, 62.5% i.e. 50 respondents belong to the nuclear family structure. 27.5% i.e. 22 respondents belong to the joint family structure. 6.3% i.e. 5 respondents are single mothers, and 3.7% i.e. 3 respondents are single fathers. Different family structures function differently. The way children are raised can vary based on the functioning of different family structure. In a joint family, children are usually treated with love and warmth, and they receive care and support not only from their parents but also from other family members. In a nuclear family, the kid only experiences love and affection from the parents, and the parents prioritize the child's welfare above everything else. They also play a vital role in the emotional and psychological development of the child. When a kid is raised in a home with just one parent, the parent may need to work longer hours or hold down numerous jobs in order to financially support their child. This can impact the amount of time they have to spend with their child, which may result in the child needing to be more independent and self-reliant.

Monthly Income of the Respondent
Out of 80 respondents, 77.5% i.e. 62 respondents have a total monthly income of above Rs. 60,000. 15% i.e. 12 respondents have a total monthly income of Rs. 40,000 – 60,000, and 1.2% i.e. 1 respondent have a total monthly income of Rs. 10,000 – Rs. 30,000 and 6.3% i.e. 5 respondents have a total monthly income of less than Rs. 10,000. This data helped us to understand the financial state of the respondent, which further helped us to analyze how parents from different income groups deal with their child's demands.

Earner in the Family

Out of 80 respondents, in 50% i.e. in 40 households, both husband and wife earn. In 40% i.e.in 32 households only husband earns. In 7.5% i.e. in 6 households, only wife earns and in 2.5% i.e. in 2 households there is none earning. This data helped us to understand the spending pattern of a household.

THE RESPONDENT'S ACTIVITIES

1. Frequency of Grocery Shopping

Out of 80 respondents, 37 i.e. 46.3% of the respondents go for grocery shopping once a month, 33 i.e. 41.3% of the respondents go for grocery shopping once a week, 4 i.e. 5% of the respondents go for grocery shopping once a fortnight and 3 i.e. 3.7% of the respondents go for grocery shopping once in 2-3 months and 3 i.e. 3.7%i of the respondents go for grocery shopping once a year.

2. Frequency of Mall Trips/Shopping

Out of 80 respondents, 36 i.e. 45% of the respondents go for mall trips/shopping once a month, 17 i.e. 21.3% of the respondents go for mall trips/shopping once in 2-3 months, 9 i.e.11.2% of the respondents go for mall trips/shopping once a fortnight and 15 i.e. 18.8% of the respondents go for mall trips/shopping once in a week and 3 i.e. 3.7% of the respondents go for mall trips/shopping once a year. This data reflects the lifestyle of the respondent.

3. Frequency of Leisure Activities, Movies and Eating Out

Out of 80 respondents, 50 i.e. 36.2% of the respondents go for eating out/movies/leisure activities once a month, 22 i.e. 25% of the respondents go for eating out/movies/leisure activities once in 2-3 months, 18 i.e. 13.7% of the respondents go for eating out/movies/leisure activities once a fortnight and 15 i.e. 21.3% of the respondents go for eating out/movies/leisure activities once in a week, and 3 i.e. 3.7% of the respondents go for eating out/movies/leisure activities once a year. This data reflects the lifestyle of the respondent.

The Amounti of Time the Respondent Spends with His/HerChild/Children

Out of 80 respondents, 29 i.e. 36.2% of the respondents spend 5-6 hours with their child, 23

i.e. 28.7% of the respondents spend 3-4 hours with their child, 18 i.e. 22.5% of the respondents spend more than 7 hours with their child and 10 i.e. 12.5% of the respondents spend 1-2 hours with their child. Parents spending quality time with children indicate a strong emotional bond between parent and child. It can foster feelings of security, trust, and attachment in the child, which can have a positive impact on their mental health and development. Additionally, spending time with children can indicate that the parent is activelyinvolved in the child's life and interested in their well-being.

Frequency of the Child's TV Watching Behaviour

Out of 80 respondents, the children of 55% i.e. 44 respondents watch TV. The children of 37.5% i.e. 30 respondents watch TV sometimes, and the children of 7.5% i.e. 6 respondentsdo not watch TV. The data proved to be very important for the research as it helped us understand the behavioral difference in the children who watch and who do not watch TV.

The Impact of TV Advertisements on Children

Out of 80 respondents, the children of 20% i.e. 16 respondents most of the time request their parents to purchase products advertised on the TV. The children of 38.8% i.e. 31 respondents sometimes request their parents to purchase products advertised on the TV. The children of 26.3% i.e. 21 respondents all the time requests their parents to purchase products advertised on the TV. The children of 11.3% i.e. 9 respondents never request their parents to purchase products advertised on the TV. The children of 3.7% i.e. 3 respondents rarely request their parents to purchase products advertised on the TV. As per the data of the previous question,

93% of the respondents' children watch TV and from them 84.8% of the children request their parents to buy products advertised on the TV. This clearly indicates that exposure to TV and TV advertisements have a great influence on the children.

The Children's Influence on their Parent's Purchase Decision
Out of 80 respondents, 75% i.e. 60 respondents' purchase decision is influenced by their children, and 25% i.e. 20 respondents' purchase decision is not influenced by their children. The derived data is a clear indicator that the children have a great influence on their parents' spending behaviour and they form a strong customer base for the advertisers. So advertisers make an attempt to appeal to the children through their ads so that later the children can pester their parents to give them the product, which would prove profitable for the advertisers.

The Respondent's Understanding of TV AdvertisementsInfluence on His/Her Child
Out of 80 respondents, 40% i.e. 32 respondents neither agree nor disagree that the purchase attempt of their children is influenced by TV advertisements. 27.5% i.e. 22 respondents strongly agree that the purchase attempt of their children is influenced by TV advertisements.11.3% i.e. 9 respondents agree that the purchase attempt of their children is influenced by TVadvertisements. 15% i.e. 12 respondents strongly disagree that the purchase attempt of their children is influenced by TV advertisements. 6.3% i.e. 5 respondents disagree that the purchase attempt of their children is influenced by TV advertisements. This data shows that maximum respondents have given a neutral response.

The Frequency of Children Pestering Their Parentsi to Buy AProduct
Out of 80 respondents, 45% i.e. 36 respondents think that their children pester them sometimes to buy products that they want. 38.8% i.e. 31 respondents think that their childrenpester them very often to buy products that they want. 8.8% i.e. 7 respondents think that theirchildren rarely pester them to buy products that they want. 7.5% i.e. 6 respondents think that their children never pester them to buy products that they want.

The Pester Power of Children
Out of 80 respondents, 66.3% i.e. 53 respondents have purchased a product due to their child's pestering. 33.7% i.e. 27 respondents did not purchase any product due to their child's pestering. The derived data clearly indicates that a child's pestering has the power to alter parent's purchase decision. Therefore, if advertisements making false claims attract a child, and he/she further pesters his/her parent and gets the product then it might lead to negative consequences. For example, Bournvita advertises itself as a health drink, but on 18th April, 2023, a social media influencer Revant Himatsingka maid claims that Bournvita is unhealthy due to its high sugar content. Many nutritionists, doctors and consumers have also supported him and questioned their actual health benefits, claiming the high sugar content is not healthy,especially for children.

The Respondents' Interpretation of the Advertisements
Out of 80 respondents, 13.8% i.e. 11 respondents felt that products advertised targeting children have a positive impact on the children. 53.8% i.e. 43 respondents deny that products advertised targeting children have a positive impact on the children. 32.5% i.e. 26 respondentsdon't think the either way, and hence choose the neutral option. The data makes it clear that the majority of the respondents believe that advertisements have a negative impact on the children.

The Respondent's Understanding of Advertising Guidelines
Out of 80 respondents, all the 96.3% i.e. 77 respondents think that there should be strong advertising guidelines while targeting children through TV ads, and 3.7% i.e. 3 respondentsdo not think that there should be strong advertising guidelines while targeting children through TV ads. The derived data clearly indicates the respondents' want better advertising guidelines to safeguard the interest of the child consumers. Although, Advertising StandardCouncil Of India

has set guidelines to protect the interest of the consumers, but still many products advertised are often backed by vague claims.

The Respondent's Reaction to Children's Pestering
Out of 80 respondents, 38.8% i.e. 31 respondents give in and buy the product for which their child pesters. 30% i.e. 24 respondents explain their child why they cannot buy the product.

20% i.e. 16 respondents compromise and buy a similar product for their child. 11.3% i.e. 9 respondents ignore their child's request and do not buy the product. This data proved the power of children's pestering as majority of the parent's would give in and buy the advertisedproducts demanded by the child.

CONCLUSION
Based on the findings, it can be concluded that there is a significant impact of children's TV watching behaviour on their behaviour and likelihood towards the advertised products. It is also found that the pester power of children has a vital impact on the buying behavior of parents. The age group of the child and their gender also play a role in influencing their response to TV content they are exposed to. Additionally, the family structure and monthly income of the respondents also affect how parents respond to their children's demands.

It is important for advertisers to understand the role of pester power and its influence on parents' buying decisions. Advertisers can tailor their ads and marketing strategies to target children while also keeping in mind the parents' concerns and preferences. Parents should alsobe made aware of the negative impact of excessive TV watching and exposure to advertisements ion their children's health and behavior.

Further research can be conducted to understand the specific factors that influence parents' decision-making process when it comes to buying products for their children based on TV ads and pester power. This can help marketers create more effective and targeted campaigns that resonate with parents and their children.

REFERENCES

- Doherty, A. M. (2011). Pester power: How children are driving parents to buyunconsciously. Journal of Consumer Behaviour, 10(6), 294-302.

- Kunkel, D. (2001). Children and television advertising. The Future of Children, 11(1), 41-55.

- Clark, L. A., & Goldsmith, R. E. (2005). The effects of perceived and actual pester poweron parents' responses to child requests. Journal of Consumer Marketing, 22(6), 313- 321.

- Duff, B. R. L. (2004). Children's influence in family decision-making: examining the impact of the changing American family. Journal of Consumer Marketing, 21(4), 287-299.

- McNeal, J. U. (1999). The kids market: Myths and realities. Paramount Market Publishing, Inc.

- McNeal, J. U. (1992). Kids as consumers: A handbook of marketing to children. Lexington Books.

- Chandon, P., Wansink, B., & Laurent, G. (2009). A meta-analysis of the effect of marketing communication on satisfaction and loyalty in the retail context. Journal ofRetailing, 85(3), 315-337.

- Kotler, P. (2017). Marketing 4.0: Moving from traditional to digital. John Wiley & Sons.

- Lee, J. H., Kim, J., & Kim, J. (2018). The impact of online advertising on consumer behavior: An empirical study. Journal of Research in Interactive Marketing, 12(2), 164- 179.

- Shimp, T. A. (2010). Integrated marketing communication in advertising and promotion. Cengage Learning.

- Atkin, C. (2017). Children's Advertising. In Oxford Research Encyclopedia of

- Communication. Oxford University Press.

- Harrison, K., & Marske, A. L. (2005). Nutritional content of foods advertised during the television programs children watch most. American Journal of Public Health, 95(9), 1568-1574.

- Kunkel, D., & Gantz, W. (1992). Children's Television Advertising in the Multi-Channel

- Environment. Journal of Advertising Research, 32(5), 7-17.

- Lindstrom, M. (2017). Brands and branding: Research findings and future priorities. Marketing Letters, 28(2), 169-176.

- PM Valkenburg, J Cantor (2001). The development of a child into a consumer. Journal of

- Applied Developmental Psychology, Elsevier

- Dittmar, H., Halliwell, E., & Ive, S. (2009). Does Barbie make girls want to be thin? The effect of experimental exposure to images of dolls on the body image of 5- to 8-year-old girls. Developmental Psychology, 45(2), 591–597. https://doi.org/10.1037/a0015764

- Funk, J. B., Baldacci, H. B., Pasold, T., & Baumgardner, J. (2004). Violence exposure in real-life, video games, television, movies, and the internet: is there desensitization? Journal of Adolescence, 27(1), 23–39. https://doi.org/10.1016/j.adolescence.2003.10.005

- Harrison, K., & Marske, A. L. (2005). Nutritional content of foods advertised during the television programs children watch most. American Journal of Public Health, 95(9), 1568–1574. https://doi.org/10.2105/ajph.2004.047563

- D Kunkel (2004). Report of the APA task force on advertising and children Washington,DC

- Kunkel, D., McKinley, C., Wright, P. J., & Noah, T. (2016). The effects of television violence on antisocial behavior: A meta-analysis. Communication research, 43(4),446- 468.

- Duff, B. R. L. (2004). Children and television advertising: how vulnerable are they? Journal of Advertising, 33(3), 25-34.

- Harris, K. J., & Brown, B. B. (2010). Parental and peer influences on leisure-time physical activity in young adolescents. Research Quarterly for Exercise and Sport, 81(3), 385-394.

- McNeal, J. U. (1999). The kids market: Myths and realities. Paramount Market Publishing.

- Zajonc, A., & Markus, M. L. (2015). Influential factors in children's online decision-making. International Journal of Human-Computer Studies, 82, 1-14.

- Brucks, M., & Mitchell, A. A. (2000). The role of parents in mediating the effects of advertising on children. Journal of Consumer Psychology, 9(3), 163-180.

- Buijzen, M., & Valkenburg, P. M. (2004). The effects of television advertising on materialism, parent-child conflict, and unhappiness: A review of research. Journal of Applied Developmental Psychology, 25(2), 200-213.

- Duff, B. (2004). Children and the changing world of advertising. Psychology Press.

- McNeal, J. U. (1999). The kids market: Myths and realities. Paramount Market Publishing, Inc.

- Carlson, L., & Grossbart, S. (1988). Children's influence in family decisions and consumer socialization: A reciprocal view. Advances in Consumer Research, 15(1), 446- 450.

- Foxman, E. R., Tansuhaj, P. S., & Ekstrom, K. M. (1989). Family communication and

- materialism: The role of television. Journal of Consumer Research, 16(4), 473-480.

- McNeal, J. U. (1992). Kids as consumers: A handbook of marketing to children. Lexington Books.

- Moschis, G. P., & Churchill, G. A. (1978). Consumer socialization: A theoretical and empirical analysis. Journal of Marketing Research, 15(4), 599

- Atkin, C. (2017). Children's Advertising. In Oxford Research Encyclopedia of Communication. Oxford University Press.

- Harrison, K., & Marske, A. L. (2005). Nutritional content of foods advertised during the television programs children watch most. American Journal of Public Health, 95(9), 1568-1574.

- Kunkel, D., & Gantz, W. (1992). Children's Television Advertising in the Multi-Channel Environment. Journal of Advertising Research, 32(5), 7-17.

- Lindstrom, M. (2017). Brands and branding: Research findings and future priorities. Marketing Letters, 28(2), 169-176.

- PM Valkenburg, J Cantor (2001). The development of a child into a consumer. Journal of Applied Developmental Psychology, Elsevier

- Dittmar, H., Halliwell, E., & Ive, S. (2009). Does Barbie make girls want to be thin? The effect of experimental exposure to images of dolls on the body image of 5- to 8-year- old girls. Developmental Psychology, 45(2), 591–597. https://doi.org/10.1037/a0015764

- Funk, J. B., Baldacci, H. B., Pasold, T., & Baumgardner, J. (2004). Violence exposure in real-life, video games, television, movies, and the internet: is there desensitization? Journal of Adolescence, 27(1), 23–39. https://doi.org/10.1016/j.adolescence.2003.10.005

- Harrison, K., & Marske, A. L. (2005). Nutritional content of foods advertised during the television programs children watch most. American Journal of Public Health, 95(9), 1568–1574. https://doi.org/10.2105/ajph.2004.047563

- D Kunkel (2004). Report of the APA task force on advertising and children Washington, DC

- Kunkel, D., McKinley, C., Wright, P. J., & Noah, T. (2016). The effects of television violence on antisocial behavior: A meta-analysis. Communication research, 43(4), 446- 468.

- Azeem, M. F., Mujtaba, B. G., & Raza, S. H. (2020). Influence of TV advertising on children's buying behavior and their pester power: A review of literature. European Journal of Business and Management Research, 5(3), 1-8.

- Calvert, S. L., Kotler, J. A., Zehnder, S. M., & Shockley, E. (2008). Food marketing to children and youth: Threat or opportunity? Washington, DC: National Academies Press.

- Harris, J. L., Bargh, J. A., & Brownell, K. D. (2009). Priming effects of television food advertising on eating behavior. Health Psychology, 28(4), 404-413.

- Achenreiner, G. B., & John, D. R. (2003). The meaning of brand names to children: A developmental investigation. Journal of consumer psychology, 13(3), 205-219.

- Ahuja, R. D., Capella, L. M., & Taylor, R. D. (1998). Child influences, attitudinal and behavioral comparisons between single parent and dual parent households in grocery shopping decisions. Journal of Marketing Theory and Practice, 6(1), 48- 62.

- Anitha, P., & Mohan, B. C. (2016). Influence of family structures on pester power and purchase outcomes-a conceptual framework. Procedia Economics and Finance, 37,269-275.

- Bakir, A., Rose, G. M., & Shoham, A. (2006). Family communication patterns: Mothers' and fathers' communication style and children's perceived influence in family decision making. Journal of International Consumer Marketing, 19(2), 75- 95.

- Berey, L. A., & Pollay, R. W. (1968). The influencing role of the child in family decision

- making. Journal of Marketing Research, 5(1), 70-72.

- Bridges, E., & Briesch, R. A. (2006). The 'nag factor' and children's product categories. International Journal of Advertising, 25(2), 157-187.

- Chaplin, L. N., & Roedder John, D. (2005). The development of self-brand connections in children and adolescents. Journal of consumer research, 32(1), 119- 129.

- Chaudhary, M., & Gupta, A. (2012). Children's influence in family buying process in India. Young Consumers, 13(2), 161-175.

- Cross, G. (2002). Valves of desire: A historian's perspective on parents, children, and marketing. Journal of Consumer Research, 29(3), 441-447.

- Dittmar, H. (2011). Material and consumer identities. In Handbook of identity theory and research (pp. 745-769). Springer, New York, NY.

- Dolliver, M. (1998). How kids make the nag factor an economic force. Adweek Eastern Edition, 39(12), 18-18.

- Dotson, M. J., & Hyatt, E. M. (2005). Major influence factors in children's consumer socialization. Journal of Consumer Marketing, 22(1), 35-42.

- Duff, R. (2004). What advertising means to children. Young Consumers, 5(2), 41- 50.

- Flurry, L. A., & Burns, A. C. (2005). Children's influence in purchase decisions: a social power theory approach. Journal of Business Research, 58(5), 593-601.

- Furnham, A., & Gunter, B. (2008). Children as consumers: A psychological analysis of the young people's market. Routledge.

- Goldstein, J. (1999). Children and advertising—the research. International Journal of

- Advertising and Marketing to Children, 1(2), 113-118.

- Gorn, G. J., & Goldberg, M. E. (1982). Behavioral evidence of the effects of televised food messages on children. Journal of consumer research, 9(2), 200-205.

- Gunter, B., & Furnham, A. (1998). Children as Consumers. A Psychological Analysis of the Young People's Market. London: Routledge.

- Isler, L. (1987). Children's purchase requests and parental responses: results from a diary study. J. Advert. Res., 27, 28-39. John, D. R., & Sujan, M. (1990). Children's use of

- Perceptual cues in product

- Categorization. Psychology & Marketing, 7(4), 277-294.

- Kaur, P., & Singh, R. (2006). Children in family purchase decision making in India and the West: A review. Academy of marketing science review, 2006, 1.

- Kotler, P., & Armstrong, G. (2009). Principles of Marketing 12th Edition: Pearson Prentice Hall. Upper saddle river New Jersey.

- Kotler, P., & Lane, K. K. (2009). Marketing Management 13th edition Pearson Prentice

- Hall.

- Kumar, R., & Sharma, K. (2017). Pester Power and Advertisements Influence on Purchase of Food Products in a Convenience Store. Asian Journal of Management, 8(2), 204- 2014.

- Kümpel Nørgaard, M., Bruns, K., Haudrup Christensen, P., & Romero Mikkelsen, M.

- (2007). Children's influence on and participation in the family decision process during food buying. Young Consumers, 8(3), 197-216.

- Lawlor, M. A., & Prothero, A. (2002). The established and potential mediating variables in

- the child's understanding of advertising intent: Towards a research agenda. Journal of Marketing Management, 18(5-6), 481-499.

- Lawlor, M. A., & Prothero, A. (2003). Children's understanding of television advertising intent. Journal of Marketing Management, 19(3-4), 411-431.

- Marquis, M. (2004). Strategies for influencing parental decisions on food purchasing. Journal of Consumer Marketing, 21(2), 134-143.

- Martino, B. (2004). 'How marketers target kids. available at: www.mediaawareness.ca/english/parents/marketing/marketers_target_kids.cfm.

- McNeal, J. U. (1992). Children as a market of influencers' in kids as customers— A handbook of marketing to children.

- McNeal, J. U. (1992). Kids as customers: A handbook of marketing to children.

- Lexington books.

- McNeal, J. U. (1999). The kids market: Myths and realities. Paramount Market Publishing.

- Moore, E. S. (2004). Children and the changing world of advertising. Journal of business Ethics, 52(2), 161-167.

- Moschis, G. P., & Churchill Jr, G. A. (1978). Consumer socialization: A theoretical and empirical analysis. Journal of marketing research, 15(4), 599-609.

- Neeley, S., & Coffey, T. (2004). Who's your momma?. Young Consumers, 5(4), 56-61.

- Nicholls, A. J., & Cullen, P. (2004). The child–parent purchase relationship: 'pester power', human rights and retail ethics. Journal of Retailing and Consumer Services, 11(2), 75-86.

- Pecora, N. (1995). A half-century of childhood as market: Children and television advertising from a social science perspective.

- Pilgrim, L. (2001). Pester power is a destructive concept. International Journal of

- Advertising and Marketing to Children, 3(1), 11-21.

- Preston, C. (2006). Children's interaction with adult orientated advertising. The Marketing Review, 6(1).

- Procter, J., & Richards, M. (2002). Word-of-mouth marketing: beyond pester power.

- Young Consumers, 3(3), 3-11.

- Quart, A. (2004). Indian Scene. New York: Basic books.

- Quinn, R. B. M. (2002). Advertising and children. Broadcasting Commission of Ireland, Dublin, 1-55.

- Ruskin, G. (1999). Why they whine: How corporations prey on our children. Mothering Nov.-Dec.

- Schor, J. B. (2014). Born to buy: The commercialized child and the new consumer cult. Simon and Schuster.

- Shoham, A., & Dalakas, V. (2006). How our adolescent children influence us as parents to yield to their purchase requests. Journal of Consumer Marketing, 23(6), 344-350.

- Smita, G. (1987). Children's Food. London: Chapman and Hall.

- Sondhi, N., & Basu, R. (2014). Role of children in family purchase across Indian parental clusters. Young Consumers, 15(4), 365-379.

- Soni, S., & Upadhyaya, M. (2007). Pester power effect of advertising.

- Spungin, P. (2004). Parent power, not pester power. Young Consumers, 5(3), 37- 40

- Ward, S. (1974). Consumer socialization. Journal of consumer research, 1(2), 1- 14.

- Wimalasiri, J. S. (2004). A cross-national study on children's purchasing behavior and parental response. Journal of Consumer Marketing, 21(4), 274-284

MOM COMMUNITIES IN THE DIGITAL AGE: EXPLORING THEIR IMPACT ON PARENTAL SELF-EFFICACY AMONG MOTHERS IN MUMBAI

Rashmi Gahlowt and Sakshi Chandarana

ABSTRACT

Parent communities have embraced social media and online platforms, particularly Facebook, to connect, share experiences, seek advice, and stay connected. This study focuses on the landing pages of three mom communities in India on Facebook and examines the parental self-efficacy of mothers in Mumbai who are members of these communities compared to non-members. The qualitative analysis explores themes from the landing pages, including group description, rules, topics, posts, and visual imagery. The study also uses a quantitative approach, administering an online questionnaire and a brief parental self-efficacy scale to mothers in Mumbai aged 25 to 59. The findings reveal that mothers not part of online parenting communities have a significantly higher average score of 0.18 on the parental self-efficacy scale compared to those in online communities.

Keywords: Online parenting community, Mom communities, Facebook, Indian parenting, Community building, Parental Self-efficacy, Social media.

INTRODUCTION

Human beings have an innate need for belonging, leading them to form communities throughout history. Advancements in digital technology have allowed individuals to connect with like-minded people online, transcending geographical boundaries. While local communities offer unique benefits, digital platforms such as Facebook provide abundant opportunities for individuals to broaden their interactions. With over 622 million active internet users in India and 448.10 million Facebook users, the potential for online community engagement is vast. This investigation aims to explore how online communities on Facebook support and provide resources to mothers in Mumbai, impacting their confidence and parenting practices. The study also assesses parental self-efficacy levels and suggests ways to enhance these communities to better serve the needs of parents.

In recent years, social media platforms and online parenting networks have gained popularity among parents seeking information, guidance, and support. Platforms like Facebook, Instagram, and Twitter provide avenues for parents to connect, share experiences, and seek advice. Dedicated online parenting communities offer structured environments with resources on pregnancy, child development, and parenting. These platforms offer a sense of belonging and support for parents, but caution is needed regarding misinformation and unrealistic expectations. Effective moderation is crucial to prevent harmful content. This study examines trends and opportunities in the Indian online parenting space, analyzing parental engagement and self-efficacy levels. It aims to understand the impact and variations in parental self-efficacy exhibited within these communities.

Aim of the Study:

The aim of this research is to analyse the landing pages of Facebook groups that cater to mom communities in India. Additionally, this study will explore the levels of parental self-efficacy among mothers residing in Mumbai who are members of these online mom communities, in comparison to mothers who are not affiliated with such communities.

Limitations of the Study:

Due to time limitations, this study focuses on mothers and utilizes non-probability sampling. However, it has the potential to expand its scope to include fathers and non-biological caregivers in India and globally. Qualitative techniques such as focus group discussions and

interviews with parents from these communities can provide deeper insights. While this study examines the landing pages and content analysis on Facebook, other social networking sites can be included. The questionnaire is limited to 70 mothers in Mumbai and is exploratory, but state-specific and pan-India investigations can be conducted for both parents. The study can also consider rural-urban comparisons and explore presence in Tier 2 and Tier 3 cities and villages. Although the results cannot be generalized due to non-probability sampling, these considerations can enhance the study's findings.

LITERATURE REVIEW

2.1 Parenting

According to Britannica, parenting encompasses the act of raising children, encompassing their protection and nurturing to facilitate their healthy growth into adulthood. Parents are credited when their children succeed and thrive, and conversely, they are held responsible if their children face difficulties or struggle in life (Hendricks, 2023).

2.2 Parenting & Communities

According to the American Psychological Association, a sense of community refers to the feeling of belonging and significance that members have towards each other and the group. The presence of a community plays a crucial role in parental success and overall family welfare. The significance of community extends to promoting parental education, fostering the creation of healthy and safe family environments, and enhancing child development.

2.3 Parenting Styles by Diana Baumrind

The American psychologist Diana Baumrind is frequently cited as a pioneer in the field of parenting style research. She created a typology with three parenting styles—authoritarian, authoritative, and permissive—to reflect disparities in typical parental behaviours. (Baumrind, Current patterns of parental authority, 1971).

They identified four parenting ideologies based on the interaction of the two dimensions of demandingness and responsiveness: authoritative (high demandingness and high responsiveness); authoritarian (high demandingness and low responsiveness); indulgent (low demandingness and high responsiveness); and neglectful (i.e., low demandingness and low responsiveness). The parenting aspects of "parental support" and "parental behavioural control" are comparable but distinct from these two parenting dimensions. Baumrind (1989, 1991) added a fourth parenting style to her typology—the "neglectful" parenting style—based on the research of Maccoby and Martin. (Maccoby & Martin, 1983).

2.4 Parenting Self Efficacy

Parenting self-efficacy—a parent's perceived ability to influence his or her child's development—influences attitudes in part. Parenting self-efficacy has been shown to influence both parental competence (including participation in particular parenting techniques) and child functioning (Jones & Prinz, 2005).Many studies have found links between parental self-efficacy and children's self-regulation, social, and cognitive abilities (Murry & Brody, 1999). Self-efficacy may also refer to parents' belief in their ability to carry out specific parenting techniques (Anderson & Minke, 2007).

2.5 Online Parenting

In the world with high-speed internet parents' reliance on the Internet for parenting knowledge, has been found as per past studies. As society becomes more mobile, it may be difficult to get guidance from family, relatives and friends. There are an increasing number of websites where parents can chat to other parents and provide support and advise themselves, despite the fact that the majority of these online resources are supplied by parenting specialists with little

opportunities for parents themselves to demonstrate their knowledge (Rothbaum, Martland, & Beswick, 2008)**.**

THEORETICAL FRAMEWORK OF THE STUDY

- McLuhan's (1964) theory of "global village"

- McLuhan's medium is the message

- Uses and Gratification Theory

RESEARCH METHODOLOGY

4.1 Statement of Problem:

The researcher intends to understand the parenting themes of Indian Facebook Mom parenting communities and the parental self-efficacies of parents who are a part of such communities.

4.2 Objectives:

- To comprehend the impact of the online parenting networks over the parenting practices and behaviour of the children.

- To investigate the level of parenting self-efficacy of mothers in Mumbai who are part of these communities in comparison to those who are not.

- To evaluate themes of parenting emerging out of the Facebook Parenting community groups.

4.3 Research Questions:

- How do parenting communities play a role in parenting practices?

- What kind of impact does online mom communities have on the parental self-efficacies?

- What kind of needs & gratifications are sought by the mothers by being a member of parenting communities?

- What are the themes of parenting emerging out of the landing pages of Facebook Mom community groups?

4.4 Methodology:

This exploratory research adopts a mixed-method approach, combining quantitative and qualitative methods. Content analysis is used to study the content buckets and themes emerging from parenting Facebook community groups. The analysis focuses on the landing pages and recent posts of three mom parenting groups, considering aspects such as group description, rules and guidelines, topics, posts, and visual imagery. Facebook mom parenting groups are highlighted due to their value in developing online communities and facilitating in-depth conversations. Purposive and convenience sampling techniques are employed to select the groups, considering time constraints and the researcher's lack of parental status and access to such groups.

Sampling:

Quantitative Approach (Questionnaire)	Snowball Sampling
Qualitative Approach (Content Analysis)	Purposive and Convenience sampling

The research employs a quantitative approach, utilizing the survey technique administered through online Google Form questionnaires, to gather data from the respondents and analyse the area of study. To measure the participants' parental self-efficacy levels, a 5-item Brief Parental Self Efficacy Scale is implemented. Due to time constraints, a snowball sampling technique, a form of non-probability sampling, is utilized. The researcher recognizes that the quantitative approach chosen will yield qualitative insights for the study area.

A. Population of the Study:

The study focuses in the population of all mothers in India for the quantitative approach. Alongside this the population of the study for the qualitative approach is all the Indian Mom Parenting Community Groups online on the social networking site – Facebook.

B. Sampling Methodology:

The study is restricted only to the urban Indian mothers in Mumbai. The technique used is convenience sampling coming under non-probability sampling. The questionnaire is administered to a sample of 70 Urban mothers in Mumbai between the age of 25 – 59 years of age.

C. Instrument and Method for Data Collection:

Primary Data –

This study collects primary data directly from the source, providing original information tailored for the research objectives. The content analysis involves purposive and convenience sampling of landing pages from three mom parenting groups on Facebook. The data collection process uses online Google Forms for a survey questionnaire, which includes structured, close-ended questions exploring parents' involvement in online parenting communities and their needs. The questionnaire also assesses parental self-efficacy using a 5-item scale. The study aims to obtain specific answers through quantifiable data to address the research questions effectively.

QUANTITATIVE RESEARCH

Observations for Quantitative Research:

The following are the observations derived from the responses received from the sample under study that is mothers living in Mumbai.

Q10. Where do you get most of your parenting information? (Tick whichever applicable)
70 responses

Blogs	23 (32.9%)
Social Media & Parenting netw…	44 (62.9%)
Primary care doctor or OB/GYN	12 (17.1%)
Family and friends	56 (80%)
Printed material (i.e., books, m…	17 (24.3%)
Parenting is learning by self ex…	1 (1.4%)
	1 (1.4%)
I worked with Dr as a front offic…	1 (1.4%)
Own understanding skills and a…	1 (1.4%)
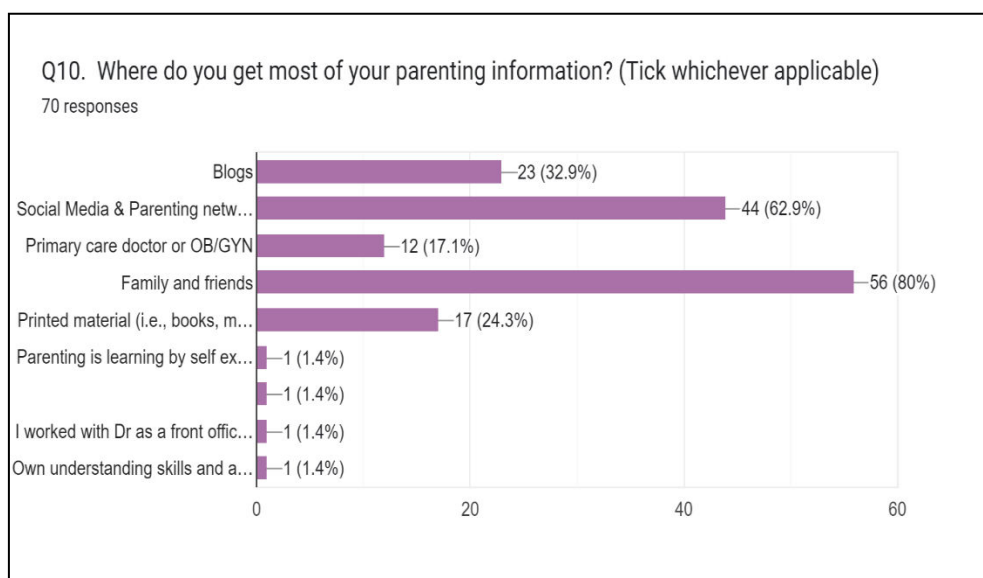
The majority of respondents' sources for parenting information are family and friends (80%), social media and parenting networks (62,9%), blogs (33,9%), and then other sources including printed materials (24,3%) and their primary care physician or OB/GYN (17.1%). 1.4% of respondents said they learned through personal experience, and the remainder respondents mentioned other sources such parent meetings, skill evaluations, and so forth.
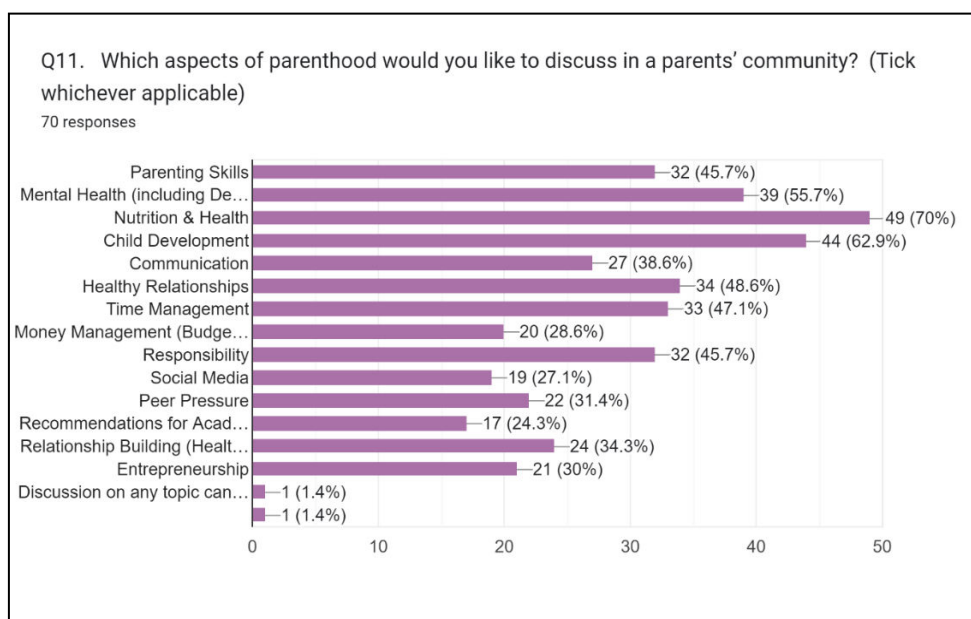
The most ranked aspect of parenthood that the sample would like to discuss in a parents' community is Nutrition and Health (70%). It is followed by topics related to child development (62.9%), Mental health (55.7%), Healthy Relationship (48.6%), Time Management (47.1%), Responsibility & Parenting skills were preferred equally at 45.7% each. Only 8.6 % of the respondents want to discuss communication aspect of parenthood. The other aspects include Relationship Building (34.3 %), Peer Pressure (31.4%), Entrepreneurship (30%) followed by the least preferred subjects of discussion that include Money Management (28.6%), social media (27.1%) and Recommendations for academics (24.3%).
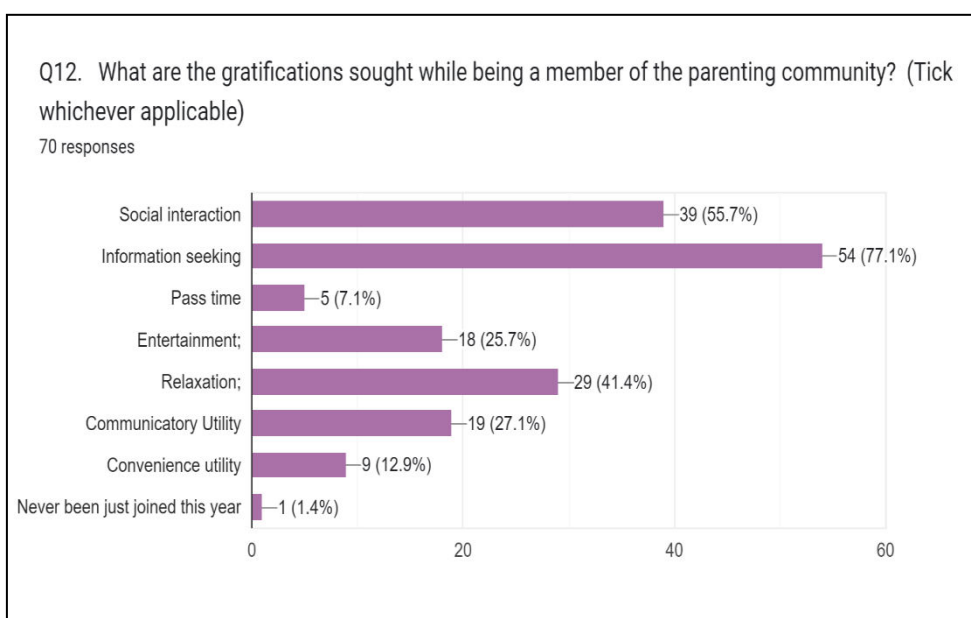
Interestingly, as per the respondents Information Seeking is the highest ranked gratifications sought while being a member of the parenting community at 77.1%. Social Interaction (55.7%), Relaxation (41.4%), Communicatory utility (27.1%), Entertainment (25.7%), to convenience utility (12.9%) and pass time the least at (7.1%). It also shows that 1.4 % respondents didn't seek any gratification as they joined this year.

Descriptive Statistics: It summarizes or describes the characteristics of the data set.

	Mothers Part of Online Parenting Communities (S1)	**Mothers not Part of Online Parenting Communities (S2)**
Mean	19.31	19.49
Median	20	20
Mode	20	18
Standard Deviation	2.37	2.99

Brief Parental Self Efficacy

■ Mothers not Part of Communities ■ Mothers Part of Communities
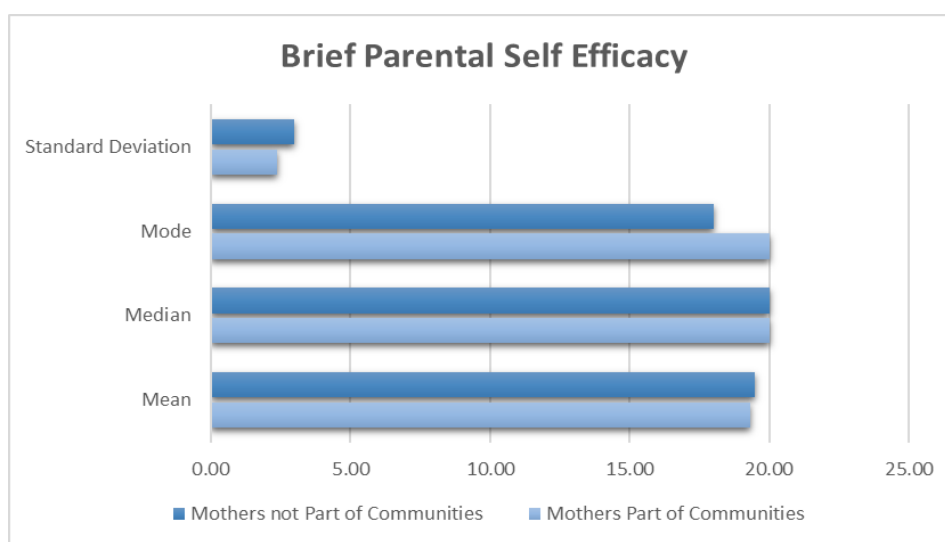
DATA ANALYSIS

Parenting communities have a significant impact on parenting practices. Studies show that high levels of parental self-efficacy (PSE) are associated with positive parenting behaviors, confidence in handling challenges, and better overall outcomes. Mothers who are members of parenting community groups experience positive effects on their parenting practices and feel pride and confidence. Community plays a vital role in parent education, fostering healthy families, and promoting child development. Parenting communities also provide opportunities for bonding, socializing, and venting frustrations. While informal sources like family and friends are preferred for knowledge, social media and parenting networks are also valuable resources. WhatsApp is the most commonly used platform by mothers to connect with other moms, followed by Facebook. Information seeking is a top preference among mothers in parenting communities, particularly regarding nutrition, health, and child development. Other areas of focus include mental health, time management, relationship building, and communication. A study involving 70 mothers, with 35 in an online parenting community and 35 not, found that the non-community group had slightly higher self-efficacies. However, the online community group had a higher mode, indicating excellent parenting functioning and a positive influence on their child's environment.

CONTENT ANALYSIS

The following section of the research analyses the landing pages of 3 Indian mom parenting groups on Facebook respectively. These landing pages were qualitatively analysed understanding various categories and parameters.

Sr No.	Name of Mom Community	Membership	Types of Members	Group by	Date of Creation	Total Membership
1	Maa 2 Mom®Motherhood Parenting and	Private	Women & Mothers	Jyoti Agarwal	9 th October,2015	38.3K

Sr No.	Name of Mom Community	Type	Members	Admin	Created	Size
	Beyond!					
2	Moms Group Mumbai	Public	All Women (even those who aren't mothers)	Arvind Gawde	6 th July, 2021	9.0K
3	Moms of India	Private	Women who are mothers	Shilpa Goel	8 th Augutst,2018	22.6K

Sr No.	Name of Mom Community	No. of Group Rules from admins	Group Apps	Tags	Topmost Pinned Group Topic	No. of posts of the topmost pinned Topic	Topmost Group Topic	No. of posts of the topmost topic	Types of posts	Visual Representation
1	Maa 2 Mom®Motherhood Parenting and Beyond!	4	Convosight and Streamyard	Child development & Child care	#Admin Post	407 posts	#Maa2Mom	1.8 k posts	Static, Videos, Polls, Prompts, Lives, Community Events and Activities, Brand Collaborations	Group Picture - Pink Colour
2	Moms Group Mumbai	5	Convosight	Home schooling • Child care	N/A	N/A	N/A	N/A	Promotional Posts - Static Infographics and text based	Reddish shaped Heart with Typography
3	Moms of India	5	Convosight and Streamyard	Child development • Single parenting	N/A	N/A	N/A	N/A	static image infographic posts, videos, promotional posts, live sessions, text-based posts	Group Collage - Pink and Purple

Key Themes identified in the Data:
Based on the data collected from the landing pages of 3 Facebook Mom Community parenting groups, certain themes have been identified.

- **Language in Landing Pages:**

- **Difference in Type of Content:**

- **Women Oriented Groups:**

- **Content:**

Some common types of themes of the content that are included in a women-centric group of Moms Facebook community group are:

1. Support and advice

2. Empowerment

3. Health and wellness

4. Career development

5. Community building:

- **Frequency of Posting and Participation**

- **Colour Psychology Implementation**

- **Common Facebook Group Features**

- **Common Hashtags and Group Discussion Topics**

- **Branding**

DISCUSSION & CONCLUSION

Parenting communities have transitioned from offline to online platforms, catering to tech-savvy parents. WhatsApp, Facebook, and Instagram are the preferred platforms for connecting with parents in India. Mothers in Mumbai utilize online community groups to share experiences, seek advice, and access diverse resources for their child's development. These groups offer discussions, advice, and connections with professionals. They provide a supportive network where mothers can vent frustrations, gain knowledge, and find emotional support. Parenting communities enhance parenting skills, address various topics like nutrition, health, mental health, time management, and facilitate socialization for both mothers and children. The study shows that mothers, whether part of an online parenting community or not, display high levels of parental self-efficacy, indicating their confidence in effective parenting. Facebook is a popular platform for mom groups, facilitating networking and support. Language traits in group descriptions vary but commonly include clear messaging and a welcoming tone. Women-centric mom communities cater to the specific needs and interests of mothers, offering information on parenting, child development, networking, and job assistance. Branding and color psychology play a role in reinforcing community identity. Overall, these communities create a positive impact and contribute to enhancing parenting skills over time.

FUTURE SCOPE OF RESEARCH & SUGGESTIONS

The future scope of this research involves using qualitative methods such as focus group discussions and interviews with parents from targeted communities to gain a better understanding of the functioning and impact on parenting practices. While this study focused solely on Facebook, future research can explore other platforms like websites, LinkedIn, WhatsApp, or Instagram. The study can be expanded to include father communities and other parent-related Facebook communities. In-depth content analysis of these communities' posts on Facebook can be conducted. The limited questionnaire used in this study can be improved. Future research can investigate and hypothesize the parental self-efficacy levels of parents in India or globally who are part of parenting communities. Comparative studies can be undertaken to examine the influence of mom communities on parental self-efficacy among mothers in different Indian cities or regions. This approach would provide valuable insights into regional variations and the potential impact of online parenting communities. Qualitative studies can be

conducted to explore the experiences and perceptions of mothers active in mom communities in Mumbai, identifying specific impacts and contributing factors. Furthermore, a longitudinal study can be conducted to examine the long-term effects of mom communities on parental self-efficacy in Mumbai, tracking changes over time and identifying influencing factors.

REFERENCES

- Anderson, K., & Minke, K. (2007). Parent involvement in education: Toward an understanding of parents' decision making. The Journal of Educational Research, 100(5):311–323.

- Bandura, A. (1997). Analysis of self-efficacy theory of behavioral change. Cognitive Therapy and Research, 1(4), 287–310.

- Baumrind, D. (1971). Current patterns of parental authority. Developmental Psychology,, 4(1, Pt.2), 1–103.

- Jones, T., & Prinz, R. (2005). Potential roles of parental self-efficacy in parent and child adjustment: A review. Clinical Psychology Review, 25(3):341–363.

- Maccoby, E. E., & Martin, J. A. (1983). Socialization in the context of the family: Parent-child interaction. In I. P. Ed.), Handbook of Child Psychology: Vol. IV. Socialization, Personality and Social Development (pp. (4th Ed., pp. 1-101)). New York: Wilepy.

- Marques, D. (2023). Retrieved from happiness.com: https://www.happiness.com/magazine/relationships/the-importance-of-community/

- Medium. (2021, February). Retrieved from https://medium.com/centre-for-public-impact/what-is-community-2e895219a205

- Murry, V., & Brody, G. (1999). Self-regulation and self-worth of black children reared in economically stressed, rural, single mother-headed families: The contribution of risk and protective factors. Journal of Family Issues, 20(4):458–484.

- Radey, M., & Randolph, K. A. (2009). Parenting Sources: How Do Parents Differ in Their Efforts to Learn about Parenting? National Council on Family Relations.

- Rothbaum, F., Martland, N., & Beswick, J. J. (2008). Parents' reliance on the Web to find Information about children and families – socio-economic differences in use, skills and satisfaction. Journal of Applied Developmental Psychology, 29(2)118–128. doi:10.1016/j.appdev.2007.12.002.

Links of Facebook Groups:

1. https://www.facebook.com/groups/maa2mom

2. https://www.facebook.com/groups/344573760496934

3. https://www.facebook.com/groups/2191441181098875

EVALUATION OF CROSS-CULTURAL PARENTAL INFLUENCE ON MEDIA &COMMUNICATIONPROFESSIONALS IN INDIA

Dr Machunwangliu Kamei & Sakshi Jadhav

ABSTRACT:

This research paper examines the parental influence on a media professional's career choice. The study aims to understand the extent to which parents impact the decision- making process and career paths of individuals working in the media industry. The research encompasses a comprehensive literature review, ai detailed description of the research methodology, including surveys and in-depth interviews, and subsequent chapters that analyse the data collected. Three objectives guided the study: To comprehend parental influence on media professionals in choosing a career path, to assess the gender bias attitude of the parents influencing the media professional's career choice, and to determine theimpact of parenting styles on the content creation of the media professionals.

Keywords: media industry, media professionals, parental influence

INTRODUCTION

The media industry in India has been booming in recent years, with television, film, digital media, and advertising platforms experiencing significant growth and diversification. This has attracted many individuals who are passionate about creative expression and storytelling to the industry. In the Indian socio-cultural context, parental influence plays a major role in shaping career decisions. Traditionally, stability and prestigious professions like medicine, engineering, and law have been emphasised. However, there is a need to understand how parental influence specifically operates within the Indian media industry and how it affects career choices.

This research investigates the conflicting and positive influence of parental expectations on the creative freedom of Indian-origin filmmakers and media professionals in diaspora communities. The main objectives are to understand how Indian parents influence their children's career choices in the media industry, to assess how parental gender bias attitudes impact media professional's career decisions, and to explore the impact of different parenting styles on the content created by media professionals. The study encompassed multiple age groups and considered opinions from both males and females to gain a comprehensiveperspective.

Influence of Parents on Career Choices of Media Professionals: Background

Parents play a significant role in shaping the career choices of media professionals. Research conducted by Ferry (2006) found that as children approached the age of leaving school, their aspirations and career choices tended to align more closely withtheir parents' occupations. This suggests that parent's advice and influence are important in helping children make informed decisions about their future careers. Similarly, Ketterson and Blustein (1997) discovered that

parents who shared a strong and connected relationship with their children had a significant impact on shaping their career decisions. Children whose parents enjoyed their own work and shared their enthusiasm inspired their children to pursue careers that promised enjoyment as well. This resulted in successful career choices and the development of positive work values. Clutter and McMillan (2008) highlighted the importance of parents having a grasp of fundamental career guidance principles. This knowledge empowers parents to effectively support and guide their children in their career and life journey. Parents influence their children's educational attainment, impart knowledge about different occupations, shape their beliefs and attitudes toward work, and fuel their motivationto succeed. Much of this influence is absorbed unconsciously by children as they grow up, internalising the attitudes and expectations of their parents.

According to the social learning theory proposed by Mitchell, Jones, and Krumboltz (1971), individuals develop their career decision-making through learning experiences that can have either positive or negative influences. Positive portrayals of rewarding and successful jobs in the media can inspire children to pursue similar occupations. On the other hand, negative portrayals of struggling and unrewarding jobs can discourage children from considering those career paths. The theory emphasises that individuals learn through imitation, modelling, and observation, with selective exposure playing a role in the choice of what to imitate and observe. People tend to select media programs that confirm their existing behaviour and attitudes, which can influence their perception of their potential for future success.

Parental exposure, expertise, and expectations can direct their children toward suitable career paths. Parents serve as primary counsellors and play a crucial role in devising study plans and shaping their children's careers and futures. Their knowledge and experience can encourage their children to pursue careers or subjects they have a comprehensive understanding of throughout their own lives. It is important to recognise the significance of parents' involvement in their children's career education and guidance, alongside teachers, peers, and consultants. The influence of parent's professions on their children's career choices is a significant factor. Factors such as parent's profession, income level, knowledge about various professions, beliefs, norms, and information about modern occupations can affect their children's career decisions. Additionally, parent's approval or disapproval of certain professions and children's financial dependence on their parents can limit the career choices available to them. Socio-economic conditions, parent's education level, expectations for their children, and the idealisation of their parent's professions also play a role in career choices.

Personal choice and interest also play a crucial role in career selection. Individual interests and preferences, as well as personal skills, abilities, and learning rates, influence the development of career choices. Individual interest in a specific field and alignment with personal preferences tend to lead to more productive and satisfying careers. Media influence on student's career choices is significant. Television, newspapers, and social media websites are widely used by young people to gather information about various professions, the job market, and the world around them. Television, in particular, showcases the work-related activities of fictional characters, which can positively shape young people's aspirations and career choices. The content created by media professionals can be influenced by their upbringing and cultural background. Social learning theory suggests that individuals learn from observing and imitating the behaviour of significant others, including parents. Parents can expose their children to media that reflects their culture and identity, which can shape the themes and values portrayed in their work.

The influence of parental occupation and background on career choices has been studied extensively. Individuals with parents working in media-related fields are more likely to choose careers in the same domain due to exposure, access to networks, and inherited knowledge. However, it is important to consider other factors that may shape career choices beyond parental influence alone. Overall, parental influence, personal choice and interest, media exposure, and cultural background all play significant roles in shaping the career choices of media professionals. Understanding these factors can provide insights for career guidance and counselling to support individuals in making informed decisions about their future careers.

METHODOLOGY
An exploratory design was employed to assess the impact of parental influence on the career choices of media professionals. This approach allowed for a better understanding of the issue without yielding definitive results, providing insights into the nature of the problem, and laying the groundwork for future investigations.

The sample size consisted of 75 participants, including 35 females and 40 males. Data was collected through survey forms and in-depth interviews. The survey wasdistributed through platforms like WhatsApp, Instagram, and LinkedIn to reach the appropriate audience and make the research more effective. Primary data was collected through the survey using a questionnaire method, while secondary data was gathered from various sources such as articles, books, newspapers, websites, and research papers. The data analysis involved a qualitative approach, interpreting the findings and visually representing the distribution of scores and percentages.

FINDINGS

Gender: The study included both male and female participants, ensuring a diverse representation of genders. This allowed for an exploration of how gender expectations and stereotypes may influence parental influence on children's career choices, shedding light on the importance of breaking free from traditional gender roles. The study explored whether participants experienced gender bias in their parent's attitudes toward their career choices. Findings indicate that gender bias was not a significant factor in the participant's career choices, it is important to remain vigilant and address any potential bias or stereotypes that may exist. Encourage parents to promote gender equality, challenge societal expectations, and support their children's aspirations regardless of gender. This finding demonstrated the impact of cultural and societal norms on career decisions and underscored the need for promoting inclusive and unbiased attitudes within families.

Parental Influence and Living Arrangements: Living arrangements played a significant role in shaping parental influence on career choices. Some media professionals lived with their parents, while others pursued their careers independently. The study revealed that professionals living with their parents had a greater impact on their career decision-making than the ones living without their parents.

During the in-depth interview discussion, media professionals reported that parents, self research, and friends have the most influence on their career choice. Thus, one professionalfrom the group mentioned:

"My parents were against me going into entertainment media as they thought that it was very risky and not much money in it. As I was always stubborn I decided to pursue my interest in VFX anyways. I was lucky enough that I had friends who were in pursuing their education in the film industry, they help me figure out the right path and help me get a head start. My parents weren't well informed enough at the time to help me figure out my career path so had to take the help of the internet and friends."
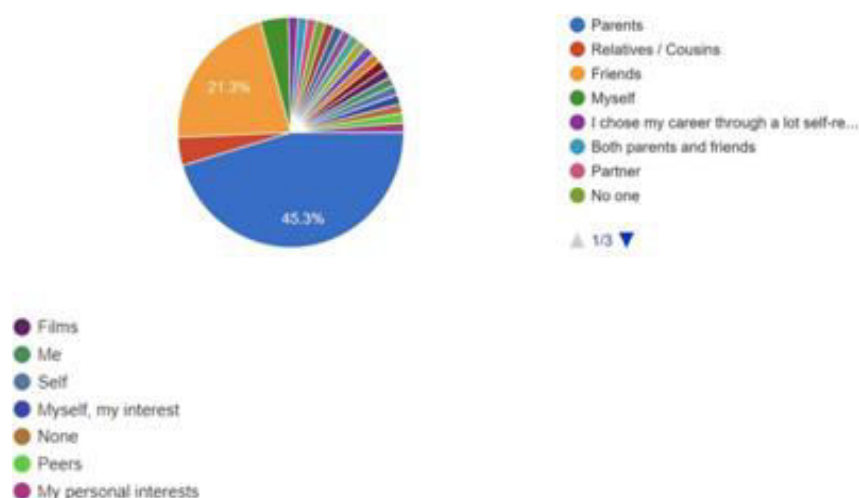
Figure 1: Various Influences on career choices

Factors Influencing Decision-Making on Career Choices: The study delved into the factors that influenced media professional's general decision-making. Findings revealed that parents, self-research, peers, movies/celebrities, and a combination of these factors played integral roles in shaping decision-making processes. Understanding the interplay of these influences helped shed light on the complexities of career choices in the media profession. Participants reported a wide range of influences on their career choices within the media industry.

Parental Involvement and Guidance: Parents emerged as influential figures in shaping their children's values, beliefs, and attitudes toward work and education. The study emphasised the role of parental involvement and guidance in media professionals' career decisions. Recognising the impact of parents on their children's career trajectories is essential, particularly in an industry as competitive as the media field. During the interview, all the media professionals reported that their parents always had little or more level of involvement whenever the individuals had to make any decision. Thus, one professional from the group mentioned:

"In Indian culture, parents often try their best to be involved in their child's every decision, including career choices. family values and traditions hold great importance. My parents expected to guide me and make decisions that are in their best interest. Thisoften includes career choices, as parents believe that a good career can lead to a successful and fulfilling life, most importantly they provided financial support for me and my sibling's education and career goals. As a result, they may feel a greater sense of responsibility and investment in their child's career choices."

Parenting Styles: Different parenting styles were observed among the parents of media professionals, including authoritative, authoritarian, permissive, and uninvolved styles. These parenting styles had discernible impacts on a child's development and decision- making, particularly concerning career choices within the media profession. Understanding the interplay between parenting styles and career decisions contributed to a comprehensive understanding of the factors at play. Mostparticipants associated with a Permissive parenting style that fostered a sense of independence and self-expression in media professionals. It encouraged them to explore their interests and pursue creative career paths without excessive pressure or strict guidance from their parents. This freedom led to greater autonomy and self- motivation in making career decisions aligned with their passion and personal aspirations.
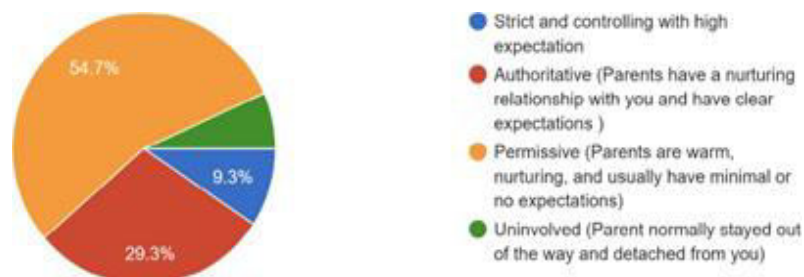
Figure 2: Parenting Styles of the respondents' parents

Parental Support and Nurturing: The study examined the extent to which parents supported and nurtured their children's passions from an early age. It revealed that parental support in fostering a child's interests and passions positively influenced their career choices later inlife. Parents who provided opportunities for exploration and supported their children's interests contributed to more informed careerdecisions within the media industry. During the in-depth interview, most of the media professionals reported that their parents allowed them to pursue their passion related to the media industry to a limit. Thus, one professional from the group revealed that:

"Growing up, I didn't had much exposure to Cinema but we had television where I usedto watch dance shows like DID, comedy shows like Kapil Sharma Show, and cartoons. Iused to mimic

all the characters in these shows, and I was also a folk dancer, so we used to do shows at different functions like if MLA visits or on Republic Day. I always knew I want to do performing arts since childhood, but these are the things that Impacted my journey along with reading books later on and Discovering John Elia and Gulzar, they inspired me to write as well. My parents never stopped me from pursuing these hobbies from a young age, they always encouraged me to do these extracurriculars. I eventually got passionate about it and am pursuing acting which requires me to do everything I did at a young age, that is performing in front of people. My parent's support plays a major role in my career choice today."

Financial Considerations and Parental Pressure: Financial factors were found to play a role in career choices within the media profession. The study examined how media professionals took their parent's financial condition into account when making career decisions. The findings revealed diverse perspectives, with some strongly agreeing and others disagreeing.

Parental Expectations and Career Status: The study investigated whether participants felt their parents had specific expectations regarding the status of their chosen careers. Most participants exhibited no parental career expectations as parents were supportive. This finding shed light on the influence of parental expectations on career choices and highlighted the importance of individual autonomy in pursuing one's own path.

Influence of Upbringing on Work and Content Creation: Participants acknowledged that their upbringing shaped their work approach and content creation. Upbringing provided them with values, perspectives, and insights that influenced their professional journeys within the media industry. Understanding the role of upbringing in work processes and content creation highlighted the lasting impact of early experiences.

Parental and Cultural Pressure in Artistic Representation: Some participants felt parental or cultural pressure in their content creation, while others did not. The study shed light on the external influences that can affect artistic representation, emphasising the importance of recognising and navigating cultural expectations within the media profession.

CONCLUSION

This study provides insights into the role of parents in shaping the career choices and professional lives of media and communication professionals in India. By examining these findings, we gain valuable insights into the intricate dynamics of cross-cultural parental influence on media professionals in India. Understanding these dynamics contributes to a comprehensive understanding of the factors that shape career choices and content creation within the media industry. Key findings from the study indicate that a significant majority of participants live with their parents, highlighting the potential influence of close proximity on decision- making processes and career choices. Parents were found to have the greatest impact on participants' career decisions, emphasising their influential role in shaping professional paths.

Participants reported early involvement of parents in their decision-making, indicating a long-standing pattern of parental influence. However, a significant number of participants also experienced a more flexible approach to decision-making, suggesting varying levels of parental involvement. Interestingly, participants generally did not feel forced by their parents to select a specific career, highlighting respect for autonomy and personal preferences. The majority pursued their career choice in the media industry based on personal passion and interests, rather than external pressures. Financial considerations played a role for many participants, with their parents' financial condition influencing their career choices. This underscores the importance of financial stability and support in pursuing a career in the media industry. Regarding gender bias, most participants did not experience gender bias attitudes from their parents when choosing a career in the media industry.

The research paper reveals a positive shift in parental support for diverse career paths, including the media industry. Parents, although initially concerned, eventually recognize and allow their children to pursue careers in media based on their skills and understanding of the industry's potential. This highlights a growing acceptance of the media field among Indian parents. The study also emphasises the significant influence of an individual's upbringing on their work and content creation in the media industry. Parents' values, experiences, and cultural background shape the creative expressions and professional decisions of media professionals. Overall, the research findings contribute to our understanding of the complex dynamics between parental influence, cultural factors, and individual autonomy in career decision-making within the media industry. In conclusion, the study showcases the evolving parental support for diverse career choices, including the media industry, and emphasizes the role of upbringing in shaping professional paths. By understanding these dynamics, we gain a deeper understanding of the factors that shape career decisions and content creation in the media industry.

REFERENCES

- The parental career-related behaviors questionnaire (PCB): Psychometric properties in adolescents and young adults in the Italian context. (2022, January 27).

- SpringerLink. https://link.springer.com/article/10.1007/s12144-022-02764-1

- Masud H, Ahmad MS, Cho KW, Fakhr Z. Parenting Styles and Aggression Among Young

- Adolescents: A Systematic Review of Literature. Community Ment Health J. 2019 Aug; 55(6):1015-1030. [PubMed]

- Martínez I, García JF. Impact of parenting styles on adolescents' self-esteem and internalization of values in Spain. Span J Psychol. 2007 Nov;10(2):338-48. [PubMed]

- Noshina Saleem* , Mian Ahmad Hanan** Irfan Saleem*** and Rao Majid Shamshad. (2014, December). Career Selection: Role of Parent's Profession, Mass Media and Personal Choice. University of the Punjab. https://pu.edu.pk/images/journal/JEE/PDF-Files/3_Noshina,%20Ahmad, %20Irfan%20and%20Majid.pdf

- Vignoli, E., Croity-Belz, S., Chapeland, V., de Fillipis, A., & Garcia, M. (2005). Career exploration in adolescents: The role of anxiety, attachment, and parenting style.

- Journal of Vocational Behavior, 67, 153–168. doi:10.1016/j.jvb.2004.08.006

- Vignoli, E. (2009). Inter-relationships among attachment to mother and father, self-esteem, and career indecision. Journal of Vocational Behavior, 75, 91–99. doi:10.1016/j.jvb. 2009.04.007

- Whiston, S. C., & Keller, B. K. (2004). The influences of the family of origin on career development: a review and analysis. The Counseling Psychologist, 32, 493–568. doi: 10.1177/001100000426566

- Kristen Anne Jungen. (2008, May). Parental Influence and Career Choice: How Parents Affect the Career Aspirations of Their Children. MINDS@UW

- Home. https://minds.wisconsin.edu/bitstream/handle/1793/42711/2008jungenk.pdf?sequence=1

- Bansal, Aditi. (2020). Decision making among adolescents in relation to psychological well being parenting style and peer pressure. Handle Proxy. https://hdl.handle.net/10603/317237

- FutureLearn. (2021, August 23). Explore: The media industry. https://www.futurelearn.com/info/blog/general/explore-media-industry

- Schunk, D. H. (2012). Social cognitive theory. In K. R. Harris, S. Graham, T. Urdan, C. B. McCormick, G. M. Sinatra, & J. Sweller (Eds.), APA educational psychology handbook, Vol. 1. Theories, constructs, and critical issues (pp. 101–123). American Psychological Association. https://doi.org/10.1037/13273-005

- Kite, M.E. (1996), AGE, GENDER, AND OCCUPATIONAL LABEL. Psychology of Women Quarterly, 20: 361-374. https://doi.org/10.1111/j.1471-6402.1996.tb00305.x

- Anushree Rastogi, A. (2022, September 6). Role of parents in career selection: Importance and key factors. iDreamCareer. https://idreamcareer.com/blog/role-of-parents/

- Baskin, C. D. (2013). Examining the Impact of Peer and Family Belongingness on the Career Decision-making Difficulties of Young Adults: A Path Analytic Approach. Journal of Career Assessment, 0(1), 1-16.

- Fouad, N. A. (2016). Family influence on career decision making: Validation in Indiaand the United States. Journal of Career Assessment, 24(1), 197-212.

- Herwood, T. S. (2008). Parents have their say about their College aged Children's Career: National Association of Colleges and Employers Journal, 64.

- Pace, P. J. (1981). The effects of paternal occupation and occupational mobility on the educational attainment and future occupation of the male child (Bachelor's dissertation).

- Khatri, Ishan and Periwal, Vaibhav, Study of Influence by Family on Career Decisionsof Indian Management Students (November 25, 2020). International Journal of Creative Research Thoughts (IJCRT), ISSN:2320-2882, Volume.8, Issue 11, pp.2848-2853, November 2020, Available at SSRN:https://ssrn.com/abstract=3745136

PARENTING STYLES IN HINDI CINEMA AND ITS IMPACT ON CHILDREN - A CROSS-CULTURAL REVIEW WITH FOCUS ON INDIA

Ashish Mehta and Shivalika Puri

ABSTRACT

As a part of our postgraduate programme Master of Arts in Entertainment, Media, and Advertising we needed to make a research project. The topic for my research project is "Parenting styles in Hindi Cinema and its impact on children – a cross cultural review with focus on India". The research looks at how the portrayal of Indian parents in films has changed over time, using two films that were released nearly two decades apart. Hindi films accurately reflect the changing narrative of the Indian parent-child relationship. In its efforts to percolate ideas of true 'Indian-ness' through movies, Bollywood has left no stone unturned. The parent-child relationship is one of the ideas related to this cause. From Ravi Chopra's 2003 blockbuster hit Baghban, which went overboard with the concept of loving the parents, we have come a long way to the 2016 sports drama film Dangal, which showcased the unwavering determination of a father to train his daughters to become world class wrestlers. The next chapter research methodology focused more on the scope of study, purpose of study, sample size, research design, research type, population and the resources used to collect the data used in this paper. The next chapter was hypothesis testing where the results were significant. In the next chapter the data collected from the questionnaire was analyzed and interpreted upon the responses received followed by the findings in the next chapter. The next chapter included the suggestions or findings and then came the conclusion, after that the bibliography and citations, then lastly the annexure which included all the questions asked to the respondents.

STUDY SUBJECTS

102 Participants

Out of 102 participants, 1 respondent belonged to the age group of 20-25, 12 participants belonged to the age group of 26-31, 7 participants belonged to the age group of 32-37, 10 participants belonged to the age group of 38-43, 15 participants belonged to the age group of 43-49, and other 57 belonged to the category of 50+. We had participants from each category, and we got diverse responses but most of our participants belonged to the 50+ category and second highest participants were from 44-49 category.

Highlights

The result of the research takes us to the different aspects of impact that Hindi cinema has on parenting styles. According to most of them, parenting styles has been portrayed in a variety of ways in Hindi cinema, and these portrayals can have a significant impact on parents and children who watch these films. The analysis reveals that Hindi cinema often portrays traditional parenting styles that emphasize discipline, obedience, and conformity, which can have a significant influence on children's perceptions and attitudes towards authority and individuality. Out of 102 participants, 92 participants feel the parents in Baghban were too lenient, 7 participants feel the parents in Baghban were too strict, 2 participants feel the parents in Baghban were too strict and too lenient at the same time, the other 1 participant feels the parents in Baghban were non-communicative. the statement suggests that different viewers of "Baghban" may have different perceptions of the parents' parenting style, with some viewing them as too lenient, too strict, inconsistent, or noncommunicative. Out of 102 participants, 5 participants strongly disagree that the parenting styles in Baghban and Dangal reflect gender roles and expectations in Indian culture, 3 participants disagree that the parenting styles in Baghban and Dangal gender roles and expectations in Indian culture, 38 participants feel neutral about participants strongly disagree that the parenting styles in Baghban and Dangal reflect

gender roles and expectations in Indian culture, 29 participants agree that the parenting styles in Baghban and Dangal gender roles and expectations in Indian culture, the other 27 participants strongly agree that the parenting styles in Baghban and Dangal gender roles and expectations in Indian culture.

OBJECTIVES

- To understand how parenting styles are portrayed in Hindi cinema and the impact these portrayals may have on viewers.

- To analyse the effects of these portrayals on the attitudes and behaviour of children who watch Hindi cinema.

- To identify any patterns or trends in the parenting styles depicted in Hindi cinema and how they may be changing over time.

- To explore the potential cultural and social factors that influence the portrayal of parenting styles in Hindi cinema.

- To highlight any potential gaps or inconsistencies between the portrayals of parenting styles in Hindi cinema and the realities of parenting in Indian society.

- To offer recommendations for filmmakers, parents, and educators on how to promote positive parenting styles and minimize any negative impacts of the portrayals in Hindi cinema.

HYPOTHESIS

Hypothesis identifying any patterns or trends in the parenting styles depicted in Hindi cinema and how they may be changing over time. Exploring the potential cultural and social factors that influence the portrayal of parenting styles in Hindi cinema.

H0: The portrayal of different parenting styles in Hindi Cinema does not have a significant impact on the behavioural outcomes of children, regardless of the age of the parent depicted.

H1: Children portrayed in movies with authoritative parenting styles will display more positive behavioural outcomes than those in movies with authoritarian or permissive parenting styles, regardless of the age of the parent depicted.

METHODS

The sampling approach refers to data collection from a variety of universe components.

Parents were the main respondents for this research.

The method used for data collection was convenience method.

The population for the questionnaire was 102 respondents.

The Google form was sent to the respondents through the WhatsApp. The questionnaire was uploaded on Instagram to get the right audience and to make the research more effective.

The responses were gathered through these sources

CONCLUSION

The result of the research takes us to the different aspects of impact that Hindi cinema has on parenting styles. According to most of them, parenting styles has been portrayed in a variety of ways in Hindi cinema, and these portrayals can have a significant impact on parents and children who watch these films. The research on parenting styles in Hindi cinema and its impact on children has provided valuable insights into the representation of parental roles and responsibilities in popular Indian media. This research underscores the importance of promoting

positive parenting practices and media literacy to enhance the well-being and resilience of children and families in contemporary Indian society.

CONTRIBUTIONS

The result of the research takes us to the different aspects of impact that Hindi cinema has on parenting styles. We took data from the well-raised - literate community, which have a different perspective. According to most of them, parenting styles has been portrayed in a variety of ways in Hindi cinema, and these portrayals can have a significant impact on parents and children who watch these films. Some movies depict parents who are overly strict and authoritarian, while others showcase parents who are authoritative and indulgent with their children. In conclusion, the research on parenting styles in Hindi cinema and its impact on children has provided valuable insights into the representation of parental roles and responsibilities in popular Indian media. The analysis reveals that Hindi cinema often portrays traditional parenting styles that emphasize discipline, obedience, and conformity, which can have a significant influence on children's perceptions and attitudes towards authority and individuality. Moreover, the research highlights the need for greater awareness and sensitivity towards the potential effects of media on children's development and behavior. Ultimately, this research underscores the importance of promoting positive parenting practices and media literacy to enhance the well-being and resilience of children and families in contemporary Indian society.

LIMITATIONS

Limited representation of Hindi cinema - The research may be limited by the number of movies that can be included in the analysis. Although Hindi cinema is a significant cultural force in India, there are thousands of movies produced every year, and it may be challenging to capture a representative sample.

Perceived versus actual impact - The research may be limited by the fact that the impact of parenting styles portrayed in Hindi cinema on children's attitudes and behaviors is difficult to measure accurately. Children's perceptions and beliefs about parenting may not necessarily translate into actual behaviors, and it may be challenging to separate the impact of media influence from other factors that shape child development.

Cultural and social factors - The research may be limited by the complex cultural and social factors that influence parenting practices and media representation in India. These factors may vary significantly across regions, social classes, and ethnic groups, making it challenging to draw general conclusions.

Confounding variables - The research may be limited by the presence of confounding variables, such as family background, socio-economic status, and parental attitudes, which can affect children's attitudes and behaviors. These variables can make it challenging to isolate the impact of media influence on child development.

Subjectivity of analysis - The research may be limited by the subjective nature of the analysis of parenting styles portrayed in Hindi cinema. The interpretation of parenting styles can vary across researchers and may be influenced by personal biases and perspectives.

FUTURE IMPLICATIONS

Filmmakers and media industry - Research on the impact of parenting styles portrayed in Hindi cinema can provide insights into how to promote positive representations of parenting practices and minimize the negative impact on children's attitudes and behaviors. Filmmakers can use this information to create more responsible and impactful content that can shape societal attitudes towards parenting and child-rearing.

Parents and educators - Research on parenting styles in Hindi cinema can provide insights into the impact of media on children's attitudes and behaviors towards parenting. Parents and

educators can use this information to be more aware of the impact of media on children's development and to help children develop critical thinking skills to understand and analyze media messages.

Policymakers and regulators - Research on the impact of parenting styles portrayed in Hindi cinema can inform policymakers and regulators on the need for regulations and guidelines that promote responsible and ethical media content. This can lead to the development of policies that promote positive representations of parenting practices and minimize the negative impact of media on children's development.

Society at large - Research on parenting styles in Hindi cinema can have broader implications for Indian society. It can help promote a more informed and responsible understanding of the impact of media on children's development and encourage a more constructive dialogue around parenting practices and child-rearing.

REFERENCES

- Arora, Nikita. "(PDF Understanding Alteration in Parenting Styles Using Baumrind's Parenting Theory in DDLJ and Piku | Nikita Arora - Academia. Edu." Academia. Edu - Share Research,

- "6 Reasons Why 'Baghban' Is A Story About Toxic Parents Who Give You Guilt Trips." Www. Mensxp.Com, 14 Sept. 2022 "20 Lessons From The Movie Dangal." FocusU, 5 Jan. 2017, Chakraborty, M., & Basu, A. (2017). Parenting Styles in Indian Cinema: A Content Analysis of Hindi Films. Indian Journal of Health and Wellbeing, 8(10), 977-981.

- Singh, N., & Goel, N. (2017). The Portrayal of Parenting Styles in Hindi Cinema. International Journal of Humanities and Social Science Research, 7(1), 35-40.

- Chawla, S. (2019). An Analysis of Parenting Styles in Hindi Cinema.

- International Journal of Humanities, Arts and Social Sciences, 5(5), 120-126.

- Gajula, M. N., & Vardhan, D. V. (2017). Influence of Parenting Styles on Children: A Study of Hindi Cinema. Journal of Education and Practice, 8(6), 160-167.

- Maheshwari, K. (2017). Parenting Styles in Indian Cinema: A Study of Hindi Films. International Journal of English Language, Literature and Humanities, 5(11), 43-47.

- Sharma, S. K., & Singh, S. K. (2018). Parenting Styles in Indian Cinema: A Study of Hindi Films. Journal of Education and Practice, 9(20), 42-49.

- Gupta, R., & Jhamb, R. (2019). Portrayal of Parenting Styles in Hindi Cinema and Its Impact on Children. International Journal of Research in Social Sciences, 9(4), 324-333

- Verma, S. K., & Garg, S. (2018). A Study of Parenting Styles in Hindi Cinema and Its Impact on Children. International Journal of Scientific Research and Management, 6(7), 676-682.

- Sharma, N., & Rathi, N. (2018). Portrayal of Parenting Styles in Hindi Cinema and Its Impact on Children: An Empirical Study. International Journal of Current Research and Review, 10(7), 21-25.

- Kumar, A. (2019). Parenting Styles in Hindi Cinema: An Analysis of Their Impact on Children. International Journal of Scientific Research and Review, 8(2), 198-203.

THE ROLE OF PARENTS AND FAST FASHION IN THE PURCHASING DECISIONS OF TEENAGERS

Geeta Sharma and Bela Vira

ABSTRACT

This research examines the influence of parents on teenagers' purchasing decisions regarding fast fashion, which is characterized by cheap, disposable clothing. It explores the ecological, social, and economic implications of fast fashion and how parents' attitudes affect their children's choices. Surveys among teenagers will assess their purchasing patterns and the factors influencing their decisions. The study aims to highlight the global impact of fast fashion and how parents can mitigate its negative effects by promoting sustainability and ethical concerns.

The findings will contribute to fashion and social psychology fields, guiding policymakers, educators, and fashion companies toward more sustainable practices. Ultimately, the research aims to understand the impact of fast fashion on adolescents and the role parents play in shaping purchasing habits while considering environmental and social consequences.

Keywords: Parents, teenagers, purchasing decisions, fast fashion roles, decision-making, effectiveness

INTRODUCTION

This research focuses on exploring the role of parents and fast fashion in shaping the purchasing decisions of teenagers, particularly in the context of India. Fashion has become a significant aspect of adolescents' lives, with strong preferences for clothing styles. However, parental influence remains a crucial factor in their purchasing choices. Additionally, the rise of fast fashion, characterized by its quick and inexpensive production in response to the latest trends, has garnered immense popularity among the younger generation.

The primary objective of this study is to examine how Indian parents influence the purchasing decisions of their teenage children and the impact of fast fashion on those decisions. It seeks to investigate the influence of parental values, attitudes, and beliefs on adolescent consumer behavior. Furthermore, the research aims to understand how the accessibility of trendy clothing through fast fashion has influenced adolescents' purchasing decisions. The study will also explore the significant role of social media in shaping these decisions, considering that adolescents heavily rely on social media for information and inspiration.

Peer pressure will also be analyzed to determine how it affects adolescents' choices, potentially leading them to make unnecessary purchases. Additionally, the research aims to assess the purchasing power of adolescents and whether they prioritize sustainable brands in their shopping habits.

By providing valuable insights into the dynamics of adolescent consumer behavior in relation to parental influence and fast fashion, this research intends to offer actionable recommendations for parents, marketers, and policymakers. The findings will contribute to a comprehensive understanding of the factors driving teenager's purchasing decisions and aid in the development of strategies to promote more sustainable and responsible consumer behavior among adolescents.

LITRATURE REVIEW
Introduction to the Concept of Parental Influence on Teenage Purchasing Decision:

The influence of parents on their teenage children's purchasing decisions has been widely acknowledged in the field of consumer behavior. Parents play a crucial role in guiding adolescents' consumer choices, including those related to fashion and fast fashion. The process of parental influence involves the transmission of values, attitudes, and beliefs from parents to their children, which significantly impact their purchasing behaviors (John et al., 2017). This literature review examines the key theories and models used to analyze parental influence on teenage purchasing decisions, the factors that make parents an important influence on their children's purchasing behaviors, and the role of fast fashion in shaping these decisions.

Several theories and models have been employed to study parental influence on teenagers' purchasing decisions. One prominent model is the Triadic Influence Model, which posits that parental influence is mediated through three channels: parent-to-child, peer-to-child, and media-to-child (Hoffman et al., 2018). The Social Learning Theory also plays a significant role, emphasizing how adolescents observe and imitate their parents' behaviors, including consumer choices (Bandura, 1977).

Fast fashion is a retail strategy characterized by rapid production, quick response to fashion trends, and low-cost clothing items. It aims to offer trendy apparel at affordable prices, appealing to the desires of teenage consumers for constantly changing styles (Tokatli, 2020). The fast fashion industry is marked by shortened fashion cycles, large product volumes, and frequent turnover of inventory to meet consumer demands (Fernie & Sparks, 2018). The growth of the fast fashion industry can be attributed to various factors, including advancements in technology, globalization, and changing consumer preferences. In India and across the globe, the proliferation of fast fashion retailers has been facilitated by cost-effective production methods, efficient supply chains, and aggressive marketing strategies (Amed et al., 2016).

Fast fashion has become an integral part of teenagers' purchasing decisions, driven by its affordability and alignment with current trends. Studies have revealed that teenagers perceive fast fashion brands as accessible, trendy, and budget-friendly (Cervellon et al., 2020). The fast fashion industry capitalizes on social media platforms and celebrity endorsements to target and engage teenage consumers (Dobele et al., 2019). Fast fashion's prevalence and accessibility have altered teenagers' shopping behaviors, fostering a culture of frequent purchases to keep up with evolving trends. The allure of cheap and fashionable clothing encourages impulsive buying behaviors among adolescents (Lee et al., 2018). Fast fashion's influence on teenage shopping behavior is further amplified by the "fear of missing out" culture and the desire to be socially accepted (Ng et al., 2019).

Fast fashion's dominance has led to an increase in overall consumption among teenagers, as they are more likely to engage in impulse purchases and discard clothing after limited use (Schmitt et al., 2021). This trend has implications for environmental sustainability and raises concerns about the long-term effects of fashion waste (Roser & Van Bommel, 2016).

In India, parental influence on teenage purchasing decisions is influenced by cultural and socio-economic factors. The collectivist nature of Indian society places emphasis on family values and parental guidance (Banerjee et al., 2020). Socio-economic status also plays a role, with variations in purchasing power affecting parental influence on teenagers' fashion choices (Gupta & Verma, 2020). Research has identified differences in parental involvement in teenagers' purchasing decisions across countries. Cultural variations in parenting styles and societal norms shape the extent to which parents influence their children's consumer choices (Mohamed & Soliman, 2022). Comparisons between India and other countries can provide insights into the nuanced dynamics of parental influence on teenage purchasing decisions. Parental involvement in fashion and consumer goods choices extends beyond immediate purchasing decisions. Parents have the opportunity to shape their children's attitudes and behaviors towards

sustainability, ethical considerations, and responsible consumption (Matthes et al., 2019). Their influence can contribute to the development of long-term values and responsible consumer habits. Several factors impact the extent of parental influence on teenagers' purchasing decisions. These include parent-child communication, parenting styles, parent-adolescent relationship quality, and the level of parental knowledge about fashion and consumer trends (Sarwar et al., 2021). Understanding these factors can help identify strategies to enhance parental influence and promote sustainable fashion consumption among teenagers.

Both parents and marketers can play a vital role in shaping teenagers' purchasing decisions. Effective communication strategies, such as open dialogue and providing rationale for choices, can enhance parental influence (Kacen et al., 2020). Marketers can employ strategies such as brand authenticity, social responsibility, and sustainable practices to influence teenagers' preferences and guide their fashion choices (Limbu et al., 2021).

Fast fashion retailers employ various marketing tactics to attract and engage teenage consumers. These tactics include social media campaigns, influencer marketing, personalized recommendations, and exclusive collaborations (Choi & Shyam, 2019). The aim is to create a sense of urgency, exclusivity, and desirability among teenagers, driving their purchasing decisions.

Considering the environmental and social impacts of fast fashion, ethical and sustainable marketing approaches are gaining prominence. Concepts such as conscious consumerism, sustainable fashion, and circular economy are being explored to promote responsible fashion consumption among teenagers (Goworek et al., 2022). Emphasizing the value of quality over quantity and educating teenagers about the ethical implications of their choices can contribute to more sustainable purchasing decisions.

RESEACH METHEDOLOGY
The research adopts a descriptive research design, utilizing questionnaires to collect data from teenagers aged 13 to 19 years old in Mumbai, India. Convenience sampling was used to select participants, with announcements posted on social media platforms to recruit respondents. A total of 102 teenagers from Mumbai filled out the survey. The data was collected through an online questionnaire created using Google Forms, ensuring informed consent and participant anonymity. The questionnaire consisted of two sections: one focusing on fast fashion and the other on parental influence. Data analysis involved descriptive statistics using software such as SPSS, and the results were presented using graphs, charts, and tables. The research adhered to ethical guidelines, prioritizing informed consent, anonymity, confidentiality, and participant privacy.

FINDINGS AND OBSERVATIONS
The fashion industry has witnessed significant growth and transformation in recent years, with fast fashion becoming increasingly popular among teenagers. Fast fashion offers trendy and affordable clothing options that cater to the ever-changing fashion preferences of young individuals. However, the influence of parents on teenagers' purchasing decisions, particularly in the context of fast fashion, has been a topic of interest and discussion. This research study aims to explore the role of parents in the purchasing decisions of teenagers. The study specifically focuses on teenagers aged 13 to 19 years, residing in Mumbai, one of the vibrant and fashion-conscious cities in India. By understanding the influence of parents and their involvement in teenagers' fast fashion choices, we can gain insights into the dynamics of parent-teenager interactions and the factors that shape teenagers' purchasing behaviours. The survey was conducted with a sample of 102 participants, consisting of both male and female teenagers within the specified age range. Mumbai, known for its diverse population and fashion forward culture, provides a rich context for examining the role of parents in fast fashion purchasing

decisions. The participants were chosen from various schools, colleges, and communities in Mumbai to ensure representation from diverse backgrounds and perspectives. Through a structured questionnaire, participants were asked to share their opinions, experiences, and perceptions related to their parents' influence on their fast fashion purchasing decisions. The survey covered various aspects, including the extent of parental influence, communication patterns between parents and teenagers, conflicts arising from purchasing decisions, and awareness of sustainable and ethical clothing brands. By collecting data on these dimensions, we aimed to gain a comprehensive understanding of the role parents play in shaping teenagers' choices in the fast fashion realm. The findings from this study will contribute to existing literature on the influence of parents on teenagers' purchasing decisions, with a specific focus on the context of fast fashion. It will provide valuable insights for parents, policymakers, and marketers in understanding the dynamics between parents, teenagers, and the fast fashion industry. Additionally, the study may help identify areas where interventions and educational initiatives can be implemented to promote sustainable and responsible consumption among teenager

RESEARCH FINDINGS;

1. Clothes Shopping Frequency: The majority of respondents (58.8%) shopped for clothes every few months, while 26.5% shopped every month. A smaller percentage (13.7%) rarely bought clothes, and only 1% shopped weekly.

2. Factors Influencing Clothing Purchase Decisions: Comfort was the most influential factor (57.8%), followed by price (37.3%) and trendiness (23.5%). Brand had a smaller influence (20.6%), and 32.4% considered multiple factors.

3. Importance of Fashion Trends: Participants had diverse perspectives on the importance of keeping up with fashion trends, with 12.7% rating it as extremely important and 9.8% as not important at all.

4. Awareness of Fast Fashion: Approximately half of the participants (47.1%) were familiar with the term "fast fashion," while 38.2% had not heard of it.

5. Perceptions of Fast Fashion: Participants associated fast fashion with rapidly changing fashion trends (53.5%) and cheap, mass-produced clothing (38.6%).

6. Influence of Fast Fashion: While 38.2% believed fast fashion had a moderate influence on their purchase decisions, 27.5% perceived it as highly influential.

7. Social Media and Purchase Decisions: The majority (53.9%) sometimes used social media for purchase decisions, with Instagram being the most influential platform and 71.1% of participants agreed that social media advertising influenced their decision-making process.

8. Influence of Social Media Influencers: Approximately 62.7% agreed that social media influencers had some level of influence on their purchase decisions.

9. Influence of Friends: Around 68.6% sometimes, rarely, or never purchased items suggested by friends.

10. Peer Pressure: Approximately 33.3% sometimes, often, or always felt pressured to make a purchase because their friends owned the same item.

11. Purchase Based on Popularity/Trends: 16.7% often or always made purchases based on popularity or trends.

12. Influence of Celebrities/Influencers: Approximately 53% acknowledged some level of influence, while 47% indicated limited or no influence.

13. Importance of Fitting in with Peers: 54.9% acknowledged some level of importance, while 45.1% considered it not important or not at all important.

14. Trendiness vs. Quality: 43.2% expressed some level of agreement, but 56.8% disagreed or strongly disagreed, suggesting varying perspectives.

15. Monthly Expenditure on Clothing: Diverse spending patterns were observed, with some participants having limited budgets and others with higher budgets. Participants received varying allowances from parents, which could influence their fast fashion consumption.

16. Parental Influence on Allowance Spending: A significant portion (77.4%) of teenagers feel their parents' influence on their allowance spending decisions, while a smaller percentage (22.6%) feels less influenced or perceives no influence.

17. Parental Presence During Shopping: A significant percentage (77.5%) of teenagers have their parents accompany them during shopping trips, while a smaller portion (22.5%) experiences less frequent parental presence or shops independently.

18. Parental Influence on Purchasing Decisions: Parents exert varying degrees of influence on teenagers' purchasing decisions. Some provide a budget (29.4%), decide which stores to visit (11.8%), or help pick out clothes (49%). Only a small percentage (2%) experience comprehensive influence in terms of budgeting, store selection, and clothing assistance.

19. Teenagers' Decision-Making: The majority of teenagers (63.7%) take the lead in making the final decision when purchasing a product, relying on their own judgment and preferences. However, a sizable portion (28.4%) involve their parents in the decision-making process, while a smaller proportion (5.9%) consider the opinions of friends.

20. Discussions with Parents: A significant portion (83.3%) of teenagers actively engage in discussions with their parents regarding their purchasing decisions, while a smaller proportion (16.7%) has infrequent or no discussions.

21. Parental Attention to Price: Parents' attention to the price of the product before purchasing varies among teenagers. A majority (56.9%) of parents pay a lot of attention to the price, while a sizable proportion (32.4%) give moderate or minimal attention, and a smaller proportion (10.8%) do not consider the price at all.

22. Parental Encouragement to Save: The majority of teenagers' parents (75.5%) frequently or always encourage them to save up their money rather than spend it all.

23. Parental Discussions on Budgeting: A significant proportion of parents (70.6%) frequently or always discuss the importance of budgeting with their teenagers.

24. Parental Purchasing Habits and Values: The majority of teenagers (65.7%) perceive their parents' purchasing habits to be in line with their values and attitudes, although some express uncertainty (18.6%) or perceive a mismatch (15.7%).

25. Parenting Styles: The majority of teenagers (58.8%) perceive their parents' parenting style as authoritative, with a balance of setting rules and being open to discussion. Other styles include permissive (31.4%), authoritarian (6.9%), and neglectful (2.9%).

26. Parent-Teenager Communication: The majority of teenagers (94.2%) perceive their parents' communication as very well, indicating effective communication, although a small proportion (5.8%) feel that communication could be improved or face significant challenges.

27. Conflicts with Parents: Conflicts over decisions between teenagers and their parents are relatively common (52% of participants), but some participants (20.6%) have not experienced conflicts, and others (27.5%) are unsure.

28. Conflicts Stemming from Social Choices: A significant portion of teenagers (44.1%) have faced conflicts with parents over social choices, including parenting rules, academic choices, and individual differences.

29. Awareness of Sustainable and Ethical Brands: A majority of participants (67.6%) are aware of sustainable and ethical clothing brands, although a notable proportion (32.4%) are not familiar with such brands.

30. Importance of Sustainable and Ethical Clothing: The majority of participants (64.7%) agree or strongly agree that buying sustainable and ethical clothing is important, while some hold neutral views (30.4%) or have opposing views (4.9%).

How often do you buy clothes?
102 responses
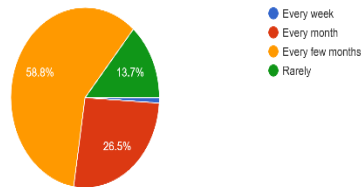
Every week
Every month
Every few months
Rarely

How much do you agree with the statement 'fast fashion allows me to keep up with the latest trends without exceeding my budget.'
102 responses
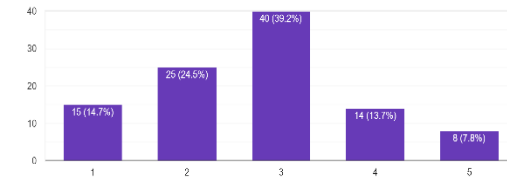
Do you look at social media before making a purchase decisions?
102 responses

Always
Sometimes
Rarely
Never
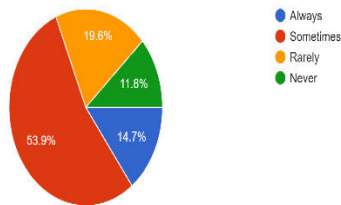
How important is it for you to keep up with the latest fashion trends?
102 responses
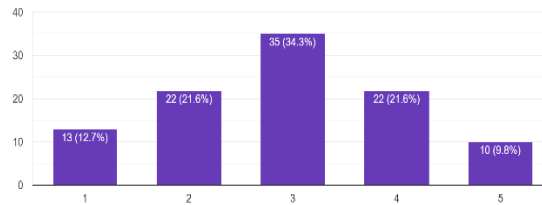
How often do you buy something just because it is popular or trendy?
102 responses

Always
Often
Sometimes
Rarely
Never
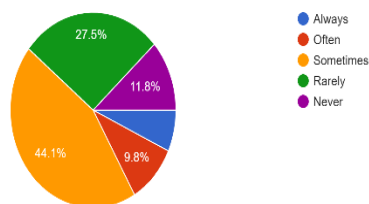
How much attention do your parents give to the price of the product before purchasing?
102 responses
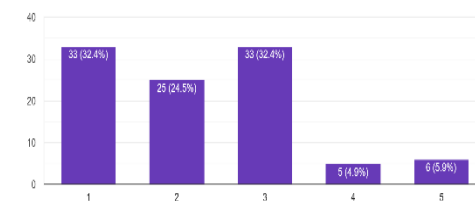
How often do your parents discuss the importance of budgeting with you?
102 responses
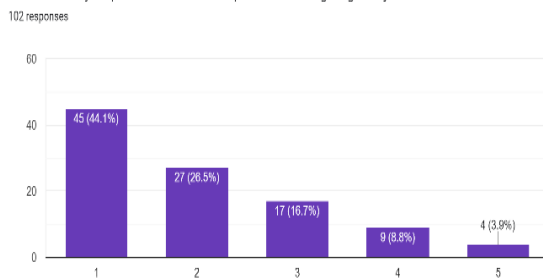
How much do your parents influence your buying decisions regarding fast fashion items?
102 responses
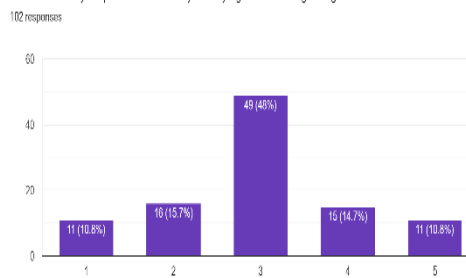
My parents influence my decision on where and how I spend my allowance
102 responses
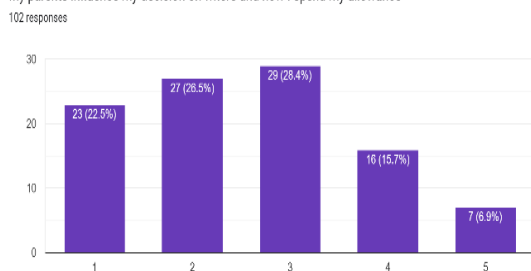
How would you describe your parent's parenting style?
107 responses
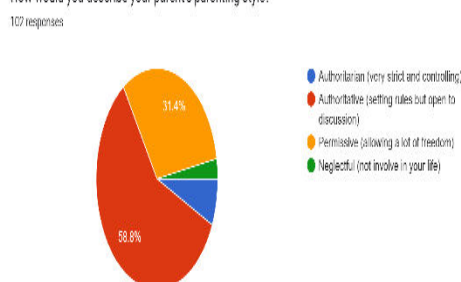
DATA ANALYSIS

H1. Parents have a significant influence on the purchasing decisions of teenagers regarding fast fashion

Influence of Parents on Fast Fashion Purchasing Decisions: The survey data indicates that parents have a moderate level of influence on teenagers' purchasing decisions regarding fast fashion items. The mean value for the influence of parents was 2.99, suggesting a moderate level of influence. A significant number of participants (48%) rated their parents' influence as 3 (moderate influence). Association between Perceived Influence of Fast Fashion and Parental Influence: The chi-square test revealed a statistically significant association between teenagers' perception of how much fast fashion influences their purchase decisions and how much their parents influence their buying decisions regarding fast fashion items. This suggests a relationship between these two variables.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
How much do you think fast fashion influences your purchase decision? * How much do your parents influence your buying decisions regarding fast fashion items?	102	100.0%	0	0.0%	102	100.0%

How much do you think fast fashion influences your purchase decision? * How much do your parents influence your buying decisions regarding fast fashion items? Crosstabulation

Count

		How much do your parents influence your buying decisions regarding fast fashion items?					Total
		1	2	3	4	5	
How much do you think fast fashion influences your purchase decision?	1	4	1	6	0	0	11
	2	3	7	11	6	1	28
	3	3	5	24	4	3	39
	4	0	2	2	4	3	11
	5	1	1	6	1	4	13
Total		11	16	49	15	11	102

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	32.443[a]	16	.009
Likelihood Ratio	31.481	16	.012
Linear-by-Linear Association	11.700	1	<.001
N of Valid Cases	102		

a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is 1.19.

Symmetric Measures

		Value	Asymptotic Standard Error [a]	Approximate T[b]	Approximate Significance
Interval by Interval	Pearson's R	.340	.094	3.620	<.001[c]
Ordinal by Ordinal	Spearman Correlation	.318	.094	3.355	.001[c]
N of Valid Cases		102			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

H 2 There is no association between the frequency of buying clothes and the importance of keeping up with fashion trends

Relationship between Frequency of Buying Clothes and Importance of Fashion Trends: The regression analysis showed a significant positive relationship between the frequency of buying clothes and the importance of keeping up with fashion trends. As the frequency of buying clothes increases, the importance of fashion trends also tends to increase.

Statistics

		How often do you buy clothes?	How important is it for you to keep up with the latest fashion trends?
N	Valid	102	102
	Missing	0	0
Mode		2	3
Range		3	4
Minimum		1	1
Maximum		4	5

Symmetric Measures

		Value	Asymptotic Standard Error [a]	Approximate T^b	Approximate Significance
Interval by Interval	Pearson's R	.340	.094	3.620	<.001 [c]
Ordinal by Ordinal	Spearman Correlation	.318	.094	3.355	.001 [c]
N of Valid Cases		102			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

H3. Teenagers who shop with their parents are more likely to have their purchasing decisions influenced by their parents' preferences or budgetary constraints

Influence of Parents on Budgetary Constraints: The chi-square test indicated no statistically significant association between teenagers' agreement with the statement that fast fashion allows them to keep up with trends without exceeding their budget and the frequency of parental discussions about budgeting. This suggests that the frequency of shopping with parents does not strongly influence teenagers' purchasing decisions based on budgetary constraints.

Descriptive Statistics

|	N	Minimum	Maximum	Mean	Std. Deviation
How much do you agree with the statement "fast fashion allows me to keep up with the latest trends without exceeding my budget."	102	1	5	2.75	1.112
How often do your parents discuss the importance of budgeting with you?	102	1	5	2.02	1.152
Valid N (listwise)	102				

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
How much do you think fast fashion influences your purchase decision? * How much do your parents influence your buying decisions regarding fast fashion items?	102	100.0%	0	0.0%	102	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	32.443[a]	16	.009
Likelihood Ratio	31.481	16	.012
Linear-by-Linear Association	11.700	1	<.001
N of Valid Cases	102		

a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is 1.19.

Overall, the data analysis suggests that parents play a moderate role in influencing teenagers' fast fashion purchasing decisions. The analysis also indicates a relationship between teenagers' perception of fast fashion's influence and parental influence, as well as a positive relationship between the frequency of buying clothes and the importance of fashion trends. However, there is no strong association between shopping with parents and the influence of parents' preferences or budgetary constraints on purchasing decisions.

CONCLUSION

1. Parents significantly influence teenagers' fast fashion purchasing decisions, with a moderate level of parental influence reported.

2. There is a significant association between teenagers' perceptions of fast fashion's influence and parental influence.

3. Communication between parents and teenagers varies, highlighting the importance of discussing purchasing decisions.

4. Teenagers show recognition of the importance of sustainable and ethical clothing.

5. Most participants have authoritative parenting styles, allowing guidance while considering the teenager's input.

6. Overall, communication between parents and teenagers is perceived as satisfactory.

7. Conflicts over purchasing decisions are common, stemming from differing opinions and preferences.

8. Awareness of sustainable and ethical clothing brands varies, emphasizing the need for further education.

In conclusion, parents play a significant role in teenagers' purchasing decisions regarding fast fashion. Effective communication, parental guidance, and aligning values are important. Promoting awareness of sustainable and ethical fashion practices is crucial for responsible consumer behavior among teenagers.

LIMITATIONS

1. Limited sample size and representativeness may restrict generalizability.

2. Self-report bias and social desirability bias could impact the accuracy of participants' responses.

3. The study's focus on parents and fast fashion neglects other potential influencing factors.

4. Lack of longitudinal analysis limits understanding of changes over time.

5. Response bias and non-response bias may introduce sample bias.

6. Cultural and regional variations may affect the generalizability of findings.

7. Absence of a control group hinders isolating the specific influence of parents.

8. Recall bias may affect participants' recollection of experiences and interactions.

REFERENCES

- Bandura, A. (1977). Social Learning Theory. Englewood Cliffs, NJ: Prentice-Hall.

- Banerjee, S., Chatterjee, S., & Banerjee, S. (2020). Influence of collectivism on parental purchase decision-making for children in India: A grounded theory approach. Journal of Marketing Theory and Practice, 28(1), 31-50.

- Cervellon, M.-C., Carey, L., Harms, T., & Benmoyal-Bouzaglo, S. (2020). Generational differences in consumers' perceptions of fast fashion. Journal of Business Research, 106, 109-119.

- Choi, Y., & Shyam, R. (2019). Influence of social media and fashion involvement on fast fashion purchase: A study of Generation Y. Journal of Retailing and Consumer Services, 49, 86-97.

- Dobele, A., Goldsmith, R., & Lwin, M. (2019). The impact of social media on consumer acculturation: A generational perspective. Journal of Business Research, 100, 445-453.

- Fernie, J., & Sparks, L. (2018). Logistics and Retail Management: Emerging Issues and New Challenges in the Retail Supply Chain. Kogan Page Publishers.

- Goworek, H., Fischer, T., Lambkin, M., & Land, C. (2022). Ethical and sustainable marketing in fashion. Routledge.

- Gupta, P., & Verma, V. (2020). Exploring parental influence on adolescent purchase behavior: A moderated mediation model. Journal of Retailing and Consumer Services, 52, 101938.

- Hoffman, D. L., Novak, T. P., & Peralta, M. (2018). Building consumer-brand relationships in social media: The role of triadic brand behaviors. Journal of Marketing, 82(5), 1-19.

- John, D. R., Loken, B., Kim, K., & Monga, A. B. (2017). Brand concepts and meaning: Conceptualizing consumer-based brand equity in India. Journal of Business Research, 74, 175-185.

- Kacen, J. J., Madrigal, R., & Venkataramani, V. (2020). Parenting styles and adolescent consumer decision-making. Journal of Business Research, 108, 47-57.

- Lee, K.-H., Ko, E., Taylor, C. R., & Boyer, S. (2018). Understanding fast fashion shopping value: The roles of fashion involvement, price consciousness, and impulse buying tendency. International Journal of Retail & Distribution Management, 46(3), 310-322.

- Limbu, Y. B., Cui, C.-C., Park, J., & Kim, S.-H. (2021). The influence of fast fashion brand marketing communications on consumers' fashion consciousness and purchase intention. Journal of Fashion Marketing and Management, 25(4), 533-548.

- Matthes, J., Tiggemann, M., & Penn, M. (2019). Parental influence on children's body image development: A systematic review of longitudinal studies. Personality and Social Psychology Review, 23(4), 387-416.

- Mohamed, S., & Soliman, S. (2022). Parental influence on teenagers' fashion involvement and purchase intention: A cross-country study. Journal of Retailing and Consumer Services, 66, 102830.

- Ng, S., Cheng, H., & Yeung, A. (2017). The role of parental mediation in teenagers' subjective well-being in the social media era. Journal of Children and Media, 11(2), 138-156.

- Sarwar, A., Khuwaja, T., Hafeez, S., & Saif, I. (2021). Impact of family communication patterns on brand love and brand loyalty: Moderating role of gender among young consumers. Journal of Retailing and Consumer Services, 63, 102707.

A STUDY ON INDIAN PARENTS AND THEIR EXPERIENCE WITH EMPTY NEST SYNDROME WITH REFERENCE TO MUMBAI SUBURBS

Prof Abhijeet Mohite and Ms. Simran Hitesh Sampat

ABSTRACT

The purpose of the study is to examine Indian parents' emotions and behaviours after their children leave the house. Children may leave home for a variety of reasons, including to pursue their education, live with a partner, or live independently as adults. While some parents are content and glad to watch their children mature and gain independence, others are worried and scared of the void that their children's departure will leave. The psychological components of how parents feel when their child leaves home will be the main focus of the study. Open interviews were used as the research methodology for this study. The study is pertinent to India, where children leaving home for further education or employment is still a relatively new concept and the family structure still holds power. Parents in traditional Indian families frequently have strong emotional bonds with their kids, making the concept of separation difficult for them. Understanding the intricacies of parent-child relationships in Indian families and how it impacts parents' psychological well-being can be aided by the study. It may also draw attention to the difficulties and possibilities faced by parents as they learn to live without their kids. Open-ended interview data can yield insightful information about the emotional and behavioural tendencies of Indian parents and aid in the creation of useful interventions to support parents during this crucial stage. Overall, the research can contribute to a deeper comprehension of the emotional intricacies of parent-child interactions and offer insightful information to mental health practitioners, educators, and politicians. Understanding the psychological requirements of parents can aid in the creation of efficient policies and programmes that can help parents in adjusting to their children leaving the house.

Keywords- Moving out, Indian parents, Empty-nest syndrome (ENS)

INTRODUCTION

The term "empty nest syndrome" (ENS) refers to the phenomena that occurs when parents feel a sense of loss and sadness when their children leave the house to pursue their own life (Kukreja, 2021). Parenting certainly has its ups and downs. Having children is filled with important life events, from hearing their first words to waving farewell on their first day as a senior in high school. Many parents experience empty nest syndrome, a form of sorrow, when their children leave the house. Parents' sadness and loneliness are a frequent occurrence, despite the fact that it is not a clinical diagnosis.

Empty nest syndrome can occur when the last child leaves home, but it can also occur when a child leaves home for college or other reasons. India is a nation characterized by cultural diversity and plurality at many levels. Heterogeneity is a salient feature of social reality. In India, the family is a key social institution that exerts a definitive influence on the lives of all its members. The family is central to all levels of social interaction, and individuals are identified by the family they belong to, by their fathers and their forefathers. With a large majority of families having a joint structure, the identities of members also take on collective hues.

The concept of "privacy" is yet another significant distinctive factor that separates the Indian parents from their western counterparts. The contribution of Indian parents in their adult children's life can appear to be similar to an interfering neighbour. For instance, Indian parents would not permit their children to lock their room doors. In a similar vein, there is no topic that is considered to be a "private matter." After all, in a setting where every distant relative to a neighbour is so involved in every aspect of their personal life, it should come as no surprise that

parents presume that they can have a say in every matter of the adult child's life. In stark contrast, in the West, children move out of their homes as soon as they turn 18 and go off to college. For them, if you are still living with your parents when you are in your 20s, it means you have literally hit rock bottom.

LITERATURE REVIEW

In India, the occurrence of children leaving the family home is on the rise, and this transition can be difficult for parents. The psychological suffering parents go through when their children leave the nest is referred to as "empty nest syndrome" (ENS) (Kukreja, 2021). Choudhary and Srivastava (2021) examined the connection between ENS and marital happiness among Indian parents in another study. They discovered that ENS was adversely connected with marital satisfaction, demonstrating how the stress of children moving out of the house can affect a couple's relationship. This study emphasizes the need to provide couples therapy and parenting assistance throughout this shift. Gupta and Singh's (2020) discovered that ENS was linked to higher levels of stress, despair, and anxiety. Additionally, they discovered that parents who had robust social support networks were better able to handle the stress associated with their children moving out. This study highlights the importance of social support networks in helping parents cope with the emotional distress of ENS.

Indian parents' coping mechanisms for ENS were examined in qualitative research by Mohan and Bhatia (2021). The researchers discovered that parents employed a variety of techniques, such as taking up hobbies, spending time with friends and family, and getting expert assistance. This study emphasizes the need for creating reliable support networks and coping mechanisms to assist parents in managing the emotional anguish of ENS. Roland (1989) proposed that the deeply group-oriented nature of Indians can be aptly described as having special leanings towards their families labelled as the "familial self." It is not surprising that most research on Indian families has described the unit to have a collective, interdependent orientation. Children in India grow up in a network of multiple interactions with members from within and outside the family. Despite the pivotal role played by mothers in the lives of their children, the raising of children has often been a shared experience with family, friends and others in the neighbourhood. Parents who may have devoted years of their lives to raise their children frequently experience sadness and loss at this point of life. In addition to having negative effects including depression and anxiety, the sense of loss may also emerge as grief, loneliness, and a lack of purpose (Gupta & Singh, 2020). Parents may believe that their sense of identity and purpose is connected to their function as parents, which can have a substantial psychological influence. Parents may experience despair and anxiety once their children leave the house because they feel empty and unfulfilled (Kukreja, 2021). ENS intensity varies from person to person based on personal coping strategies and social support systems. As the parenting era of life ends and a new part of life without children begins, the sense of loss might be even worse if the kid who is leaving home is the last child (Dubey & Srivastava, 2019). Due to their greater involvement in their children's daily activities, mothers are more likely than dads to experience the effects of ENS (Dubey & Srivastava, 2019). The strength of the parent-child bond also affects the severity of ENS, with parents who have a stronger bond with their kids feeling more profound grief when they leave the house (Kukreja, 2021).

Parental mental health may be significantly impacted by ENS. According to studies, parents who experience ENS are more likely to experience stress, anxiety, and depression (Gupta & Singh, 2020). Other difficulties that parents frequently suffer in the post-parenting stage of life, including financial hardship, health issues, and social isolation, might worsen these undesirable effects (Kukreja, 2021). A feeling of purpose and fulfilment may be found in the things that parents like, such as hobbies, travel, or volunteer work (Kukreja, 2021). Self-care can help lower stress levels and encourage happy feelings, which improves overall well-being (Gupta &

Singh, 2020). The sensation of loneliness and loss brought on by ENS can also be managed by joining support groups, engaging in internet forums, or attending therapy sessions (Kukreja, 2021). The strength of the parent-child bond also affects the severity of ENS, with parents who have a stronger bond with their kids feeling more profound grief when they leave the house (Kukreja, 2021). In addition to having negative effects including depression and anxiety, the sense of loss may also emerge as grief, loneliness, and a lack of purpose (Gupta & Singh, 2020).

Research Methodology: Empty nest syndrome is a psychological condition that is commonly observed in parents when their children move out of the family home. The phenomenon is often associated with a range of emotions, including sadness, loneliness, and anxiety. This study aims to investigate the empty nest syndrome in the context of Indian parents and understand the psychological impact of their children moving out of the house for study or other reasons.

The objectives of the study are mentioned below

1. To explore the emotional experiences of Indian parents when their children move out of the family home.

2. To identify the factors that contribute to the empty nest syndrome in Indian parents.

3. To investigate the coping mechanisms adopted by Indian parents to deal with the empty nest syndrome.

4. To analyse the different emotional experiences of Indian mothers and fathers when their children move out of the family home.

5. To understand the impact of cultural values and beliefs on the empty nest syndrome in Indian parents.

6. To examine the amount of social support in mitigating the negative effects of the empty nest syndrome on Indian parents.

Scope: The topic describes a research study that aimed to understand how parents react when their children leave home for various reasons, such as pursuing further studies. The study took into account several factors, including the gender and age of the parents, as well as the specific reason for the child's departure. The "empty nest syndrome" was the primary focus of the research, which refers to the feelings of loss and sadness experienced by parents when their children leave home. The study measured the extent to which parents experience these feelings and aimed to gain a deeper understanding of how parents cope with the transition. Overall, this research study provides insights into the emotional impact that a child leaving home can have on parents and sheds light on how parents navigate the challenges associated with the empty nest syndrome.

Sample size: A total of around 100 respondents were included in the survey. The respondents were provided with a predetermined set of questions and were not obligated to respond; their participation was voluntary.

Data analysis and interpretation:

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	45	45.0	45.0	45.0
	Male	55	55.0	55.0	100.0
	Total	100	100.0	100.0	

Is it a common phenomenon for the kids to move out, in your family?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	57	57.0	57.0	57.0
	Yes	43	43.0	43.0	100.0
	Total	100	100.0	100.0	

Empty nest syndrome is a feeling of sadness or loss experienced by parents when their children leave home to live independently or pursue higher education or other opportunities. Have you heard about this syndrome?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	63	63.0	63.0	63.0
	Yes	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

Is it Normal to relive the memories by often visiting your children's room and looking back at old pictures/videos?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	14	14.0	14.0	14.0
	Yes	86	86.0	86.0	100.0
	Total	100	100.0	100.0	

Is it possible to experience empty nest syndrome as a parent even though there are other members present in the house?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	18	18.0	18.0	18.0
	Yes	82	82.0	82.0	100.0
	Total	100	100.0	100.0	

It feels okay to let the child go since the times have changed and it is common for children to not live with their parents and rather stay independent.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.0	2.0	2.0
	Disagree	6	6.0	6.0	8.0
	Neutral	36	36.0	36.0	44.0
	Agree	40	40.0	40.0	84.0
	Strongly Agree	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

Indian parents are emotional as compared to parents in the west

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.0	1.0	1.0
	Disagree	1	1.0	1.0	2.0
	Neutral	14	14.0	14.0	16.0
	Agree	46	46.0	46.0	62.0
	Strongly Agree	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

It is easier to accept the concepts like kids moving out, for the foreign parents as compared to the parents in India.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.0	1.0	1.0
	Disagree	3	3.0	3.0	4.0
	Neutral	27	27.0	27.0	31.0
	Agree	38	38.0	38.0	69.0
	Strongly Agree	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

It is common for the parents to be acceptable and strong rather than being lonely and sad.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.0	2.0	2.0
	Disagree	7	7.0	7.0	9.0
	Neutral	39	39.0	39.0	48.0
	Agree	37	37.0	37.0	85.0
	Strongly Agree	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

How do you rate yourself when it comes to emotions?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.0	1.0	1.0
	Disagree	17	17.0	17.0	18.0
	Neutral	47	47.0	47.0	65.0
	Agree	24	24.0	24.0	89.0
	Strongly Agree	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

I do not feel empty nest syndrome around my other kids, or family members.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.0	1.0	1.0
	Disagree	9	9.0	9.0	10.0
	Neutral	44	44.0	44.0	54.0
	Agree	39	39.0	39.0	93.0
	Strongly Agree	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

It is difficult to function in the absence of my kids in the house, it feels lonely and full of grief

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	6.0	6.0	6.0
	Disagree	24	24.0	24.0	30.0
	Neutral	54	54.0	54.0	84.0
	Agree	13	13.0	13.0	97.0
	Strongly Agree	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

As an Indian, it has been relatively new to let kids move out of the house and it would take me time to accept this normal.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	3.0	3.0	3.0
	Disagree	12	12.0	12.0	15.0
	Neutral	34	34.0	34.0	49.0
	Agree	42	42.0	42.0	91.0
	Strongly Agree	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

It's not just me, other parents also feel empty nest syndrome and it is something I have commonly come across.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	5.0	5.0	5.0
	Disagree	4	4.0	4.0	9.0
	Neutral	33	33.0	33.0	42.0
	Agree	43	43.0	43.0	85.0
	Strongly Agree	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

Are you constantly worried about your children's wellbeing and safety while they are away from home?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	10	10.0	10.0	10.0
	Sometimes	61	61.0	61.0	71.0
	Yes	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

Do you feel that the child should have stayed back and been with you and the family, instead of moving out?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	45	45.0	45.0	45.0
	Sometimes	44	44.0	44.0	89.0
	Yes	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

Do you think it's an adaptation to modern norms that kids want to move out of the house as soon as they hit puberty?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	23	23.0	23.0	23.0
	Maybe	51	51.0	51.0	74.0
	Yes	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

One-Sample Chi-Square Test Summary	
Total N	100
Test Statistic	79.400[a]
Degree Of Freedom	4
Asymptotic Sig.(2-sided test)	.000
a. There are 0 cells (0%) with expected values less than 5. The minimum expected value is 20.	

One-Sample Chi-Square Test Summary	
Total N	100
Test Statistic	85.300[a]
Degree Of Freedom	4
Asymptotic Sig.(2-sided test)	.000
a. There are 0 cells (0%) with expected values less than 5. The minimum expected value is 20.	

One-Sample Chi-Square Test Summary	
Total N	100
Test Statistic	57.700[a]
Degree Of Freedom	4
Asymptotic Sig.(2-sided test)	.000
a. There are 0 cells (0%) with expected values less than 5. The minimum expected value is 20.	

One-Sample Chi-Square Test Summary	
Total N	100
Test Statistic	60.200[a]
Degree Of Freedom	4
Asymptotic Sig.(2-sided test)	.000
a. There are 0 cells (0%) with expected values less than 5. The minimum expected value is 20.	

One-Sample Chi-Square Test Summary	
Total N	100
Test Statistic	39.860[a]
Degree Of Freedom	2
Asymptotic Sig.(2-sided test)	.000

a. There are 0 cells (0%) with expected values less than 5. The minimum expected value is 33.333.

One-Sample Chi-Square Test Summary	
Total N	100
Test Statistic	22.460[a]
Degree Of Freedom	2
Asymptotic Sig.(2-sided test)	.000

a. There are 0 cells (0%) with expected values less than 5. The minimum expected value is 33.333.

One-Sample Chi-Square Test Summary	
Total N	100
Test Statistic	14.180[a]
Degree Of Freedom	2
Asymptotic Sig.(2-sided test)	.001

a. There are 0 cells (0%) with expected values less than 5. The minimum expected value is 33.333.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The categories of It feels okay to let the child go since the times have changed and it is common for children to not live with their parents and rather stay independent. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
2	The categories of Indian parents are emotional as compared to parents in the west. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
3	The categories of It is easier to accept the concepts like kids moving out, for the foreign parents as compared to the parents in India. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
4	The categories of It is common for the parents to be acceptable and strong rather than being lonely and sad. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
5	The categories of How do you rate yourself when it comes to emotions? occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
6	The categories of I do not feel empty nest syndrome around my other kids, or family members. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.

7	The categories of It is difficult to function in the absence of my kids in the house, it feels lonely and full of grief occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
8	The categories of As an Indian, it has been relatively new to let kids move out of the house and it would take me time to accept this normal. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
9	The categories of It's not just me, other parents also feel empty nest syndrome and it is something I have commonly come across. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
10	The categories of Are you constantly worried about your children's wellbeing and safety while they are away from home? occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
11	The categories of Do you feel that the child should have stayed back and been with you and the family, instead of moving out? occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
12	The categories of Do you think it's an adaptation to modern norms that kids want to move out of the house as soon as they hit puberty? occur with equal probabilities.	One-Sample Chi-Square Test	.001	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

Table 1: Chi Square One sample test

After doing a one sample Chi Square test for the data provided, we see that the level of significance is 0.00 which is < 0.05. Hence, we have rejected the null hypothesis for the questions and accepted the alternative hypothesis.

We can hypothesize that

1. **H_0:** It feels okay to let the child go since the times have changed and it is common for children to not live with their parents and rather stay independent is rejected and alternate hypothesis are accepted.

2. **H_0:** Indian parents are emotional as compared to parents in the west is rejected and alternate hypothesis are accepted.

3. **H_0:** It is easier to accept the concepts like kids moving out, for the foreign parents as compared to the parents in India is rejected and alternate hypothesis are accepted.

4. **H_0:** It is common for the parents to be acceptable and strong rather than being lonely and sad is rejected and alternate hypothesis are accepted.

5. **H_0:** I do not feel empty nest syndrome around my other kids, or family members is rejected and alternate hypothesis are accepted.

6. **H_0:** It is difficult to function in the absence of my kids in the house, it feels lonely and full of grief is rejected and alternate hypothesis are accepted.

7. **H_0:** It's not just me, other parents also feel empty nest syndrome and it is something I have commonly come across is rejected and alternate hypothesis are accepted.

Limitations:

1. This study is limited to a small sample size, focusing on the urban city of Mumbai.

2. With reference to the sample, the selection was limited to random sampling method instead of stratified sampling which could have led to other alternate stratus of society.

3. The study has included respondents from the Indian culture who have answered by giving opinions on their western counterparts which could have been based on their own limited presumptions.

4. The parents had found alternate forms of comfort such as strong social support and opportunities to cultivate their hobbies etc., because of \which they were not emotionally upset as compared to their western counterparts.

Question 5, Question 10-12 have not been hypothesised in the study, however statistical tests have been included in data analysis and interpretation.

CONCLUSION

Based on the study conducted on Indian parents and their children moving out, specifically in the context of Mumbai, several conclusions can be drawn regarding its relation to empty nest syndrome:

- **Presence of Empty Nest Syndrome:** The study confirms the presence of empty nest syndrome among Indian parents in Mumbai when their children move out. Empty nest syndrome refers to the emotional distress experienced by parents when their children leave home for independent living. This phenomenon is found to be prevalent and impactful within the cultural and urban context of Mumbai.

- **Emotional Impact:** The findings indicate that Indian parents in Mumbai often experience a range of negative emotions such as loneliness, sadness, and a sense of purposelessness after their children move out. The absence of daily interactions and the close family bonds that are culturally important can contribute to heightened emotional distress.

- **Cultural Influence:** The cultural norms and values in India, especially in a bustling city like Mumbai, place a strong emphasis on familial relationships and interdependence. Therefore, when children move out to pursue education, jobs, or marriage, parents can experience a more profound sense of loss due to the disruption of these deeply ingrained cultural norms.

- **Transition Challenges:** The study highlights the challenges parents face during the transition period when their children move out. Adapting to a quieter and emptier home environment can be particularly difficult, as parents need to redefine their daily routines and find new sources of engagement and purpose.

- **Gender Dynamics:** The research might reveal that empty nest syndrome affects mothers and fathers differently due to distinct roles and expectations within the family structure. Mothers might experience a stronger emotional impact due to their traditionally central role in caregiving and homemaking.

- **Coping Mechanisms:** The study may identify various coping mechanisms that parents in Mumbai adopt to manage the emotional challenges of empty nest syndrome. These could include increasing social activities, rekindling hobbies, or even maintaining regular communication with their children through technology.

- **Support Systems:** The findings might underscore the importance of support systems for parents undergoing empty nest syndrome. These systems could involve extended family,

friends, or community groups that provide emotional support and opportunities for social interaction.

- **Impact on Mental Health:** The study may indicate that prolonged experiences of empty nest syndrome could potentially lead to mental health issues such as depression and anxiety among Indian parents in Mumbai. This highlights the need for awareness, early intervention, and mental health support tailored to their specific cultural and familial context.

In conclusion, the study on Indian parents and their children moving out in the context of Mumbai suggests a significant relationship between this life transition and the experience of empty nest syndrome. The emotional impact, cultural influences, coping strategies, and potential consequences on mental health all emphasize the importance of recognizing and addressing this phenomenon within the local cultural and urban context.

BIBILOGRAPHY

- Choudhary, A., & Srivastava, S. (2021). Empty nest syndrome and its relationship with marital satisfaction among Indian parents. Indian Journal of Positive Psychology, 12(2), 206-212.

- Dubey, A., & Srivastava, S. (2019). Empty nest syndrome: a study on the emotional experiences of Indian parents. Indian Journal of Positive Psychology, 10(4), 532-537.

- Gupta, P., & Singh, H. (2020). A study on the impact of empty nest syndrome on the mental health of Indian parents. Indian Journal of Health and Wellbeing, 11(8), 1455-1458.

- Kukreja, D. (2021). Empty nest syndrome: An overview. Indian Journal of Health and Wellbeing, 12(4), 504-508.

- Mohan, P., & Bhatia, M. S. (2021). Coping with empty nest syndrome: An exploratory study among Indian parents. Indian Journal of Positive Psychology, 12(3), 382-388.

ABOUT THE BOOK

This book **'Parenting practices: a cross cultural and cross-media study'** is based on the MAEMA students' research on cross cultural parenting practices and influence of mass media. From a media studies perspective, the chapters examine the process of acculturation and cultural influences and its larger implications.