

A Study on Impact of Advertising for Food Industry

Monish Anto.P.P), Dr P.V.Saravanan

*Student, Department of Commerce Shift -II Loyola College (Autonomous) Chennai -600034
M.Com., M.Phil., Ph.D., M.B.A., Assistant professor, Department of Commerce (Shift II) Loyola College
(Autonomous), Chennai 600034.*

Date of Submission: 05-04-2023

Date of Acceptance: 15-04-2023

ABSTRACT

The eating habits of society as a whole have drastically changed over the last few decades. The influx of technology, advertising, images in the media and changes within modern cultural and family values play a big role in the psychological evolution of consumers in the food service industry. My goal is to discover how the images in advertisements and media influence our desire to purchase food and alter our perception on what makes food appealing. In this thesis paper, I will start off with an introduction of how consumerism has changed

since the use of advertisements first began. I will reflect on the "traditional" value of food in comparison to the modernized concept of food, and introduce the emergence of fad foods and food trends in society. This introduction will allow me to further branch out into the topics of the psychological role in consumerism, as well as the roles of gender, socio-economic identity, cultural identity, and later on in the paper, the portrayal of health and beauty in the media. Next, I will begin to analyze my sources to support my thesis. I will use scholarly articles, essays, statistics from scientific studies, and other reliable sources for analyzing information, and will elaborate on the main ideas to further solidify my argument. Each source will play a key role in providing the data necessary for me to create graphs and charts, if possible, to organize the information. I will also try to find graphs and charts in other sources as references.

My conclusion will focus on how our food choices have been negatively impacted by external sources, such as the media, and provide possible solutions for the problem.

I. INTRODUCTION

DEFINITION OF ADVERTISING

The word advertising comes from the Latin word "advertere meaning" to turn the minds of towards". Some of the definitions given by various authors are:

According to William J. Stanton, "Advertising consists of all the activities involved in presenting to an audience a non-personal, sponsor-identified, paid-for message about a product or organization."

According to American Marketing Association "advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor".

Advertising is used for communicating business information to the present and prospective customers. It usually provides information about the advertising firm, its product qualities, place of availability of its products, etc. Advertisement is indispensable for both the sellers and the buyers. However, it is more important for the sellers. In the modern age of large scale production, producers cannot think of pushing sale of their products without advertising them. Advertisement supplements personal selling to a great extent. Advertising has acquired great importance in the modern world where tough competition in the market and fast changes in technology, we find fashion and taste in the customers.

SIGNIFICANCE OF THE STUDY

The study is expected to yield a number of desirable benefits, the most essential of which is contribution to existing knowledge. Specifically, the findings of the study would provide direction as to the effect of advertising costs or expenditures on the services, sales revenue and profit of Mr. Biggs Enugu. Thus, the study is expected to contribute as well to other organizations as it reveals the

importance and effects of advertising to their products and services.

II. LITERATURE REVIEW

The literature on advertising and children's food choice Brian Young and Marion Hetherington Brian Young is a lecturer in the Department of Psychology at the University of Exeter, Exeter, UK. He has research interests in advertising psychology. Marion Hetherington is a Lecturer in the Department of Psychology at the University of Dundee, Dundee, Scotland, with research interests in the development of food behaviour in children. Repon on a 1994 Ministry of Agriculture, Fisheries and Food-funded review of literature on advertising and children's food choice. identifies and details four main research areas: frequency and content of television advertising to children; purchase request behaviour; influence of advertising on food-related behaviour; and influence of advertising on attitudes and values. Nutrition & Food Science Number 5. September/October 1996. pp. 15-1 80 MCB University Press. ISSN 0034-6659 In 1994 the Ministry of Agriculture, Fisheries and Food funded a review of the literature on advertising and children's food choice. Two groups of researchers participated: Marion Hetherington and Suzanne Zeedyk at the University of Dundee who were concerned primarily with food behaviour in infants and children; and Brian Young and Paul Webley at the University of Exeter whose interests lay in advertising to children and economic socialization. Brian Young took editorial responsibility for the presentation and submission of the final version of the report in 1996. We decided that the survey of the literature should be restricted to publications that had gone through the process of peer review and were in the public domain in reputable academic journals. The issue of advertising to children is one that generates much with various groups actively pursuing their own interests and it was important at the outset to establish credibility with good sources. The review would pay critical attention to methodology and the extent to which results are valid in the world of food advertising and food choice by children in the UK today. In addition suggestions and priorities for future research would be given.

III. STATEMENT OF THE PROBLEM

It is an established fact that advertising plays a very significant role in creating product or service awareness in the market place. David and James (2002) argued that advertising is one easy way to educate existing and prospective consumers

about a product or service. Although it is common for people to relate the performance of a company with the priority it gives to advertising, people tend to forget that advertising budgets are a huge source of costs for the organization. In fact, the amount of resources committed by firms to advertising has steadily grown over the years because of the increased awareness and sophistication of consumers (Kotler, 2009).

Mr. Biggs Enugu should consider advertising as an inevitable tool for survival in the highly competitive market like fast food. Empirical evidence has proven that most products in Nigeria have close substitutes that are either locally produced or imported. This implies that Mr. Biggs Enugu would have to rely heavily on advertising to create a brand and distinguish it from other fast food organizations in the minds of consumers. Thus, advertising in Enugu has become the gateway to survival and the acquisition of market share. However, the need for survival, the desire to control larger market share and the dream of creating brand loyalty in the minds of consumers have made successful organizations to pay much attention to advertising programmes without recourse to the extent to which advertising has been able to commensurately improve their services.

IV. OBJECTIVES AND METHODOLOGY

The format of a scoping review was chosen as the most appropriate method, since it is a type of systematic review that allows for the exploration of the breadth or extent of the literature, map and summarize the evidence, and inform future research. A scoping review maps the available evidence in a systematic way and provides a synthesis of knowledge, including research gaps, that can help in planning future research. The nine-step process of the Joanna Briggs Institute Collaboration forms the framework for this work, and it was reported according to the guidance provided in the Preferred Reporting Items for Systematic Reviews and Meta-analyses (PRISMA) Extension for Scoping Reviews (PRISMA).

The concepts of interest were the methodologies and experiences in monitoring the digital marketing of BMS and FBHFSS aimed at ICA. We will use the definition of the WHA Resolution 69.9: 'marketing' means product promotion, distribution, selling, advertising, product public relations, and information services. Likewise, 'digital marketing' was defined as any

promotional activity delivered through a digital medium that seeks to maximize impact through creative and/or analytical methods . Therefore, the following research question was formulated (JBI Approach Step I: defining and aligning the objective and research question): What methods, tools, and techniques have been used to monitor the digital marketing of BMS and FBHFSS for ICA, and which countries have carried them out and how

This work is on the impact of advertising on the services of fast food industry using Mr. Biggs as a point of reference. Service quality and customer loyalty in business to business setting are vital in achieving business success. The main scope of the work is to give an insight on advertising creativity. The findings show that, indeed, advertising creativity has a huge impact on services rendered in the fast food industry. Advertising is a

prominent feature of modern business operations. One could encounter advertising messages, while watching TV, reading magazines, listening to the radio, surfing the internet or even simply working down the street, as advertising has a stimulating influence on purchasing behavior of the consumers. This study concluded that advertising is one of the most important medium of communication influencing the services of the fast food industry.

OBJECTIVES OF THE STUDY

1. To find out why and which category of people now a day’s prefer online food delivery system and
2. To analyse the impact and the role of advertisement in persuading people to plunge into the upcoming trend of online food delivery.

V. DATA ANALYSIS AND INTERPRETATION

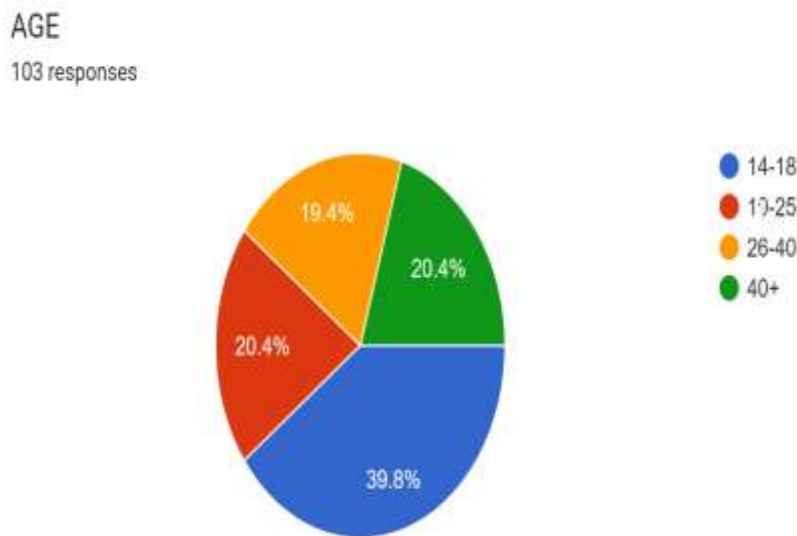


Figure no. 1

(Source - Primary Data)

Figure No. 1 reveals that 39.8% of the respondents are in the age group of 14 - 18. This shows that shopping online after being influenced by digital ads, is mostly Adults due to a greater number of internet users. Next followed by the

people who are in the age group of 19-40 with a percentage of 39.8%. The age group who rarely buys online are the age of 40+ with 20.4% of respondents.

GENDER
 103 responses

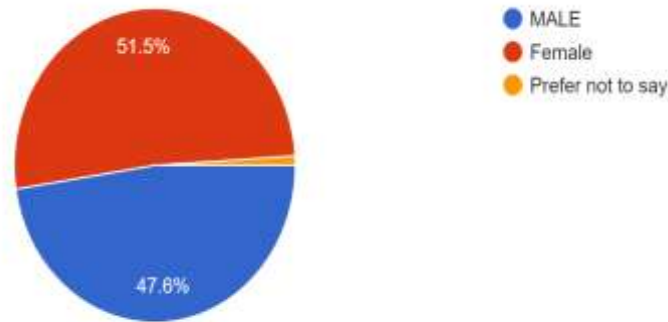


Figure no. 2

According to Figure No.2, it is evident that most of the respondents are female with 51.5% responses, which shows that females is more influenced by

digital marketing to buy online males tend to be too low in buying from e-commerce.

WHAT IS YOUR SOURCES OF INCOME
 103 responses

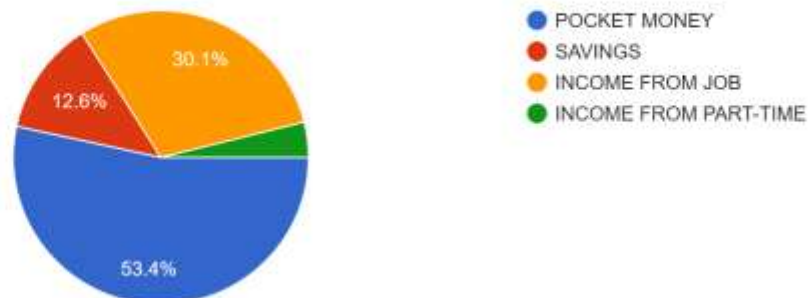


Figure no. 3

(Source - Primary Data)

According to Figure No.3 Most of the people's source of income is pocket money with 53.4%.second most is income from job with

30.1%.third and fourth are savings with 12.6% and income from part time in fourth place

WHAT IS YOUR OCCUPATION

103 responses

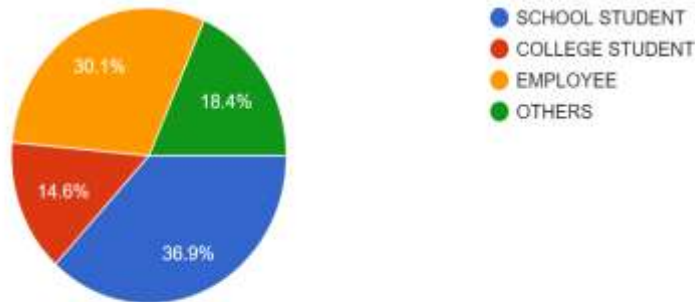


Figure no. 4

According to Figure No.4 Most responses are done by school students with 36.9% and Employee stands in the second place with 30.1% of

response and third with 18.4% of people with other jobs and Four is with 14.6% of college students

WHAT KIND OF FOOD YOU PREFER

103 responses

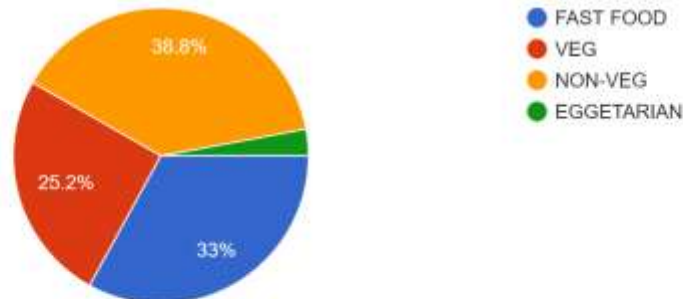


Figure no:5

According to Figure no:5 38.8% of people are prefer non-veg to eat and 33% of people are like to eat fast food and then 25.2% of people are

eggetarian by this. I conclude that most number of people are like to have non-veg and they prefer non-veg to eat.

HAVE YOU SEEN ANY ADVERTISEMENT ABOUT FOOD IN SOCIAL MEDIA?

103 responses

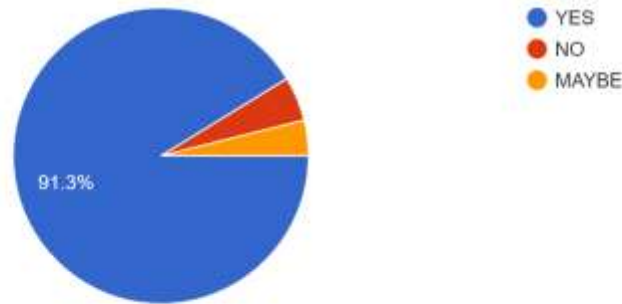


Figure no:6

According to figure no:6 91.3% of people are seen advertisement in social media's and I conclude that social media is the key place to advertise and the

advertisement can take the product to the consumer.

WHERE DO U SEE ADVERSEMENT OFFEN

95 responses

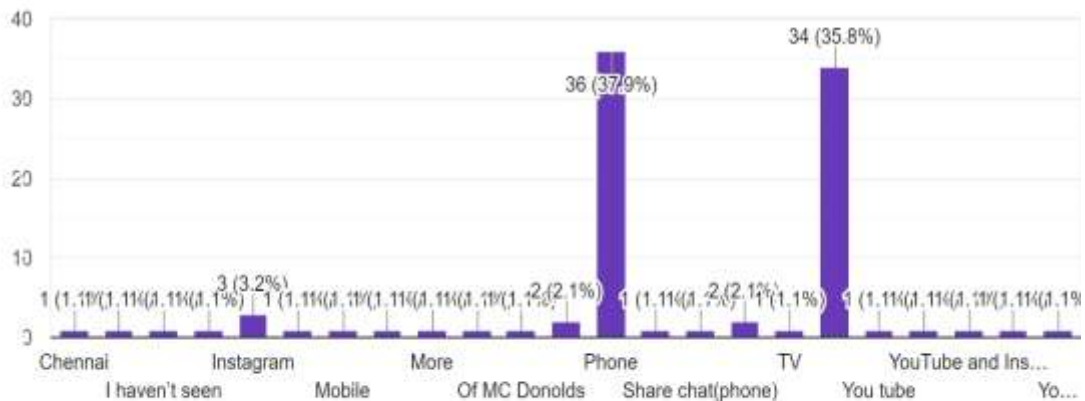


Figure no:7

According to figure no:7 37.9% of people are watching advertisement offen and second most is 35.8% of people are watching advertisement in tv

and all others are watching it on all other things like Instagram,youtube, etc.

IS ADVERTISEMENT USEFULL TO BUY PRDOUCT

103 responses

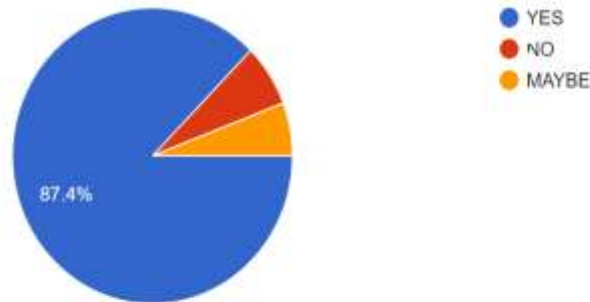


Figure no:8

According to figure no:8 87.4% of people are get useful to buy product by advertisement. Advertisement is the instrument to make consumer

to buy it, so the company use advertisement as an key instrument.

WHICH FOOD IS GOOD FOR HEALTH

103 responses

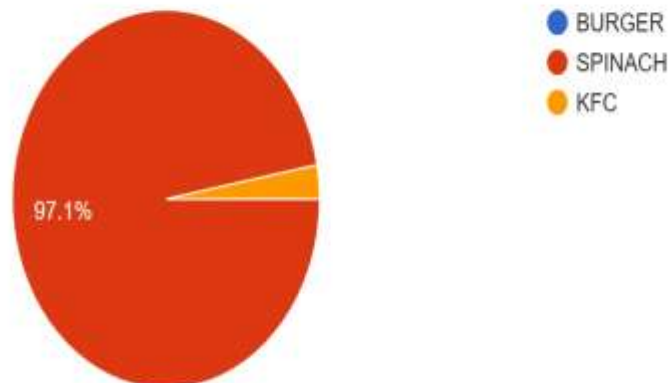


Figure no:9

According to the pie chart children and senior citizens like only greens because they do not want to damage their health condition due to recent lifestyle we livingas can't survive without healthy

nutrition rich green vegetables. Only few youngsters like unhealthy junk food due to their job tension and relaxation.

WHAT IS OUR TRADITIONAL FOOD

103 responses

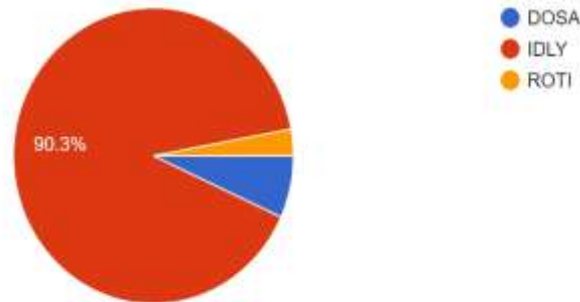


Figure no:10

Idly is a traditional, Indian cake that is a popular breakfast item in many South Indian households, although it can be found throughout the country. It is made with a batter consisting of

fermented lentils and rice, which is then steamed. These cakes are commonly served hot and consumed on their own, dipped into sambar or chutneys, or seasoned with a range of spices.

WHICH IS THE NATIONAL FOOD OF INDIA

103 responses

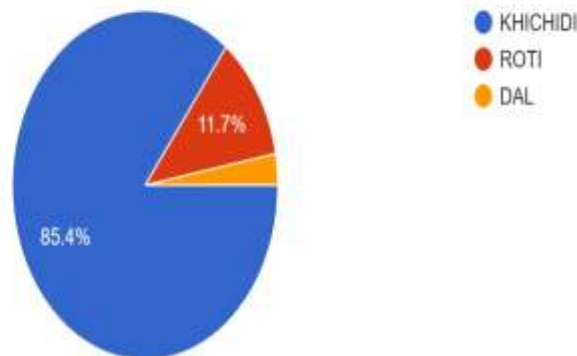


Figure no:11

India has no national dish. However, Khichdi is sometimes suggested as the unofficial national dish. There has been a lot of controversy concerning the national dish of India. A majority of Indians consider Khichdi to be their national dish. However, there are other popular foods such as jalebis, biryani, and golgappas that a considerable number of Indians identify with. The

government of India has not declared what the national dish of the country is. India is one of the most diverse countries in the world. The languages, cultures, foods, and religions in the country are very diverse. Due to the diversity and complex cultural systems, the country's cuisine is definitely diverse.

WHICH VITAMINS ARE RICH IN CARROTS

103 responses

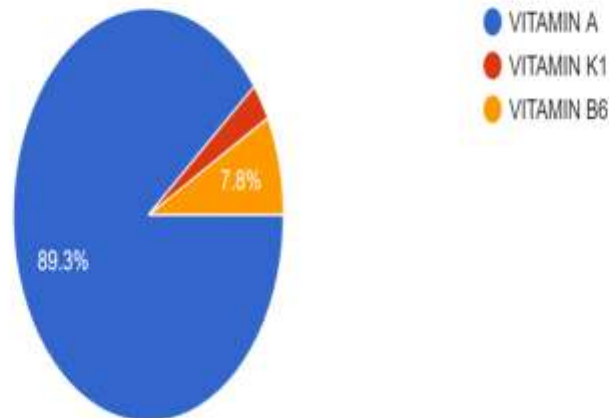


Figure no:12

Carrots are healthy vegetables that are eaten as snacks and used in many dishes to provide substance and flavor. Their crunchy texture adds something different and tasty to salads, meat

dishes, pasta, and more. But carrots are also extremely nutritious, packed with many nutrients that you need on a daily basis.

WHERE DOES COFFEE ORIGINATS FROM?

103 responses

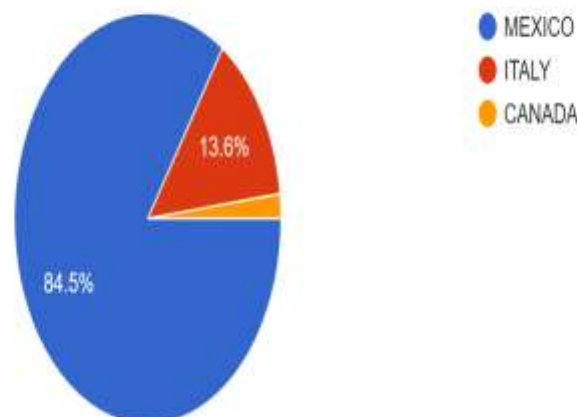


Figure no:13

Coffee grown worldwide can trace its heritage back centuries to the ancient coffee forests on the Ethiopian plateau. There, legend says the goat herder Kaldi first discovered the potential of these beloved beans.

The story goes that that Kaldi discovered coffee after he noticed that after eating the berries from a certain tree, his goats became so energetic that they did not want to sleep at night.

VI. FINDINGS

In this chapter, the advertising aspect of consumerism in the food industry in relation to human behavior will be explained, as well as how each are directly correlated to each other; as well as how marketing companies use tactics accordingly to sell their products to specific groups of people, based on responses to advertisements and food. There are some potential negative effects that society could be faced with by the advertising strategies over the past few decades, which will also be examined. The problem in question is, are the food industry's advertising tactics negatively affecting society? If so, how? How can we reverse any of the imposed negative effects? Advertising in today's media is loosely monitored, and is more clever than ever, with companies coming up with subliminal tactics to market their products to a broader target consumer base, and spending more money than ever to get consumers to buy those products.

VII. LIMITATIONS

One of the limitations of this study was assigning the preference expressed by the child, due to the age characteristics of the population. To this end, interviewers with experience in these age groups were selected. During the data collection period, some cases of uncertain answers were recorded, in concrete from 19 children, who were discarded from the sample to guarantee maximum debugging and quality of the results. Nevertheless, the consistency of the results could have been improved by assessing the outcome at two different times, with a pre-test and a post-test. However, this way to proceed is justified by the difficulty in making correct assessments in the young age range of the study population.

On the other hand, the influence of advertising demonstrated in this study is not as conclusive as in previous studies, as it has only been partially contrasted. This can be due to the fact that advertising is not the only factor related to eating habits and to consumption preferences but also family, educational, socioeconomic, and personal factors. Because children are so heavily

exposed to junk food advertising in the course of their normal lives, it can be challenging to detect the effects of brief experimental advertising interventions.

QUESTIONNAIRE LINK

https://docs.google.com/forms/d/e/1FAIpQLScjzwt3s5bA4Dw0Utq3U-peRCD6cX10CWSXso9bamKEYbdMba/viewform?usp=sf_link

VIII. CONCLUSION

It is clear that there has been a gradual shift in the marketing tactics used in the food industry since the first implementations of marketing. Advertisers use a wide range of tactics to target certain demographics that will be most inclined to have a "need" for their products, and their motives are shown in the various forms of literature that I have reviewed for this thesis paper. It can be concluded that advertising is one of the main factors contributing to the obesity epidemic in children by marketing products to them that are utterly lacking in nutrition; therefore making the products seem appealing to them with their lack of nutritional knowledge. There is an overall lack of nutritional knowledge among consumers in America in general. This can be seen in the obesity epidemic, and is also apparent in the various eating disorders that seem to have skyrocketed in the last few decades. Advertising does seem to have a negative effect on the overall health and well being of society, which can be seen in the statistics and data that have been reviewed. Fortunately, there are definitely plenty of solutions and steps that can be taken by different people to help change the direction in which advertising is going. With help from the government by setting limits on nutritional content of some junk foods, or setting restrictions on what foods can or cannot be advertised – and to what extent – society may be able to start seeing a positive shift in overall health. Elementary and middle schools must instill better knowledge in students to make healthier meal choices, and influence them to get more exercise than they already may or may not get. With hope, this generation will start to become more health-conscious, reversing the problems that have been brought upon society by unhealthy foods that have become so ingrained in our culture and daily lives.