

Role of Indomie's "Like No Other" Campaign in Cultivating Pester Power in the Children of Eleko Community, Lagos

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Abstract

'Pester power' as a marketing strategy used in targeting kids has been a controversial topic for ages. Critics express concern over its negative results such as parent-child conflict, health hazards from unhealthy food consumption, unethical manipulation of children, etc. This births the question – who or what cultivates 'pester power' in children? While some scholars attribute the cultivation of pester power to advertisers, others suggest that the concept is a socially driven phenomena that has existed long before the coinage of the term. This study is an attempt to explore the concept of 'pester power' and determine the factors responsible for its cultivation in children by using Indomie's "like no other" campaign as its focus. From the prisms of the Cognitive Development Theory and the AIDA Model, the study examined the processes of cultivating pester power in the early developmental stages of children in Eleko Community, Ibeju-Lekki, Lagos State. Exploratory research design comprising of both quantitative and qualitative methods was used for this investigation. Data was gathered from 244 questionnaires as well as interviews of five parents in the Eleko community. Results of the research revealed that Indomie "like no other" advertisement, parents and other identified factors played contributory roles in cultivating the children's pester power. Based on these findings, the study recommends that parents should exercise better control over the exposure of their children to television and the communication patterns they create at home. The study makes the case for a stronger regulation of advertisement contents that target children as consumers and for further research on this sensitive subject matter.

Keywords: Pester Power; Cognitive Development; Communication Patterns; Indomie 'like no other'; Television Commercials; Purchasing Behavior

Introduction

The world of advertising is currently growing at a fast rate with the changing pace of advancement in technology. The growth has been aided by the birth of the Internet which has allowed easy access to consumer information and flexible interactivity. The average consumer is exposed to thousands of messages through advertisements in different forms. This changing technology has also enabled companies customize their advertisements to a specific target audience in various locations, thus causing a need to capture the attention of customers across the globe for brand awareness, sales conversion, profit maximization and customer loyalty.

To attract customer loyalty, which will ultimately guarantee other benefits; several strategies have been employed by corporate organizations to influence the buying behavior of customers ranging from celebrity endorsements to product placements. In this vain, one of the long-standing and most effective strategies is the targeting of children as consumers.

For a long time, children have been playing a significant role in deciding what they want by making contributions to the family decision making process. Advertisers have come to recognize this role, thereby informing the decision to pitch brands directly to children as the target audience; an attempt to positively influence the perception of children towards their respective brands. These advertisements are set to appeal to their emotions, prompt their cravings and heighten the need to purchase the advertised products/services.

It is observed that children born in the collaboration era of marketing are unique because they are constantly exposed to audiovisual messages on television and the Internet. Through this exposure, the messages consumed daily by children contribute immensely to the personality

and brand preference of the child. Nigerian children are no different as such exposure offers them unrestricted access to innumerable kinds of persuasive messages for their consumption. The most universal type of such persuasive messages is portrayed in television commercials.

Television commercials, which contain audiovisual promotional contents, usually employ attention grabbing tricks such as attractive and lovely music, lyrics, jingles, humor and repeated messages. On an average, children view over 50,000 television commercials on an annual basis [1], inducing them to become aware or change their attitudes about products, services, brands etc. These persuasion attempts can range from logical arguments to expressive images, from regular consumers' advice to celebrities' recommendation. Therefore, advertisers make it a point to understand children's behaviour and cognitive process so as to enhance the role advertising plays in swaying them towards a product preference.

Advertisers understand that most parents bend over backwards for their children, and would make efforts to ensure that they stay happy in their bid to express love. Sometimes, when parents are unwilling to cave in to their endless demands; children could end up throwing tantrums or pester their parents continuously until such demands are met. This act is commonly identified as "nag factor" or "pester power". This term is a marketing strategy which refers to the ability of children

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to exercise their influence on decisions regarding personal interests and how this behavior indirectly alters the purchase decision of their parents. Today, children are more confident when expressing their opinion in scenarios where they desire an item, thus making them the consumers of tomorrow, whose desires are cultivated early enough. In this context, the advertiser's ability to effectively execute this strategy helps in creating loyal customers from a tender age and builds a strong consumer base that can be sustained in the future.

Since the recognition of children as powerful influencers in family decision making process, specifically, purchase decisions; pester power became an attraction to marketers. According to Gunter and Furnham [2], pester power is defined as the role of children in the consumption patterns of their respective families. Its concept spread across many family structures in different locations thereby resulting in a large and heterogeneous target audience. Pester power provides an opportunity for the marketer to tap into the children's nagging habit which influences their parent's buying behavior rather than directly targeting parents. Therefore, the effectiveness and success of this marketing strategy relies on the resilient nature of children.

This study was conducted using Indomie's "like no other" campaign as a base for understanding the role of advertisers, parents and other factors in cultivating pester power in children. The reason for this preference stems from the popularity of the campaign and the widespread participation of Nigerians across the country. This campaign was specifically targeted at children while encouraging them to celebrate their uniqueness and aspirations for the future. The children were engaged with the use of cartoons, interesting songs, children endorsers, simple gamifications among other tools. Indomie's 'like no other' campaign took their celebration to the streets of Lagos by hosting children at their events, they also donated school buses, gave out scholarships to winners. The campaign is one of the most effective advertisement targeted at the child consumer and its success earned them an award for Campaign of the year 2017 at the Corporate communications Awards.

Indomie is the most popular and most sought after noodles brand in Nigeria especially because it is easy and quick to prepare; it is also widely used as lunch packs for school children. Residents of the Eleko community in the Ibeju/Lekki local government of Lagos are no different in this scenario. According to a pre-study, children in this area are also consumers of the Indomie brand. Therefore this study is focused on this community which has the same characteristics as most of the average neighborhoods found across the country.

Problem Statement

Pester power was coined as a marketing strategy targeted at children to influence their parents' purchase decision. Pester power has become a controversial topic on the lips of many critics expressing concern over its negative results such as parent-child disagreement, dysfunctional behaviour of children, budget constraints and health hazards from unhealthy food consumption which are invariably activated by certain television commercials. The term also known as the "nag factor" suggests that children are being encouraged to demand for the purchase of a particular product(s). Several studies from research have attributed the manipulation and cultivation of pester power in children to advertisers. However, pester power could also be a socially driven phenomena that may be cultivated by peer groups, environment and family structures. According to Nash and Basini [3], it is something that occurs naturally within the family setting and parents have the responsibility to accept or refuse certain purchase requests from their

children. In their view, long before the coinage of the term "pester power", children have always wielded a substantial power through the deployment of various tactics to exercise a certain level of influence over their parents' decision making processes.

Indomie, being the number one noodles brand in Nigeria is mostly consumed by children and most of the brand's advertisements are targeted at the children and may lead to pester power which could eventually lead to some of the social hazards as highlighted above. Therefore this study seeks to identify the variables (family, advertisers, peer pressure, etc) that are responsible for cultivating this behaviour in children..

Research Objectives

- To determine if the children of Eleko community are exposed to Indomie's "like no other" campaign.
- To ascertain if pester power was cultivated in the children of Eleko community on account of their exposure to Indomie's "like no other" campaign.
- To establish if there are other factors responsible for cultivating pester power in children of Eleko Community.

Theoretical Framework

Cognitive development theory

Children are regarded as the new generation consumers. This has led advertisers to put in an extra effort in developing a strategic and seamless campaign strong enough to capture children's attention. The underlying rationale is to hold their interest so it ultimately leads them to influence their parents' buying behavior.

However, targeting children in advertising is not necessarily an easy feat; this is because they tend to experience difficulty in an attempt to differentiate between reality and exaggerated perception in advertisements. The development of children as the ideal consumer begins from understanding children's learning process and how they undergo each stage of their cognitive development system. These stages aid the child in making sense of the world including the advertisements they are exposed to. However, the ability of children to discern between the exaggerated perceptions created in advertisements from actual reality is totally dependent on how advanced their cognitive processes have become.

Developing a child as the ideal consumer who influences parents' buying behaviour can be explained using the cognitive development theory which was propounded by Jean Piaget in 1999. This theory practically identifies four stages in the cognitive development system which invariably defines its link with an understanding of commercial content. Piaget [4] emphasizes the importance for an individual to possess the ability to decipher advertising messages that are targeted at them. He highlighted the following stages of cognitive development in his work:

- Sensorimotor stage
- Pre-operational stage
- Concrete operational stage
- Formal operational stage

The sensorimotor stage

This is the first stage in the cognitive development process. Here,

children begin to learn how to decipher the complexity of the world through sensory perception and motor activities. A conceptual model which describes how children become consumers was developed by Valkenburg [5], it posits that children between the ages of 0-2 years are in the stage in which they begin to make wishes and identify their own preferences. Piaget [4] opines that most children often believe that the world revolves around them. However, progress from this stage only occurs when the child begins to understand that certain phenomena exist whether they clearly understand them or not.

This mode of thinking is evident when four month old babies become interested in certain programmes on television. McNeal [6] discovered that at eighteen months, some children begin to make demands from their parents to purchase a certain product or brand for their satisfaction/comfort. Kids at this stage are able to recognize and differentiate between corporate logos and can make a direct link between a television advertisement about a product and the actual product on the shelf in a supermarket. It is important to understand that consumerism cannot be considered at this developmental stage.

The pre-operational stage

This is the second stage in the cognitive development process. Here, the child fails to understand that there are other opinions about the world that are different from his own point of view; this is because children are yet to develop a matured mind and can be insensitive when exerting their ideas about a phenomenon. At this stage, Piaget [4] highlights that children begin to experience the symbolic role of language although scholars maintain the argument that these children would still find difficulty in separating the reality created by the media from social reality. In other words, they are clueless to the use of persuasion in advertising and may tend towards developing a strong belief about the point of view presented by the media as the ultimate truth.

This pre-operational stage which occurs in children between the ages of 2-7 years is subdivided in two parts – the symbolic function being the first part and the intuitive thought, the second. Children who experience the symbolic function are often between the ages of 2-4 years and tend to think and recognize familiar things through the use of pictures and symbols. On the other hand, children who possess the intuitive thought in this stage are between the ages of 4-7 years; this is where their imaginative skills hits the highest point and they become active in the consumption of media content, especially the use of cartoons and animals for entertainment. From this understanding, children from this stage on in their cognitive development process begin to exhibit certain behaviours such as anger, stubbornness and mood swings (pester power) as a strategy to influence their parents' purchase decision towards their brand/product preference [5].

According to Šramová, this stage represents the hallmark in the cognitive development process because this is when the child begins to act on his emotions. Here, the child's behaviour stems from the understanding and realization that as an individual, he has wishes and desires that need fulfillment. Kuczynski [7] notes that as the children come of age and develop maturity in their cognitive thinking skills, they begin to create new and innovative strategies of negotiation to fulfill their personal needs and these strategies go a long way in influencing purchase decision through family communication. Also, children from the age of 5 begin to shop independently without their parents' supervision thereby endorsing their journey as consumers.

Concrete operational stage

Being the third stage of the cognitive development process, children

between the ages of 7 to 12 years begin to develop their cognitive thinking skills and create coherent and visual structures. Although the child is able to tell the difference between his point of view and that of others, his ability to distinguish between media reality and actual reality remains unpredictable. However, the child begins to view the world in a pragmatic manner and will be highly critical of advertisements that depict exaggerated reality.

At this stage, the child is able to recognize a lot of brands and fully becomes an independent customer who shops without his parents' supervision. The child also becomes highly materialistic. Lemish [8] suggests that children also begin to find interest in advanced television shows such as reality television shows, family shows, music channels among others. Also, they become drawn to celebrities endorsed by the media. Noticeably, children engage in conversations with their peers and this social connection influences their brand preferences and choices in terms of what is decided as "cool" by their peer groups.

Formal operational stage

This is the final stage of the cognitive development process and it occurs in children beyond the age of 12. Here, the child begins to pay attention to social, ideological, political and ethical issues; he is also able to decode the end game of advertisers and may find certain rudiments of advertising faulty. At this stage, the child is able to fully understand logic and symbols not just in terms of visual structures but also in abstract concepts. Although, the child begins to be materialistic in the third stage, he however, becomes well-grounded in materialism and a strong sense of identification with celebrities through the use of interactive media; this eventually leads to a particular brand preference.

According to Šramová [9], peer groups also have a very strong influence in a child's consumer behaviour as well as brand preference and brand loyalty. More so, it is important to understand that consumer behaviour in children does not stop at childhood; it continues to develop as they grow into maturity. Although these stages focus on the child as consumer, they serve as vehicles which mark further development.

AIDA Model

The AIDA model was developed by Elias St. Elmo Lewis, an American businessman, as far back as 1898. The major focus of this model is on the different stages in the consumer decision making process which invariably generates profit maximization for the advertiser.

The AIDA model is an acronym which actually stands for Attention, Interest, Desire and Action. These are elements adopted by experts in the advertising sphere to persuade and capture the attention of the consumers to ensure purchase and repurchase of their products. These elements also serve as stages in the consumer decision making process when exposed to an advertisement on television.

For the proponents of the AIDA model, the goal of any advertisement is to capture the attention of the customers by attracting them. Once this has been achieved, the advertisement is also meant to appeal to their interest and ensure top of mind awareness for their product in the minds of their consumer. Their interest would also lead consumers to desire the product until they take action by purchasing the product.

Applying this model to the study, advertisers usually grab the attention of the children through the use of children endorsers, cartoons, colours etc. After this stage, their interest is generated through the use of music, drama, key words (priming techniques).

Consequently, once the advertisement has their attention and interest is invoked, the element of desire is activated through details about the product and the manner in which the advertisement is presented to the children. The result of these stages are believed to be the secret to implementing the pester power marketing technique.

Conceptual framework

Pester power, as earlier defined, is the ability of children to influence their family's purchase decision through strategic techniques which borders on pestering. It is one of many marketing strategies; possibly, the most controversial and poignant trend in the advertising sphere.

There has been different scholarly views on the dynamic nature of pester power and some have suggested the use of alternative terminology for describing the phenomenon. While McDermott [10] promoted the use of the term "pester power", Bridges [11] preferred the alternative term "nag factor". Also, scholars attribute various meanings to the term "pester power"; for example, Stead and Hastings used the term while acknowledging its connotative meaning whereas Marshall [12] uses the term in reference to the act of condemnation by critics and denial of advertisers towards pester power.

Pester power is usually driven by novelty in advertisements as it indicates the extent to which children's preferences of factors such as colours, shapes and themes dominate specific brands aimed at them. However, the driving motivation behind product positioning for children is fun. This can be observed in most Indomie campaigns (Mama do good, Indomie like no other. etc), Indomie noodles entered the market identifying itself with children but the increasing demand for the product led to the shift from children's meal to family meal.

According to McNeal, there are three sources of power for the child consumers which include; their power over parents' buying behavior; their spending power, and their role as customers whose loyalties run deep into traditions. Dotson [13] outlined that it can also extend to purchase of expensive items such as the family's choice of car. Marquis [14] added that the effect of pester power in purchase decision borders on affordable Fast-Moving Consumer Goods (FMCG) such as soft drinks, processed food and other consumables.

Research by Marquis [14] reveal that children's pester power is not necessarily related to inexpensive purchases such as food but also to expensive items such as the choice of a family car, furniture etc. Literature has also identified several strategies employed by children in making purchase requests to their parents. Palan [15] classifies these strategies into four approaches such as the informing strategy (requesting or presenting information on the product); reasoning strategy (promotional offers); persuasive strategy and negative strategy (pestering).

A key contributor to pester power is the consumer socialization of children; a process by which youngsters acquire knowledge, attitude and skill applicable to their performance as consumers in the marketplace [16]. Also, mental and social development of children assists in grooming them as consumers with exposure to different consumer socialization agents (advertisements, word-of-mouth and the internet). The bottom line is that advertisements, using the pester power strategy, often educates with sufficient information and knowledge to argue, fight for and negotiate during the time of purchase.

Research studies conducted by Dittmar [17] shows that pester power can arise from interaction with socialization agents. Children often experience the need to fit in; this is achieved by owning certain property that helps them get noticed and praised by their peers. Often,

socializing with these agents provide information that enables the children apply effective communication skills in negotiation when making purchase decisions. These effective communication skills include administering pestering techniques which could either be emotional or persuasive [18].

Götze [19] identified persuasive pestering as one of the most frequently used form of pestering. This pestering technique refers to anything which involves persistent requests to expression of opinions at a point of purchase. It is adopted by a child between the early ages of 7-11 and is adequately implemented in their adolescent stage due to an in-depth understanding on why they were rejected in past times. The children learn to apply this knowledge from past experiences to develop a new approach to persuasive pestering to influence the purchase decision of parents.

On the other hand, emotional pestering technique is quite distinct from persuasive pestering although they are both formed in children at an early stage. Emotional pestering involves the application of behavioral expressions that appeal to one's emotions; this could range from various emotions ranging from anger, flattery and affection. It also lays emphasis on the use of verbal (tantrums) or non-verbal (silent treatment) emotional tactics during a purchase process. John [18] highlights that this technique requires little or no need for mental and intellectual development to apply these tactics when adapting to a specific situation, thus resulting in its adoption by children.

The influence of pester power on purchase decision is partly dependent on the family structure; this structure helps in identifying the various communication patterns which are existent between parents and children and its relationship with pester power. Moschis [20] identify family types in the context of consumer socialization by considering four communication patterns which include the pluralistic family, the protective family, the laissez-faire family and the consensual family. These family types convey different responses to children pester power; the pluralistic family encourages total freedom where the child expresses an opinion or idea with little or no obedience to the parent's authority; the consensual family allows the child develop his own ideology as long as it maintains peace within the family; in these cases, pester power would be totally effective because of the freedom of personal ideology and existence of open communication. Also, the laissez-faire family type is nonchalant about effective communication within the household while the protective family places emphasis on the need for obedience and harmony but with restriction to the children's free will; this family type leaves little or no room for the influence of pester power in their purchase decision as they are strictly in control of their decision making process.

Pester power of children within these family structures can generate different outcome in purchasing process. These responses often vary and come across as assent, procrastination, dissent or negotiation [21]. Assent signifies an agreement to grant the purchase request; Procrastination signifies intent to grant the purchase request but not necessarily purchasing the item; Dissent represents the refusal to grant the purchase request and negotiation involves reaching an agreement that is favorable to both parent and child. The responses to the purchasing process explain the effects and influence of the communication patterns within family structures on inducing pester power.

From the above description of the family types, communication patterns and responses, one can ascertain the effect of the family structure on the position of children as the ultimate consumers.

While some family structures encourage independent views and open communication with the children; some others enforce a one-way communication method. Pester power takes on persuasive and emotional pestering technique to influence purchase decision of parents which often generates a series of interactions which will likely end positively or negatively, predetermined by the nature of the family structure. On this note, one can establish that the art of pester power, to an extent, is dependent on the existing communication pattern within the family setting.

The communication patterns existent within family structures clarifies the influence of the various types of structure on the pester technique adopted by children during a purchase situation involving their parents. This communication in the parent-child relationship could significantly affect the effectiveness of the pestering power displayed by the child to achieve purchase outcome. The pester technique can be reinforced in a verbal (shouting, crying) or non-verbal form (pointing, grabbing from the shelf) which depicts their purchasing behavior. For instance, the laissez-faire is identified by its weak communication in parent-child relationship; this causes a shell-like behavior which restricts their ability to express an opinion over a personal brand preference. In this scenario, purchase outcome is independent of the parent-child opinion and the child is forced to accept the parent's purchase decision as against his or her own will.

The protective family emphasizes on the need for respect and social harmony but places a restriction on the children's ability to gain knowledge on their own accord. In this family structure, the need for socialization allows the child to interact more with their parents rather than with persuasive advertisements; this causes less influence on purchase outcomes and total acceptance of their parent's purchase decision. In this context, the protective family structure offers no room for freedom of expression since the child is expected to conform to the laid out rules. However, the communication pattern within the consensual family structure is slightly different; the child is allowed to independently create his own personal views without affecting the peace within the family. The child can exert influence over purchase outcome since he possesses more persuasive power through a knowledge gained from the independence of his own ideas. Here, the parents will most likely assent to a purchase request as long as it does not affect social harmony.

The pluralistic family type encourages open communication, freedom of expression and allows the child to develop his own ideas without much emphasis on obedience (often over pampered children). This structure is responsible for promoting the child as the ultimate consumer as they tend to be very informed. They seek and obtain knowledge from numerous sources including their parents. Also, the child exhibits a large display of emotional pestering techniques to influence the parent's purchase decision which is always hard to turn down.

This analysis provides insight on the impact of communication within family types on pester power tactic adopted by children. It also explains the phenomenon that the more freedom of expression is given to them by their parents, the more knowledgeable they become thereby reinforcing their status as active consumers. They will also have more informed data on brand preference which will facilitate their participation during the purchase process. However, if this communication is minimal or absent, the child would become less capable of influencing purchase decisions and benefiting from purchase outcomes.

About Indomie's "like no other" campaign

This promotional campaign which kicked off in October 2016 was developed to celebrate the uniqueness in everyone, share numerous giveaways to the loyal brand consumers as well as give back to the society.

It was a three month campaign which included gamification as well as street promos targeting children. Part of the gamification involved consumers cutting out the unique characters on any Indomie pack. These characters are cartoons used to represent different skilled children such as "dancer like no other" or "singer like no other" etc.

Consumers are expected to collect twenty to fifty different characters; for those who attain success in collecting twenty unique characters, they would win an Instant Indomie carton while those who collect up to 50 different characters were entitled to a 100, 000 Naira cash prize and two Indomie cartons.

Methodology

The study adopted the exploratory research design and the survey method. The exploratory research design helped to establish a correlation between pester power and the family setting by thoroughly investigating the research questions to generate useful findings. To determine the extent of this correlation, the research used both qualitative and quantitative methods. The population for this study is comprised of residents of Eleko community of Ibeju/ Lekki Local Government Area of Lagos State, which is about 5,000 according to census figures. However, the sample size for this study was 254, determined using a sample size calculator with a 95% level of confidence and 5% margin of error, and drawn purposively from the community; specifically from parents of children between the ages of two to twelve years, who are consumers of the Indomie brand. The 254 respondents were administered with questionnaires and some of them were subjected to in-home interviews based on the purposive sampling method adopted for the study. The data collection instruments used for the study were questionnaires and in-home interviews which were recorded and later transcribed for analysis.

Discussions and analysis of findings

Of the 254 questionnaires that were administered to respondents, only 244 were retrieved. Also, of the 244 respondents, 155 were identified as females while 89 are males. Of all the respondents, 218 are married while 26 are single parents. All respondents were confirmed to have a source of income. The analysis is presented below using simple percentages. Both the responses from the survey and the in-depth interview were analyzed simultaneously under each research question.

Research question 1: Are the children of Eleko community exposed to Indomie's "like no other" campaign?

Table 1 shows that majority of the respondents were exposed to the Indomie's "like no other" campaign. Here, 'exposure' is conceptualized in terms of actual experience of being aware of the campaign and

Responses	%
Yes	89.8
No	4.5
Undecided	5.7
Total	100
Number	244

Table 1: Respondents whose children were exposed to Indomie's "like no other" campaign.

responding to it. When asked if the children were excited on viewing the Ad, majority of the responses were in the affirmative. The study discovered that the children always talked about the "Like no other" Ad as well as sung the theme song of the Ad. Most respondents suggested that their kids were attracted to the "Like no other" Ad because of the children in it; they also admitted that their children understood the central message of the Ad.

Research question 2: Was pester power cultivated in the children of Eleko community on account of their exposure to Indomie's "like no other" campaign?

Based on the AIDA model, respondent were asked some relevant questions to test the assumptions inherent in the principal research question. The results are captured in the table below.

Table 2 takes us through how Indomie's "Like no other" campaign was able to successfully capture the attention of most children while arousing their interest. Results from Table 2 above also indicates that a considerably large number of children desired Indomie noodles after watching the Indomie "like no other" advertisement which eventually led to actual purchase and consumption of the product.

From the interviews, two interviewees had the belief that the Indomie "like no other" advertisement contributed to their children's pester power. When asked if they think Indomie's "like no other" television advertisement compels the children to pester for Indomie noodles, they had this to say:

Respondent 1: Yes, I think so because that particular advert makes a child feel like there is no other meal like Indomie, there is no second to Indomie and all that; and the activities around it, you see children; they are happy, they are beating drums, showing talents and all that. So it makes them feel that eating Indomie can actually bring out the best in them.

Respondent 2: Of course.....I believe it is the advertisement because.....what will actually move sales are the adverts especially when they are being done for the kids. You know, kids like advertisements a lot and are attracted to businesses that advertise to them.

Results from this interview shows that 2 out of the 5 interviewees believe that the Indomie "like no other" television advertisement compels their children to pester for Indomie noodles. Respondent 1 specifically highlighted 'entertainment' as the main source of attraction that cultivates the pester power in children.

Conclusively, the above findings prove that the Indomie "like no other" television advertisement, to a large extent, has a strong impact on the pester power of children.

AIDA model	Responses	%
Attention	Watches TV Ad	96.3
	Aware of the "Like no other" TV Ad	89.8
Interest	Excited when watching the "Like no other" TV Ad	82.4
	Use of children in the "Like no other" TV Ad	79.5
	Understood message of the "Like no other" TV Ad	77.1
	Constantly talk about the "Like no other" TV Ad	69.7
	Sing the "Like no other" theme song.	68.9
Desire	Calls attention while watching the "Like no other" TV Ad	48.8
	"Like no other" TV Ad prompted children's request.	63.1
Action	Purchase Indomie noodles	97.1
	Consumption of Indomie noodles	97.6

Table 2: Respondents whose children's pester power was cultivated on account of their exposure to Indomie's "like no other" campaign.

Research question 3: Are there other factors responsible for cultivating pester power in children?

Table 3 shows that besides the television advertisement, other factors that also contribute to the cultivation of pester power in children for Indomie include: Parents, Unique Taste; Peer groups; Popularity; Availability; Personal Choice; Hunger; Brand packaging, etc.

From the interviews, five interviewees indicated that they play a role in their child's pester power. When asked if what they thought about pester power, they had this to say:

Respondent 1: At every point in time, parents succumb to the pressure of pester power all for the benefit of the child, just to make the child happy; to make the child feel his/her request is granted but sometimes as a mother, you have to be wise about it. From the parental standpoint, I think I don't see anything wrong in it.....

Respondent 2: Well, it is good for a child to state his opinion or rather, ask for what he/she wants. As a parent, you are supposed to listen because you are the one that brought them into the world. I don't believe it is a bad idea except it is really frequent.

Respondent 3: It is a good thing children tell us their mind; tell their parents what they need and it is not a good thing to give them all what they want but you can give them exactly what they need. You can still caution them on whatever they request for.

Respondent 4:It is a usual thing that it should be. By doing that, you are also educating the children; they are learning because children are inquisitive. As they speak, they learn, they observe, they teach themselves as they watch you do them and so it is normal.

Respondent 5: When a child demands for something, if you have it, you give it to her. It is a good thing when your child asks for something; you give it to her instead of her begging outside.

Results from this interview show that 4 out of 5 interviewees operate within the consensual family communication structure as they indulge their children's' pestering but tend to control the frequency since it may affect the children negatively. On the other hand, Respondent 5 operates within the pluralistic family communication structure because he indicated that "he is ready to give his child whatever she requests for".

Factors	Responses	%
Parents	Always pack Indomie as school lunch	74.6
	Always prepare Indomie as a family meal	81.5
	Offers cash allowances to kids	60.2
	Child participated in Indomie's 'like no other' promotion	48.8
	Did not support child's participation in Indomie's 'like no other' promotion	54.1
	Assent as response to my child's pestering for Indomie noodles	83.6
Taste	Purchase Indomie even without child's pestering	93.0
	Unique taste as being the reason for purchase	93.0
Peer Pressure	Pester for Indomie noodles because their friends tell them about it	66.4
	Pester for Indomie noodles because their friends eat it	48.0
Environment	Pester for Indomie noodles because it is popular in the neighborhood.	60.2
Other factors	Healthy meal	29.1
	Quick meal	
	Affordability	
	Packaging	
	Hunger	

Table 3: Other factors that are responsible for cultivating pester power in children.

Conclusion and Recommendations

From the result of this study, it is evident that the Indomie "like no other" advertisement was effective in cultivating children's pester power. All four elements necessary to activate a child's desire to acquire and consume a product as espoused by the AIDA model were observed in the Indomie's "like no other" advertisement. In addition, the existent family communication structures (consensual and pluralistic) were identified as one of the factors which played a huge role in cultivating the pester power of children. Other factors discovered in the course of this research were its unique taste, peer groups, environment, availability, popularity, hunger, affordability and brand packaging.

Pester power is not necessarily a negative concept except it spirals out of control and becomes a constantly repeated behaviour. Therefore, marketers and advertisers should engage the children in highly educative and informative advertisements that could also help in developing their intellectual and emotional capabilities for greater good of the society rather than for mere commercial gain. Regulatory bodies should take into cognizance the vulnerability and susceptibility of children to content that may subject them to exert undue pester power on their parents with consequences for family relationships and communication.

On the other hand, parents should be able to exert a measure of control over the media content consumed by their children. They should devote ample time to educate their kids on the throes of television advertisements, in terms of recognizing manipulative gimmicks and subtle persuasion. They should also inculcate in their children the ability to apply moderation in everything they do, if they are desirous of curbing the kids' pester power in the early stages of their development. Regulators should also carefully weigh the pros and cons of television advertisements before they are aired for public consumption.

Scholars who intend to further this research should be able to look at pester power directly from the child's perspective; probably through focus group discussions with the supervision of their guardians. Finally, advertising consultants for Indomie noodles are encouraged to remain sincere and transparent about the benefits and possible side effects of the product, especially for children, so that parents who find themselves at the receiving end of 'pester power' can make better informed decisions.

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