

## Importance of Pester Power for Marketers: *An investigation of the evolving concept in Marketing*

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**ABSTRACT:** Increasingly, young children are the primary target of advertising and marketing. Parents are spending a significant amount of money influenced by the nag factor. The nag factor is defined as "the tendency of children, who are bombarded with marketers' messages, to unrelentingly request advertised items (Kelly, 2014). Advertising using the nag factor targets parents with young children using numerous promotion techniques to target children. Initially, this marketing strategy focused on sweets and toys that have now reached a broad range of fast foods, sports equipment, computer products and toiletries as well as adult products such as cars and credit cards (Amy Aidman, 1995). As a result of the nag factor's prominent role in advertising strategies, a new marketing concept has now evolved as Pester Power marketing. Pester Power is defined as the children's act of repetitive nagging and beleaguering their parents to buy advertised products and items. Children directly or indirectly influence the purchase decision making the role of their parents (**Baldassarre, Campo, & Falcone, 2015**). Hence, marketing firms are now competing to attract and influence children of their products and services through intensive advertisements directed at young children.

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### I. PESTER POWER

*Sydney Morning Herald* (September 3 1993) reported that children under the 18 spent an average \$31.60 each week and they influence more than 70 per cent of their parents' clothes and fast food purchases. Another study revealed that children and teenagers between the ages of 10 and 17 spent \$3.3 billion every year in Australia (Kerry Sunderland, 1994, p.25). Similarly, in US children and teenagers spent over \$100 billion every year and even children under 12 added their influence on the family marketing decisions and that reached the staggering US \$165 billion on a variety of consumer products ranging from food to appliances, holidays and automobiles.

With the rise of technology-led marketing, companies have capitalised the social media tools to promote their products and services to a broader range of target market. The 21<sup>st</sup> century is also witnessing a rise of consumerism reaching young children through commercials designed to captivate their attention. Advertisements are designed with technologically advanced media and entertainment activities to create brand awareness (Varun, 2014). Soni & Upadhyaya (2014), suggested that children have a significant influence in increasing the purchasing power of families. Children demand and appeal to their parents to purchase their products and services. Their appeal results in declining parents decision making role and increases rise to pester power. Pestering revolves around kids, and they form an influential segment for growing the business across the globe. As the younger generation grows into teenagers, adults and senior, the demand for products and services remains deep-set in the consumers' mind influencing buying decisions. Consequently, this purchasing power of children has emerged to be an excellent marketing strategy and is known as *pester power* (Soni & Upadhyaya, 2014).

**Pester Power Marketing:** The day begins with the advertised breakfast products such as cereals, or it is the fast-food restaurant. It is playing with Play Station, computer games, soft toys, dolls (that now extends dresses, bags, furniture, dollhouses and vehicles for the dolls), watches, school bags, and free transformers toys. The day ends with more advertisements that suggest dinner with another fast food outlet offering some play toys. The "nag generation" aged between 6-9 years exerts influence over most of the purchasing decisions, with teenager age group having substantial input on purchasing wearable items such as shoes, clothes and leisure products (Lawlor & Prothero, 2015). Michele Levine, CEO, Roy Morgan Research, reports that consumer products Aussie kids' mainly decide to buy our products and services with a child-focused advertisement approach.

However, Roy Morgan data indicates that the purchases they are most likely to 'mainly decide' are related to their own 'public image', such as clothes and shoes, or to their leisure time such as games and toys. This is the Pester Power that children have and which indirectly influences the purchase decision of their parents (Baldassarre, Campo, & Falcone, 2015). Marketing has raised competition among different brands and is defined as the children's act of repetitive nagging and beleaguering their parents to buy advertised products and items. Today's savvy marketers intending to gain market growth and high-profit margin seek consumer groups, and through pester power marketing, large scale sales can be achieved.

**Objectives of the Study:** Since pesterpower has become increasingly crucial for the marketing companies in this dynamic and competitive environment, in-depth research to understand the significance of this new consumer influence on the decision-making process will be valuable. There are two objectives to this study. First, the objective of this journal is to study the significance of pester power in promotional strategies implemented by marketers in developed economies. Second, the study will analyse the concerns of pester power in merchandising and promotional branding. Finally, with the help of statistical findings, empirical studies, and literature published, this paper will attempt to examine instances of marketing and advertising companies various using pesterpower across several developed countries.

## II. LITERATURE REVIEW

**Background of the Study:** According to the literature published by Parsons (2011), the reaction of children to commercial advertisements is very different in context compared adults experience to advertisements. Adults analyse the value of the product or services; however, children have a short span of attention. Children are attracted to a product for its colour, jingle and play articles usage instantaneously. It has been further researched by some companies that the dynamics of advertisements can easily change the preferences of children. Advertisements that are appealing to young generation create new customers. Researchers in 11 countries encoded television advertisements and discovered that an average 18% of advertisements were for food, and 67% of these were for non-core food such as fast-food, snacks, and candies. It was estimated that a child who watches 2 hours of TV programming per day would be exposed to approximately 56 to 126 food advertisements per week. Marketing firms understand clearly the strong and positive correlations between children's media exposure and the number of products and services they demand of their parents (Galst and White and Chamberlain, Wang, and Robinson, 1976). It is quite evident that the nagging factor of young children strongly influences the buying behaviour of families. The young resort to "screaming, and tantrums" if the demand gets unfulfilled (Brazeau, 2014). The millennium generation has learnt the strategy that if once the parents succumb to their 'pesky' demand, they will be able to get more with marginal effort. Upadhyaya and Soni (2007) reported in their findings that 'Product placement' children's films have created a significant effect on these young children which has become a covert form of advertising to ensure children become brand loyal. This research found that For instance, Nestle, Britannia and Cadbury India spend almost US \$ 54.8 million in advertising in 2002 to children in India, parents then purchase consumption of these products at the demand of their children. Nomura Anchor Reports, (2011) on Food & Beverage in India (one of the fastest-growing economies in the world) added that in 2010 alone, emerging food categories such as breakfast cereals, baby food and salted snacks (loved by kids) reached a rate of 7.3% of total FMCG industry. It also commented that this segment would outpace other sectors in the industry. Considering the enormous growth of this sector and revenue, the marketing firms are capitalising on the pester power.

**Pester power or Nag Factor:** According to a report published by PHAI (The Public Health Advocacy Institute, 2015), pester power can be further characterised as "Nag Factor" and "Kid-Fluence" that has been capitalised by the marketers to upsurge purchases. With the growth in pester power marketing; many marketing companies have started selling the products, especially food items, along with small toys and giveaway, which attract the majority of the children. For instance, children nag their parents to purchase products such as Kinder joy, Mac Donald Happy Meals, Cadbury Surprise Eggs and M&M gift balls. All these brands come with a small surprise toy and attract a lot of children's attention, leading to a continued increase in sales. The market sales of licensed products have increased by 32% to a record of 2.5 billion dollars in 1996 (Business Week, 6/30/97). In 1997, children 12 years and under, directly and indirectly, influenced the household spending of \$500 billion (McNeal, 1998). Unknowingly, children become future consumers of goods and services. The introduction to consumer behaviour stages for this younger generation may begin at a tender age of 2 years, begin the role of purchasing with the Family thereby developing 'filiarchy' with the children becoming pester power and decision-makers in the family decision making cycle (McNeal and Yeh, 1997). Marketers have understood the psychology of potential young consumers well enough to target them as present and future target customers. Initially, the actual buying capacity lies with the parents ((Wilking, 2016), but it instantly becomes the pesters decision-

making power. Consumer behavioural models can theorise it. One that closely associated with the pester power could be the Theory of Reasoned Action (TRA).

**Theory of Reasoned Action (TRA):** Fishbein and Ajzen proposed TRA in 1975 who claimed that the behaviour of a person was directed by the behavioural intention, which was further categorised into beliefs, attitudes and intentions to perform a task. These attitudes and intentions influence the behaviour of an individual to analyse the consequences of the actual behaviour.

TRA model is further shown below:

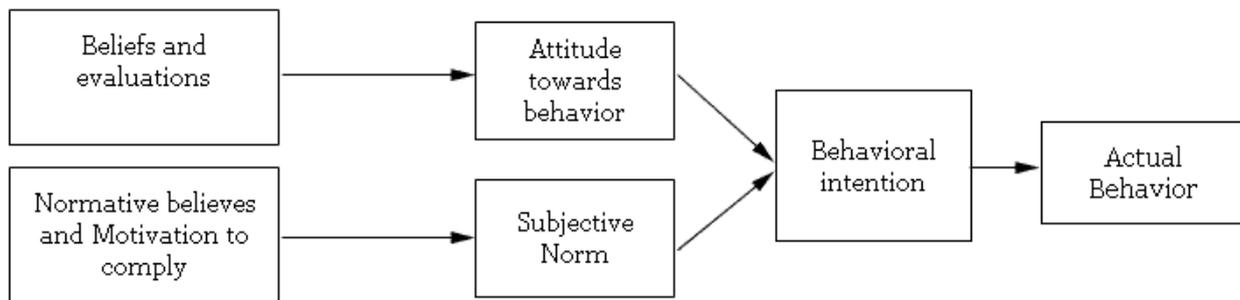


Figure 1: Model of Theory of Reasoned Action (Source:(Orr, Thrush, & Plaut, 2013))

The TRA Model propositions point out that the factors impact the behavioural intentions of consumers indirectly, as the outcome produced are not directly linked to the psychological and mental mindset of the consumer. Such factors are mainly assertiveness, self-expression and peer pressure. TRA justifies the indirect marketing technique that strategises the use of pester power on parents' buying decision (Nash & Basini, 2013). Such indirect marketing is explanatory because parents are highly susceptible to their children's demand and their yielding power is highly dependent upon the self-expression of children. Recent work on the TRA model has also included the Theory of Planned Behaviour (TPB) to complement the relationship of behaviour, beliefs and control beliefs to intentions through a range of planned attitudes, subjective and perceived control. Both these models assume a chain reaction of attitudes arising from control. The essence of control stems from the nagging power of young children on their family decision making the role. Kansara (2014) further explains the children's preferences and pressure on the primary decision-maker in the juvenile market. Overall, this model validates the concept of pester power in marketing. Another recent study by Anitha & Mohan (2016) further expands the model to include family structures and the influence of pester power on purchase outcomes. This research classified the family structures into four types, namely (i) the laissez-faire family, (ii) the protective Family, (iii) the pluralistic Family, and (iv) the consensual Family. It argues that the family structure has numerous levels of 'persuasive and emotional strategies/behaviour' that pester power operates. This level of the persuasive power of the pester determines the power and control to make a purchase decision. Marketers have thoroughly capitalised this model and devised promotional strategies to garner brand awareness, loyalty and attractive offerings packaged with the goods and services. Unscrupulous tactics and unethical marketing practices have led to serious concerns among consumers and legislators.

**Concerns over Pester Power:** One of the pressing concern of pester power marketing is that it is considered unethical and socially irresponsible to consumers, namely the parents. Pester power strategies manipulates the attachment level and parent-child relationship to market the products and services. Parents often reject their children to demand fast food, unhealthy food items. Other concerns expressed by a study carried out by Mehta, K., & others (2012) even included parent-child conflict. These research further points out those unethical advertisements have challenged the parent's decision to provide healthy meals for children. Industry compliance on unscrupulous promotional strategies have limited bearing, and MNCs have undermined legislation. A sample study (Metha, 2012) on product packaging on over 150 food and beverage products marketed to children found that 75% were non-core foods. Children demanded the purchase of these products due to 'appeal strategies for children, such as graphics (99 %) and cartoons and celebrities (85 %). Food companies are the largest advertisers on TV channels across the world, which boosts the nagging activities of children (Wilking, 2016). These companies consciously hid the fact that the unhealthy food contributed to obesity, high in sugar, salt and fat and added low nutritional value to the growing children. *Kum & Go*, confided that their main aim to launch an offer was to persuade children to bring their parents to the convenience store to purchase their favourite food. Soccer balls were given away for free with the two 12-packs of *Coca-Cola* and two Powerade beverages (Wilking,

2016). Pester power premium is used by big food brands and restaurants (Gill, 2014). For instance, McDonald "Mc Donald Happy Meal Toys" in the 1990s and caught huge attention from young children. McDonald sold over 500 million toys, and its sales revenue grew attributed to the sales of meals and toys packaged.

**Ferrero** in the early 2000s marketed its new egg-shaped chocolate candy "**Kinder Joy**" with a toy inside that demand grew in almost 100 countries across the world by 2014, except US (PHAI, 2015). Woolworth Stores promotion in Australia on Lion King Collectables in July 2019 partnered with Disneyland Movies is another recent example of pester power at work. Parents need to spend a minimum of A\$30, to get one of the 24 collectables, (a total expenditure of A\$720.00 for 24 Lion King-themed Ooshies). Children will not stop at one collectable and will demand more collectables to complete the 24 series and that too within the period for sale is one month!. This is evidence of exploitation of marketing techniques. Parents also commented that their children persisted on purchasing specific products seen on Television and placement in programmes. This concerns certainly requires severe study and lobbying against unethical practices of marketing firms targeting their marketing strategies to innocent children.

Oppressive high-pressure sales tactics make parents feel helpless. To market successful, young children models and images of children enjoying the goods and services have been portrayed in advertisements. Children are vulnerable members of society: the Times Magazine and Consumer report 2005 list of top-10 kid-bribes. The advertisements posed are so clinging that they deliberately make children force their parents to go to the store to buy their favourite item (Potter, 2015). For instance, in Australia, minions and unicorns have grabbed much attention, commercials featuring these products result in pestering of kids which can be embarrassing for parents at times (Beattie, 2016). In the UK, commercials linked to toys showcase Transformers, Ninja Turtles, Pokémon and Morphin Power Rangers that have increased the sales of the toy manufacturers as a result of the impact of pester power (Mitskavets, 2015).

**Empirical Studies:** Pester power has a strong psychological impact, particularly among children. Lawlor & Prothero (2015) research suggests that this pester power creates a demanding psychological tendency in children which is unavoidable and uncontrollable. Its impact has depth and broad in terms of the pressure on parents. One solution is to make the exposure of TV commercials to children least as possible. Indeed, countries with high exposure of children to media may consider this pester power as a concerning factor. A survey analysis conducted by the University of Ehrenberg-Bass Institute for Marketing Science, suggest that pester power was more of a concern in the US than in Australia, with children in the US trolling parents every minute compared to Australian children who troll every three minutes (Stone, 2014). Educating children about purchase decisions and the value of the purchase for the family could assist children in realising the self is less important than the family's purchase (Oxlade, 2013). Marketing unhealthy food is always a significant concern for parents and the community. Pilgrim (2015) in his article "Pester Power is a Destructive Concept" supports the notion that marketing of unhealthy food is still a concern for parents. It is quite common to see and hear children upon seeing the kids of their age (while eating an unhealthy snack or food) pressure their parents to buy the same. Marketers like McDonald's, Skittles and IrnBru have launched some online games for targeting children between age 7 and 11 to foster the selling of their food items (Mac, 2012). Many food companies are focusing on improving their product packaging to display the free toy or giveaway on the food item. For instance, consumer goods company Unilever has introduced a new packaging of Popsicle boxes by showcasing "Dora The Explorer" on them (Sifferin, 2013).

On the contrary, marketers argue that it is essential for marketers to indulge in pester power marketing to sustain them in this highly competitive environment. Anitha & Mohan (2016), support the promotional campaign used by companies but attest that the campaign must be ethically and socially responsible. Their article "Influence of Family Structures on Pester Power and Purchase Outcomes-A Conceptual Framework" points out to purchase of storybooks, and educational toys. For instance, green and eco-friendly toys have gained popularity in the UK, which is made of natural and recycled products and can prove to be an ethical gift for the children (Peachey, 2014). Marketing companies have attempted other productive perspectives. Spungin (2012) in his article "Pester power, not parent power", claimed that Australian toy companies like **Moose Toys**, in 2012, focused on interactive and participative advertising for children and parents that contributed to the joint decision-making process among family members. This company emerged as a leading toy selling company in America in 2015 (Gray, 2015). Also, sales of the company witnessed an instant jump of 20 per cent in 2015, taking over the toy market of Australia (French, 2017). The proposal is that pester power and nagging could be addressed through a concerted effort in educating children and marketing firms alike. A fair and socially responsible marketing firm should use promotional strategies that highlight value to customers, whether children or parents. Strategies

engaged in marketing need to be focused on discouraging pester power through unethical advertisements, the packaged offer of gifts that attracts innocent children more than the value of the products or services.

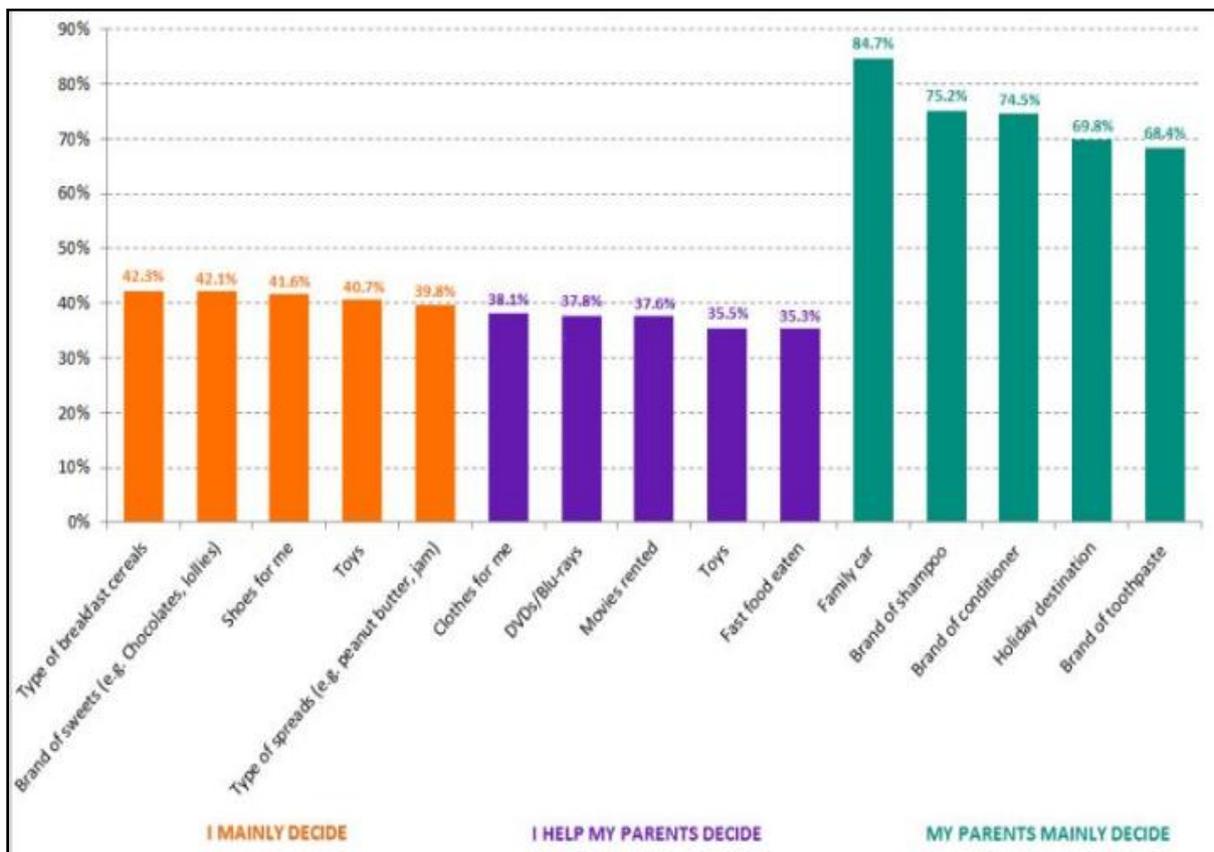
### III. METHODOLOGY

The methodology followed in this study is qualitative to justify the importance of pester power for marketers. In recent years, many articles on child marketing as a concern to pester power have been published. Researchers have expressed concerns over the growing impact of pester power that results in intentional, and unethical practices by marketing agencies. These journals, reports and research papers have thoroughly discussed in this study with the help of statistics and illustrations of toy and food marketing companies that influence the purchasing preferences of children by showcasing lucrative ads and commercials. The approach used to evaluate, and analyse the findings and statistics of study is inductive which relies on the theories and concepts published in the past, to draw a firm conclusion by evaluation of qualitative data extracted from literature published. Further, critical case studies have been discussed in the research by discussing advertising techniques followed by big brands such as Mc Donald's, Burger King, Cadburys, Hamleys, Toy" R"US, Moose Toys and M&Ms.

### IV. FINDINGS

**Australian Marketers versus Pester Power:** According to research conducted by Roy Morgan in Australia where children between ages 6 and 13 years old were surveyed to analyse the influence of children's pestering power in family buying decisions. The following graph demonstrates the statistics on the level of influence and opinion matters of Australian children.

Figure 2: Percentage of influence children contribute to parental decision making in Australia in 2015.



(Source: (RoyMorgan, 2015))

It can be analysed from the graph above, the most influential segment of children impacting the household buying decision is the type of cereals (42.3%) and type of spread (39.8%), followed by the brand of sweets and chocolates (42.3%). Further, 40.7% of the influence is witnessed in toys segment where the buying decision

factor is solely in the hands of kids. The children also contribute to parent purchase decisions on goods ranging from clothes, DVDs, movies, toys, fast food (38.5 to 35.3 %). The findings demonstrate that their children influence the Australian parent for over 40 % of the short life items. In comparison, parents make 80 % of their decisions of long life term purchases such as cars, holidays and health-related products (usually products that parents use).

In 2014, one of the most popular chocolate brand "Cadburys" launched a campaign after rebranding itself. The rebranding consisted of the addition of five new flavours of chocolates which were promoted on TV. The marketing strategy opted by *Cadburys* helped it in undertaking the majority of the market share in Australia (Wenlie, 2014). Cadbury's Freddo Frog was another popular item among children. Julia Fraser, a spokeswoman for Cadbury's parent company Mondelez, admitted that its marketing campaign broke all industry codes of conduct (Grant McArthur, Herald Sun, October 16, 2013). Another brand *M&M's* revenue increased after launching a new Shrek film by putting an oversized M&M candy (Thiel, 2015). Large multinational companies, particularly those marketing food products, have most of the campaigns targeting children and exploiting loopholes in Australian advertising guidelines (Herald Sun, October 16, 2013).

The following table gives a break-up among the students of the age group 6 – 9 years and 10 – 13 years, where the buying decision is mainly in the hands of children (RoyMorgan, 2015).

	6-9 years	%	10-13 years	%
1	Type of breakfast cereal	40.0%	Shoes for me	55.4%
2	Type of spread	38.0%	Brand of sweets	49.5%
3	Toys	36.2%	Clothes for me	49.1%
4	Brand of sweets	34.5%	Games	49.1%
5	Brand of chips	32.2%	Toys	45.0%

**Table 3: Top 5 purchasing decisions of Australian families made by the kids**(RoyMorgan, 2015)

Children between the age group 10 and 13 years are vulnerable yet more influential than those between 6 and nine years old. Elder children are easily exposed to social and visual media, promoting their favourite brands. Understanding the psychology of the elder children, marketers are capitalising the children's weakness. For instance, elder children influence on decision making for toys is 45%, compared to 36.2% of younger children below the age group of 10. The information from Table 3 demonstrates that as children reach the age of exposure to the public and social media, the rate of influence on family decision making increases particularly about products and services that they are the users.

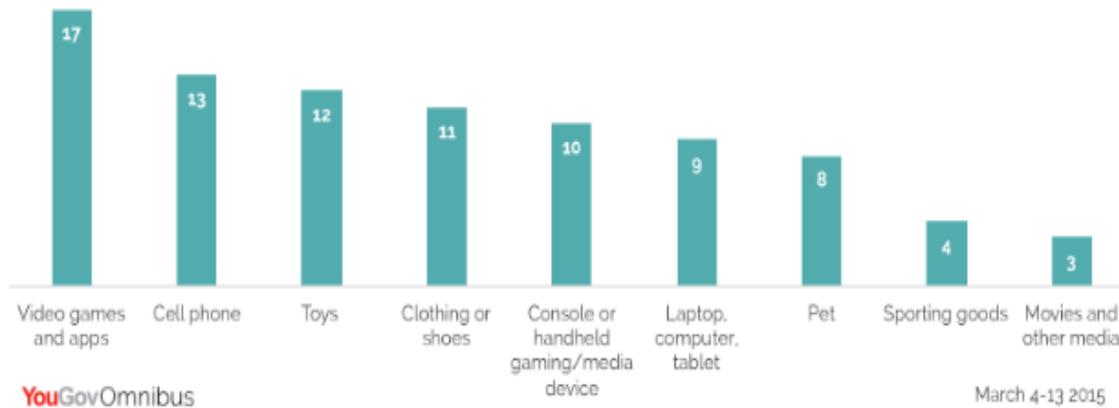
In 2016, the world's fifth-most famous toy company, Australian firm *Moose Toys*, generated A\$256 million of revenue and this reached \$283 million in 2017. The company attained this position due to aggressive advertising and campaigning, which helped it in attracting young Australian kids who purchased tons of Moose toys (Manny & Benstalk, 2017). These toys were sold in more than 100 countries, as well as other children's products such as Little Live Pets, Beados, The Grossery Gang and Mighty Beanz. Further literature research demonstrates that children above ten are primarily exposed to television commercials daily. Erwina (2014) propounds that the marketing of traditional toys and games has three approaches, namely (i) targeting parents to purchase the product for their children (ii) targeting children to use their pester power to convince parents and (iii) targeting children directly to purchase the products for themselves. She also claims that if the adult purchaser of toys has children under the age of 18 in the household, television commercials are significant influential.

In summing up, the pester power of children is significant in Australia, particularly for products that are used by children under the age group of 18. The justification is that more of this age group are regularly exposed to television commercials and social media that specifically targets children. These commercials provide broad information to the young viewers who demand parents make purchase decisions on goods and services of which

children are the primary users. Literature evidence demonstrates that pester power has a robust and convincing role in parents purchasing decisions. Pester power marketing in Australia to children and teenagers is 'quite easily done'. With wide policy gaps in advertising regulations, inconsistent policy monitoring on commercials targeting children and teenagers, marketing to this target market has become a high revenue earner for large companies particular for the food and toy manufacturers.

**American Marketers versus Pester Power:** The American teenage target market has a similar market profile. One American survey by YouGov in 2015 suggests that children of age group 6 – 17 years are also very influential in impacting the buying decision of their parents. This is further shown in the graph below:

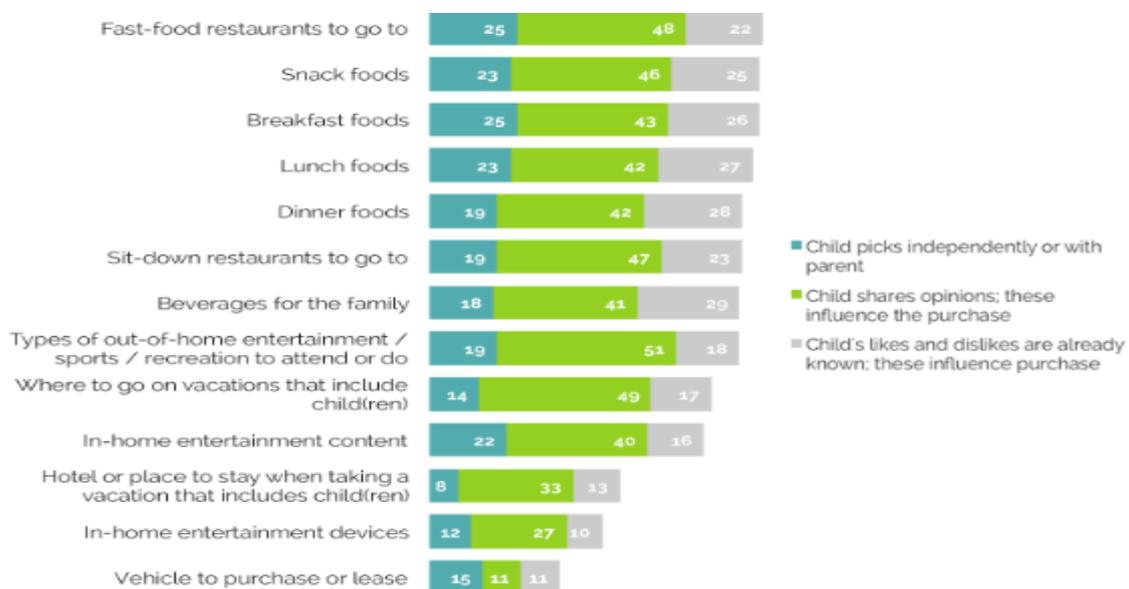
**Figure 4: % of influence produced by American children on their parents in purchasing the type of item.**



Source: YouGov, 2015

The figure indicates the significant level of influence was video games and apps (17%) followed by cellphone (13%) and toys (12%). For instance, *Toys" R"Us* promotional strategy using media advertisements of its innovative video games, toys and play stations has attracted much attention among young children. Parents in the USA (54 % of school-age children influenced parents decision making; 62 % of parents of teenagers) are also under similar pestering power pressure from young children (Laura Donovan, 2016). Toys" R" Us has successfully stayed ahead in the competition despite the presence of many other players such as Mattel, Hasbro and Fisher-Price (Godhani, Khant, & Jadeja, 2012).

**Figure 5: Role of American children in the household buying decision**



Source: (YouGov, 2015)

The segment that experienced the most significant influence of American kids without even consulting the parents is fast food restaurants, followed by the selection of breakfast foods. This can be further evident as advertisements of "Happy meals" featured by **Mc Donald** and **Burger King** have attracted the majority of kids across America. Children quickly get fascinated with free toys and giveaway, and thus, these restaurants become their first preference in the list of the fast-food category (Brazeau, 2014).

Another survey conducted by Mintel revealed that in Great Britain, parents spend approximately GBP 460 per year on buying different items of children as a result of the rise in pester power. Every 2 in 15 children pester their parents for sweets, junk food and other snacks. As featured by the big toy brands such as **Hamleys** have brought a great deal of persuasion among the children (Oxlade, 2013).

## V. DISCUSSION

Pester power has gained significance with the growth in information and essential sources for children, and marketers have opted this route, and this is justified by the various researchers discussed in the above sections to measure the attitude, behaviour and media consumption of young children. From the examples illustrated in the results section, it is clear that pester power marketing is being considered positively. Overall, the brands focus on introducing advertisements not to persuade young children, but to indirectly target the parents (Gill, 2014). Pester power marketing has somehow constructively influenced the children. For example, according to an article published by Australian Broadcasting Corporation, the story tales advertised by "**Harry Potter**" and "**Renault**" have targeted approximately 75% of the children that they have developed an interest in reading (ABC, 2015). Marketers advertise their brands by understanding the psychology of children to make the ads more participative so that they can help them earn more revenue to beat the competition. It can be further analysed from the examples of Mc Donalds, Moose Toys, M&Ms and Cadburys, that big brands are opting strategies that are children focused and communicate openly with by keeping their parents in mind.

## VI. CONCLUSION

From the analysis of qualitative data and statistics published, it can be concluded that marketers and advertising companies consider pestering power marketing as a dangerous and vital marketing strategy to take advantage of the attitudes and behaviours of children. The Australian parents seemed to perform better in saying "NO" to their pestering child in comparison to the American parents since, in the US; the demand is raised after every minute. This is taken advantageously by the marketers in exploiting the opportunity. As a result, they focus on coming with a better brand quality and better deals that can prove lucrative to both the families and the marketers. It can be further concluded that few categories in the developed nations such as toys, video games, chocolates, fast food restaurants are entirely decided by the children, thereby forcing marketers in showcasing more memorable and appealing images on the product packaging to increase the demand of the products.

## VII. RECOMMENDATION

Pester power marketing plays a vital role in expanding the businesses of big brands and meeting the sales target. Though they lead to the generation of nagging factors and kid-fluence among children, however, scrutinising the set of actions planned by marketers while advertising and marketing of brand would target both the children and parents in a fun way possible. Both of them can positively enjoy these exciting offers and promotional deals. It is already accepted worldwide that the children highly influence the purchasing decision of parents due to pestering effects, however, keeping the pester zone in balance with the purchase zone and preference zone by the marketers would not prove stressful for the parents. Making a reasonable value proposition that is acceptable and beneficial to all the three parties –children, parents, and marketers would make the brand building more exciting and preferable.

## VIII. LIMITATIONS

The research concentrated upon the importance of pester power concept for marketers by discussing various examples and statistics across the developed economies of the world such as the US, Australia and UK. However, the developing economies such as India, China and Japan as well as crisis-hit European countries such as Greece, Spain, France and Ireland were not covered in this research where the disposable income of the families is low, and they experience difficulties in fulfilling the demands of their children. The primary concern is how marketers survive in these developing and recession-hit nations and whether pester power marketing plays a vital role in sustaining the businesses of advertisers in such a dynamically challenging environment. It is crucial to analyse if the pester strategies opted by the marketers in developed countries are similar to the strategies opted by the emerging economies which have not been discussed in this particular research.

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