

IMPACT OF FOOD ADVERTISEMENT ON FOOD HABITS OF SCHOOL GOING CHILDREN – A STUDY IN KANNIYAKUMARI DISTRICT

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ABSTRACT

In the current competitive business scenario, advertising is being extensively used by every industry to enhance their visibility among the consumers and convert them into life time consumers. This advertisement laid a very powerful impact on children and the result is changing their lifestyle. However, the segment influenced most by these advertisements in a positive or negative manner is the children. The advertising world is getting bigger each day, every minute and every second of the day, people are finding creative writers or designers to showcase their products in a very unique way to the final consumers to make a lasting impression on the people. The purpose of this research study is to examine the impact of television food advertisement on eating behavior of school going children of 10-12 years of age. This research study is to examine the impact of television food advertising on eating behaviour of school going children and the marketing channels used to target Indian children and adolescents. The study has been made by conducting a survey in Kanniyakumari District of Tamil Nadu State. For that, the researcher collected 75 samples from the respondents and percentage, Garret ranking method and t-test used for this study.

KEY WORDS: Food Advertisement, Food Habits, 10-12 years Children, Buying Behaviour, Advertising Council of India.

INTRODUCTION

In the current competitive business scenario, advertising is being extensively used by every industry to enhance their visibility among the consumers and convert them into life time consumers. These advertisements lay a very powerful impact on almost every individual whether they are elders, teenagers or children and result in changing their lifestyle. However, the segment influenced most by these advertisements in a positive or negative manner is the children. The advertising world is getting bigger each day, every minute and every second of the day, people are finding creative writers or designers to showcase their products in a very unique way to the final consumers to make a lasting impression on the people.

The markets all over the globe are huge and it sometimes nearly becomes difficult to help recognize a genuine product, today companies are fighting to create their brand space in the markets which are so consumed and flooded by extra ordinary products, their features, their uses and of course the attractive pricing. Advertising has good effects as well as harmful effects, but the negative effects are most prominent ones as they cause emotional and psychological impact on the minds of younger children in the longer run.

In recent years, the food and beverage industry have started viewing children and adolescents as a major market force. As a consequence, food advertisers target children and adolescents aggressively, and expose to them a growing and unprecedented amount of advertising, marketing, and commercialism through a wide range of channels. The principal goal of food advertising and marketing geared towards school going children is to influence brand awareness, brand preference, brand loyalty, and food purchases among youth.

STATEMENT OF PROBLEM

Most of the Advertisement is directly targeting the children's food consumption. More than half of the foods presented in the advertisement were rich in fat and sugar. Children ask their parents to buy the good they see in the advertisement both while watching television and shopping. Over the last decade Advertisement in India has undergone a complete transformation, moving from a single channel,

government controlled services to multi-channel, multi-optioned, transnational program. In This process, advertising has blossomed and became fragmented, adapting itself to the dictates of the various avenues now open to it. The Advertisement is grater the influence it has on the child. The investigation into this subject matter is very necessary to the advertisers and parents. This study will examine how advertisers using television as a medium try to persuade children to purchase their food products. Make the children and their parents alert of certain deceptive messages in adverts. Make the advertisers aware of the most effective advertising medium that gets the attention of children

REVIEW OF LITERATURE

Dr. Ranjan Jaykant Sabhaya, (2020), “A study on Influence of TV Advertisement on Food Habits of Children”, it 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.

Mohammad Inam Khan and Mohammad Aadil Khan (2019), “Impact of Junk Foods Consumption and Parents Concern for Children’s Food Habits”, From the survey, it is found that parents are equally responsible for the unhealthy food habits of their children. Parents have been found to express concerns about children’s advertising, quality of foods advertised and advertising of unhealthy foods when children watch TV. A vast majority of parents are in favors of a reduction in the number of advertisements during children’s broadcasts. Parents support that foods advertising to children should be strongly regulated and that the government should introduce stronger restrictions on food advertising at times when children watch television. There is, however, too little regulation controlling the programmed to advertising ratio especially during children’s programmers in developing countries including India. Though there are codes for advertisers, set up by Advertising Council of India (ASCI), yet, strict enforcement of them is less forthcoming and self-regulation is the norm for the industry. Consumers’ International report concludes that self-regulation pledges by industry players are only ‘confusing’ as they are implemented without giving add quite nutritional information to parents. Apart from all that parents are also advised to show their serious concern for the healthy food habits among their children, only blaming to the advertising agencies and authority is not enough to show their concerning by doing so they cannot run away from their own responsibility.

OBJECTIVES OF THE STUDY

- ❖ To identify the Consumption food items by the parents of the children.
- ❖ To find out the Preference towards type of T.V. advertisements of the children.
- ❖ To study the Factors affecting eating habits of children due to Advertisement.
- ❖ To analyses the Consumption food items and Gender Type of the respondents.

RESEARCH DESIGN

Personal interview method was used for data collection from respondents. After start rapport with the respondents, the purpose of the study was explained to them and the data were collected with the help of structured schedule. The tool for the study is a self-made questionnaire. From parents’ data was collected through questionnaire method. The researcher to collected primary data among 60 respondents. Secondary data is research that is gathered and can be accessed by the researcher. The researcher has gathered the secondary data from the published sources such as websites, magazines and journals. For analyzing the data percentages and t-test were applied.

LIMITATIONS OF THE STUDY

- This study is limited to within the area of Kanniyakumari District.
- The present study was delimited to school children in the age of 10-12 years.
- The sample sizes of 60 respondents are less to represent the whole population.

RESULTS AND DISCUSSIONS

Table 1: Demographic Variables of the Respondents

VARIABLES		No of Respondents	Percentage
Age	10 years to 11 years	32	53
	11 years to 12 years	28	47
	Total	60	100
Gender	Male	24	40
	Female	36	60
	Total	60	100
Family type of the children	Nuclear family	48	80
	Joint family	12	20
	Total	60	100
Number of Family Members Earnings	One	17	28
	Two	27	45
	Three	9	15
	Four	7	12
	Total	60	100
Income per month	Below ₹20000	13	22
	Above ₹20000	10	17
	₹20000-₹50000	16	27
	Above ₹50000	21	35
	Total	60	100

Sources: Primary Data

Table No.1 shows demographics wise distribution of the respondents. It reveals that Female respondents were higher than male respondents. Majority of respondent's age group were 10 years to 11 years and Nuclear family were high as compared to Joint family. Majority of the respondent's Number of Members Earnings were Two. Majority of respondents were earning Above ₹50000 Income per month.

Table 2: Frequency of watching television

Watching T.V. in a week	Number of respondents	Percentage
Every day	29	48
2-3 days	20	33
3-4 days	6	10
4-6 days	5	8
Total	60	100

Sources: Primary Data

Television addiction of children was the most vulnerable and often parents were worried about this. It was amazing that almost 29 respondents watched T.V. 3 every day. Only very few of them were watching T.V. for 4-6 days.

Table 3: Shows children prefer to watch

Shows children Prefer to Watch	No of Respondents	Percentage
Cartoons/Animated Shows	27	45
Knowledge based Shows	12	20

Movies	16	27
Children's shows/serials	5	8
Total	60	100

Sources: Primary Data

It found 27 respondents only saw cartoon or animated shows, 12 children referred to see knowledge-based shows and it was amazing to see that only 16 respondents essentially preferred to watch movies on televisions. Regular T.V. shows did not gain that preference by the children while only some of them i.e. 5 children like watching reality-based T.V. shows like Big Boss or Nach Baliye or so.

Table 4: Preference towards type of T.V. Advertisements

Preference towards type of T.V. Advertisements	Number of respondents	Percentage
Food products Ads	41	68
Cosmetics Ads	10	17
Jewellery Ads	4	7
Automobiles Ads	3	5
Other Ads	2	3
Total	60	100

Sources: Primary Data

It was analysed from table 4 that children do prefer to watch the T.V. Ads that were related to food products, which conveys that these Ads would definitely be encouraging or influencing them towards various eating habits. The second most favourite Ads was found Cosmetics Ads.

Table 5: Consumption Food Items

Food items	Number of respondents	Percentage
Bakery Items	11	18
Cold Drinks Items	9	15
Ice Cream Items	10	17
Sweets items	12	20
Chocolate Items	14	23
Street Food Items	4	5
Total	60	100

Source: Primary Data

When inquired about the most frequent item children usually prefer to eat, an outright answer of it was found to be chocolates that too having it on daily basis. The second most preferred was Sweets items either aerated or not but are definitely injurious to the health of the child as these all items are flavoured and not the real one.

Table 6: Factors affecting eating habits of children due to Advertisement

Factors affecting eating habits of children due to Advertisement	Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Total
Do you like the food advertisement?	11	18	23	6	2	60
Do you want to watch the food advertisement repeatedly?	3	12	34	9	2	60
Do you like to buy the food products after watching T.V. advertisement?	8	23	26	2	1	60
Do you enforce your parent to purchase the food after watching the food	7	22	27	3	1	60

advertisement?						
Do you spend most of your pocket money on advertised food?	4	18	29	6	3	60
Are you happy when you purchase the advertised food?	8	13	27	7	5	60
Do you get depressed?	12	16	27	3	2	60

Source: Primary Data

The above table indicated that the Factors affecting eating habits of children due to Advertisement. The researcher asked some questions in which most of the respondents answered the Neutral.

Table 7: Table showing T-Test for Consumption food items and Gender Type

Dimensions	Family type	N	Mean	T Test	
				Value	Sig.
Bakery Items	Male	24	2.63	3.338	0.0010**
	Female	36	2.11		
Cold Drinks Items	Male	24	2.60	2.429	0.0160*
	Female	36	2.42		
Ice Cream Items	Male	24	2.90	2.144	0.0320*
	Female	36	2.07		
Sweets items	Male	24	2.47	1.279	0.0020**
	Female	36	2.55		
Chocolate Items	Male	24	2.37	2.647	0.0080**
	Female	36	2.45		
Street Food Items	Male	24	2.84	4.120	0.0000**
	Female	36	2.10		

Source: Computed Data, Note: **, and * means significance at 0.01, and 0.05 level respectively.

The above table summarizes the results of Testing of mean differences of Consumption food items and Gender Type. The p value of Bakery Items, Sweets items, Chocolate Items and Street Food Items are significant at 0.01 level, whereas other dimensions such as Cold Drinks Items and Ice Cream Items are significant at 0.05 level, hence the Null hypothesis (H₀) is rejected. Consequently, it is accepted that a noteworthy mean difference persists between Consumption food items and Gender Type.

FINDINGS

- ❖ Female respondents were higher than male respondents.
- ❖ Majority of respondent's age group were 10 years to 11 years.
- ❖ Nuclear families were high as compared to Joint family.
- ❖ Majority of the respondent's Number of Members Earnings were Two. Majority of respondents were earning above ₹50000 Income per month.
- ❖ 29 respondents watched T.V. on Every day.
- ❖ Only very few of them were watching T.V. for 4-6 days.
- ❖ 27 respondents only saw cartoon or animated shows.
- ❖ 12 children referred to see knowledge-based shows.

SUGGESTIONS OF THE STUDY

- The government needs to run some health welfare awareness programmes which must convey a proper message to children to understand and react on these ads.
- Parents should take pain and try to make their ward realize the good and bad been shown in these ads.

CONCLUSION

The present study was conducted on 10-12 years children of Kanniyakumari District of Tamil Nadu State to find out effects of advertisement on food habits of children. When researcher analysed, most of the children prefer to watch Cartoons/Animated Shows only and they give mostly preference to food products related advertisement. Some of the Factors affecting eating habits of children due to Advertisement, the researcher asked some question and getting answer from the respondents in which most of the respondents answered the Neutral. When researcher compare with Consumption food items and Gender Type of the respondents, Bakery Items, Sweets items, Chocolate Items, Cold Drinks Items, Ice Cream Items and Street Food Items were significant hence the Null hypothesis is rejected. Consequently, it is accepted, that a noteworthy mean difference persists between Consumption food items and Gender Type.

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