

“A study on Influence of TV Advertisement on Food Habits of Children”

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ABSTRACT: It is well accepted that advertising makes the kids aware of the new products available in the market. It increases their knowledge about the latest innovations, in the field of technology as well as otherwise. Convincing ads, which centre around healthy food products, can help improve the diet of a child, if they are attractive enough.

This research paper is descriptive research study, in which personal survey and interview has been conducted of parents whose children fall into the age group of 5 years to 15 years. For survey, Questionnaire has been designed to collect the response of the 100 respondents, and a sample has been selected on the basis of non-probability convenience sampling for carrying research work. To test the hypothesis and to draw the conclusion, appropriate statistical tests have been applied to analyze the data.

After collecting and analyzing data, it has been found that TV advertisement impacts the food habits of children strongly. It is also found that the cartoon character advertisements, which are repeated again and again influence the children food habits the most.

Key Words: Television Advertisement, Food Marketing, Fast Food, Parents, Children

I. INTRODUCTION

Food industry is spending billions on marketing and advertising their products to children. Majority of the products are high in calories and less in nutritional value. Marketing and advertisement might be a powerful force, emotionally motivate and influence consumer's behavior to buy the products. Advertisement is one of the effective tools of integrated marketing communication targeted towards the kids. Every day children are being constantly bombarded with commercial junk food advertising and Marketing, both through traditional media and new media. Majority of these foods are snacks, soft drinks, junk food, confectionary and sugared breakfast cereals - products that tend to be of little nutritional

value. Ask your child to recall a food advert and chances are that it won't be one for apples or broccoli. The question is that are these advertisements really responsible in marketing their products or just focusing on their profits.

Science and technology is playing fundamental role in the advancement of human race. Eventually, science brought lot of gifts to mankind; one such is mass-media. This mass-media includes, Television, Radio etc. Out of them, Television is playing influential role in an individual life. This is true in regard to the programs being telecasted or the advertisements aired in between. Advertisements are being used in every industry to get noticed by their prospective customer, and thereby converting them into consumers. And these advertisements are also shaping the lifestyle of the individuals in large whether elders, teenagers or children. Especially, these advertisements are influencing the lifestyle of the children in much greater fashion.. The degree of impact of advertising on adults may be problematic but the outcome is devastating for children. Advertisers of children television used to appeal to the parents earlier but now they appeal directly to children who do not have the emotional or cognitive tools to evaluate what's being sold to them.

Television is no more just a source of entertainment for children. They showcase the must haves for a kid making them a consumer even before they have reached the age of 3. Small kids even below 3 years of age are found dominating the purchase decision, which is again the result of increasing influence of advertisements. Today, when children accompany their parents to markets the prior will ask for those products which have yet reached the market. Inclusion of children in TV advertisements is not new to the world of advertisement, but if you refer the ads 10-15 years back, children could be seen in those product ads which are directly used by them, for example, Biscuit ads, chocolate ads, Rasana etc.

Advertising makes the kids aware of the new products available in the market. It increases their knowledge about the latest innovations, in the field of technology as well as otherwise. Convincing ads, which center around healthy food products, can help improve the diet of a child, if they are attractive enough.

The flashy advertisements broadcast in television generate impulse shopping in children. Junk foods, such as pizzas, burgers and soft drinks, are heavily promoted during children TV viewing time. This develops a craving for fatty, sugary and fast foods in kids, thereby affecting their health adversely.

Advertisements encourage the children to persuade their parents to purchase the products shown in the commercials, whether useful or not. The little ones tend to get adamant, if they are not bought the product. Children often tend to misinterpret the messages conveyed in commercials. They overlook the positive side and concentrate more on the negatives. Children, after watching the glitter of commercials, often lose the ability to live a life without materialistic joy. The kids usually get more attracted towards the costly branded products, such as jeans and accessories. They disregard the inexpensive, but useful, ones that are not shown in the commercials.

Today the scenario is totally different. We can see children in the insurance advertisement, vehicle advertisement and even in home appliances advertisement. The reason is quite interesting –the role of current generation children in family related matters is very active as against that of passive 10 - 15 years before. **Children in current families invariably 1 or 2 in number as against 3-5 in old days, dominate the family purchase decisions and one of the major reasons of this change is advertisement.**

Thus the influence of the media on the psychosocial development of children is profound. Not only mental health, but ads are also impacting the physical health of the children.

II. LITERATURE REVIEW

SARI, Gülşah (2018) researched about "EFFECTS OF ADS ON CHILDREN CONSUMPTION BEHAVIOR." The study was undertaken to examine the effects of ads on children consumption pattern. From the result of the study it is determined that all the TV commercials influence children; ads influence children interest and create desire of purchase.

Huneiti, Kholod Saleh (2018) researched about "The influence of junk food commercials in cartoon channels on children consuming

behaviour in Jordan." The aim of the study was to observe the influence imparted by viewing cartoons with embedded junk food advertisements on those children. The result indicates that there is a serious behavioral and social predicament whereby children's eating habits changed dramatically, resulting in very unhealthy eating habits.

Gucher-Greeff, Anelize (2018) researched about "Media influence on parental understanding of optimal nutrition for their young children" The results of this study indicated that parents were aware of what a nutritious meal for a child was, but due to time and financial constraints could not always provide their children with an optimal meal.

Sakthipriya, E., and L. Ramesh (2016) researched about "Influence of Television Advertisement on Unhealthy Food Preferences among Children." The objective of the study was to determine the impact of television advertising on children. The result of the study indicates that Today's children are influenced by various marketing techniques on their choice of food. Television advertisements play a dominant role in influencing their decision to major extent.

Kim, Hyuksoo, et al (2016) researched about "A content analysis of television food advertising to children: Comparing low and general-nutrition food". The study identified a variety of persuasive appeals with central and peripheral cues in the child-targeted food commercials. The findings showed that general-nutrition food commercials used persuasive appeals with central cues more frequently than low-nutrition food commercials.

Miryala, Ramesh (2015) researched about "Advertisements' effect on food habits of children." The purpose of the study was to basically explore's how the child's food habits are being influenced by the advertisements and the mechanism of regulating the advertisements being aired and the outcomes of the study reveals that the food habits of the children are categorically influenced by the advertisements. So, it is inevitable for the legal system to be proactive and control the menaces of the advertisements on children and equally parents need to play veracious role in safeguarding their child.

Soni, Pavleen, and Jyoti Vohra (2014) researched about "Advertising Foods to Indian Children: What Is the Appeal?" The objective of the paper was to identify the nature of themes/appeals used in food commercials shown on children networks in India. Findings reveals that majority of food advertisements which were broadcast during children programmes included

confectionery, ice creams and dairy products, baked products and ready-to-cook food items.

Keerthana, S. (2007) "A study on impact of television advertising on children eating habits." The objective of the paper was to examine the view and opinion of parents about television impact on advertisements on children eating habit. After the study many parents opinioned that there is a strong impact of television ads on children eating habit.

Dang, Kanupriya, and Sunayna Khurana. (2008) researched about "Food advertising and its impact on food preferences of children." The paper attempts to study the impact of food advertising on children and identify how the advertising industry can be regulated to prevent the over-exposure of children to the ad world. It emphasizes on inculcating healthy food habits in children by suggesting parents to become more aware and concerned and regulating the advertisement targeted on children.

Zuppa, Julie, Heather Morton, and Kaye Phillips Mehta (2003) researched about "Television food advertising: Counterproductive to children health?" The results of the study reveals that television food advertising did not support the recommendation for healthy food eating, and also child's were exposed to a television environment that promotes food high in fat, sugar and salt.

Coon, K. A., and K. L. Tucker (2002) researched about "Television and children consumption patterns." The objective of the research paper was to find out are children influenced by the advertisements, findings reveal that most of the children were influenced by the advertisements and also they prefer most of the most advertised.

Borzekowski, Dina LG, and Thomas N. Robinson (2001) researched about "The impact of television commercials on food preferences of preschoolers." The objective of the study was to examine whether televised food commercials influence preschool children food preferences. The result of the study reveals that Children exposed to the videotape with embedded commercials were significantly more likely to choose the advertised items, which means that even brief exposures to televised food commercials can influence preschool children food preferences.

III. RESEARCH OBJECTIVES

- To find out effect of TV viewing hours on food habits of children.
- To find out the effect of advertisement on food habits of children.

- To explore the factors influencing food habits of children.

IV. RESEARCH METHODOLOGY

• Methodology

Research Design: The type of research design used in this process is descriptive research design in nature.

Sampling frame: The sampling frame for the study is the persons of Surat city who are parents of children and children respondents fall in the age group of 5 years to 15 years.

Sampling method: Non-probabilistic & convenience sampling method has been used for selecting the sample and collecting the data.

Sample size: Sample size of the study is 201 respondents out of which 101 are parents and 100 children whose age group is of 5 years to 15 years.

Data type and Data Collection Method: Primary Data has been collected through structured questionnaire, Google Docs has been sent to 400 parents out of which 101 have replied for the same. 100 children have been interviewed face to face through a structured questionnaire.

Data Collection Period: Primary Data has been collected during the period June – September 2019 from Surat City.

Data Analysis Tools and Techniques: To analyze the primary data some statistical tools and techniques have been used like Frequency Distribution, Formation of Hypothesis and application of appropriate Statistical Tests. SPSS 18 has been used for data analysis.

• Hypothesis

(A) Mann Whitney U Test

H₀: There is no significant difference in responses between male and female about impact of TV advertisements on food habit of children.

H₁: There is no significant difference in responses between male and female about impact of TV advertisements on food habit of children.

(B) Kruskal Wallis test

H₀: There is no significant difference in responses among various age group of children regarding impact of TV advertisements on food habit of children.

H₁: There is no significant difference in responses among various age group of children regarding impact of TV advertisements on food habit of children.

V. SUMMARY OF PRIMARY DATA COLLECTION

- Out of 101 parents respondents, 56 were male respondents and 45 female respondents.
- Out of 100 parents respondents, 47 were male respondents and 53 female respondents.
- 46 parents respondents agree that Food advertisements are impressive, only 3 respondents disagree with the same.
- 52 parents respondents agree that repetition of food advertisements are loved by the children, only 8 respondents disagree with the same.
- 42 parents respondents agree that parents are easily convinced for buying the advertised food for their children, only 7 respondents disagree with the same.
- 49 parents respondents agree that children are influenced by food advertisement, only 4 respondents disagree with the same.
- 40 parents respondents agree that children use their pocket money on purchasing advertised food , only 9 respondents disagree with the same.
- 49 parents respondents agree that food advertisements are loved by children, only 6 respondents disagree with the same.
- 45 parents respondents agree that children don't like to buy food which is not advertised, only 14 respondents disagree with the same.
- 57 parents respondents agree that children force their parents to buy advertised food, only 7 respondents disagree with the same.
- 47 parents respondents agree that even children below 5 years influence their parents to purchase advertised product, only 16 respondents disagree with the same.
- 51 parents respondents agree that even children below 5 year love to watch food advertisement, only 12 respondents disagree with the same.
- 33 parents respondents agree that children below 5 years don't understand food advertisement, while 26 were of the opinion that they understand food advertisement.
- 46 parents respondents agree that Food advertisements are impressive, only 3 respondents disagree with the same.
- 66 parents respondents agree that with increase in age children are influenced by TV advertisement and 24 respondents disagree with the same.
- 56 parents respondents agree that Food advertisements are really impressive, only 15 respondents disagree with the same.
- 49 parents respondents disagree that TV advertisement doesn't influence children at first sight, 26 respondents agree with the same.
- 87 children respondents agree that they like advertisement, only 1 respondent disagree with the same.
- 60 children respondents agree that they like to watch food advertisement repeatedly, 6 respondents disagree with the same.
- 85 children respondents agree that their parents agree for purchasing the advertised food, only 4 respondents disagree with the same.
- 41 children respondents agree that they influence parents for purchasing the advertised food, 8 respondents disagree with the same.
- 64 children respondents agree that they spend their pocket money on purchasing food items, only 12 respondents disagree with the same.
- 57 children respondents agree that they are happy watching food advertisement, only 4 respondents disagree with the same.
- 45 children respondents agree that they don't purchase food which is not advertised, 24 respondents disagree with the same.
- 49 children respondents agree that they force their parents for purchasing the advertised food , only 5 respondents disagree with the same.
- 68 children respondents agree that they love to watch food advertisement, only 5 respondents disagree with the same.
- 57 children respondents agree that they understand the food advertisement easily, only 11 respondents disagree with the same.
- 91 children respondents agree that they like to watch TV advertisement.
- 41 children respondents agree that they like to watch advertisement which appears frequently, 20 respondents disagree with the same.
- 56 children respondents agree that they are influenced by TV advertisement at first sight, only 11 respondents disagree with the same.
- 47 children respondents agree that cartoon character influence them to purchase product, 30 children disagree with the same.

VI. FINDINGS FROM DATA ANALYSIS

- It was found out that there is significant difference between age group and food advertisement when survey was done among parents. This means that children are influenced by the food advertisement as the result after analysis portrays that children enforce their parents to buy the food after they watch food advertisement. And also they are not ready to purchase those products which are not advertised.

- It was found that most influencing factor which influence children food habits after watching food advertisements were, advertisement with cartoon character & also advertisement which appears frequently.
- It was found that there is effect of TV advertisements on children for the statement TV advertisements are really impressive. Which means that parents even agrees that TV advertisements are impressive and they affect the children buying behavior.
- It was found that there is effect of TV advertisements on different age group of children for the statement I like to watch TV advertisements which appear frequently, I am more influenced for purchasing product which is advertised again and again, after watching cartoon character advertisement I enforce my parents to purchase that food item. This means that there is significant difference when it comes to TV advertisements and children of different age group.
- It was also found that TV viewing hours and Food advertisements have direct impact, which means that more a children is watching food advertisements more chances are there that he will buy that same product.
- After the analysis from kruskal wallis test regarding food advertisement from the parents of different age group, it was found that there is effect of food advertisements on children for the statement :- Children enforce their parents to buy the food after watching the advertisement and Children don't like to buy the food which is not advertised. So it can be interpreted that food advertisement affects the children buying behavior.
- After the analysis from Mann-Whitney U Test regarding TV advertisement and gender, it was found that there is effect of TV advertisements on children for the statement: - TV advertisements are really impressive. So it can be interpreted that parents agrees that TV advertisements are impressive and they affect the children food habits.
- After the analysis from kruskal Wallis test regarding TV advertisement and different age group of children, it was found that there is effect of TV advertisements on different age group of children for the statement :- I like to watch TV advertisements which appear frequently and I am more influenced for purchasing product which is advertised again and again. So it can be interpreted that different age groups of children also affects the children buying behavior.

VII. CONCLUSION

From the analysis of primary data and secondary data it is concluded that advertising severely affect the food habits of present generation children. The role of parents and legal system plays crucial role in preventing the anti health ads influencing the children food habits.

Though advertisement is integral part of the industry which wants its product to be reached to the customer, they should not forget that it's their social responsibility to take care of the future generation of the country which are been targeted tactfully to earn profits.

Parents should make the kids more aware of the surrounding so that they start taking proper & logical decision. Also government's role is important here. It can do it by implementing proper food laws and harmonization of various laws into single unified law.

It can be concluded that there is effect of TV viewing hours and children food habits. And also it can be concluded that TV viewing hours and Food advertisements have direct impact, which means that more a children is watching food advertisements more chances are there that he will buy that same product.

VIII. RECOMMENDATION

- Parents should be educated with respect to what should be healthy food as per proper nutritional intake for their children. Parents should continuously assess their children food habit and its impact on their health.
- If child is found getting into wrong food habit especially due to ads, it is the prime responsibility of the parents to explain them the damage out of it. Apart from these, parents should educate their children about the advantages of healthy food and disadvantages of unhealthy food.
- The intake of junk food & carbonated drinks causes numerous diseases such as obesity, hypertension, cardiovascular diseases (CVDs), gallbladder ailments, cancer, psycho social problems, breathlessness, sleep disorders, asthma, arthritis, weak bones and reproductive hormone abnormalities. So it should come with statutory warnings as in the case of cigarettes (Smoking is injurious for health and milk powder such as "Intake of this food more than twice a week is not good for health.")
- The government needs to draft and implement laws that do not deal with advertising in general but are specific and relate to every aspect of advertising, especially those that target young children and pertain to food.

- Advertisement should be informative in parallel to attractiveness.
- Advertisement should be made attractive in such a way that it only attracts those customers for whom the product is being designed they should not attract other age group.
- Advertisement code should be measured by the organization whether the stipulated time limit for advertisement is followed by the companies or not. TV Channels generally do not follow any rules regarding advertising air time.

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