

Impact of Television Advertising on Food Habits of Children - A Study in Tirunelveli District

Dr. N. Indira

Assistant Professor, Department of Commerce, Pioneer Kumaraswamy College, Nagercoil, Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli, Tamilnadu, India.

Abstract

Children's dietary habits have been greatly influenced by food marketing. The majority of places where children are exposed to food marketing include not just supermarkets, but also convenience stores, television, and the internet. Childhood obesity has recently become a cause for concern due to the growth and expansion of the marketing of unhealthy foods, which influences children's purchasing and consumption habits, including their knowledge of nutrition and food preferences, as well as how they shop for food and their overall health as a result of their diet. Television is the primary source of food-related media messages for children, particularly younger ones. Television Food advertising is the use of television to promote food goods and businesses. Marketers selling intent is not understood by all children, therefore parents play an important role in choosing and purchasing the right type of food for them. The paper intends to understand the Impact of Television Advertising on Food Habits of Children. The study has been made by conducting a survey in Tirunelveli District of Tamil Nadu. A questionnaire assessing attitudes of children towards TV advertisements and buying behavior of parents was distributed among parents of children Upto Twelve years of age. For that, the researcher collected 80 samples from the respondents and percentage, chi-square test and Garret Ranking method used for this study.

Key words: Food Advertisement, Food Habits, Food Products, Television Advertising, Children Habits, Health.

Introduction

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.

Food is essential for growth and development of a child. A child cannot live without food. 'Good food means the right kind of food for good health; it is nutrition's. It contains natural substances that body needs to grow properly and stay healthy. We must choose the right food in daily diet for good health of our child. The food advertisement has a considerable impact on the eating habits of children. Advertising on television has a direct effect on eating habit of children. Children all over the world spend maximum free time in front of the Television. T.V advertising and prime time programmes are found to have an influence on the food habits of children. The food advertisement has a considerable impact on the eating habits of children. Advertisements normally show food items rich in fat, saturated fat, sugar, salt, sodium which are very harmful to children's health. Children get easily carried away by these advertisements and want to buy the advertised product. Constant TV watching and eating of such food without any other activity leads to various diseases and ailments like heart problems, obesity, cholesterol which is very bad in the long run.

Statement of the Problem

Businesses of all sizes are increasingly relying on advertisements to increase their awareness among consumers and turn them into long-term customers. These advertising have a profound effect on youngsters, and as a result, their lifestyles are being altered. Television has been found to be the most effective and popular audio-visual media that conveys all types of messages to people. Food is a product

that is consumed, like so many other goods and services. Nowadays many children choose their food themselves, which attracts attention not only from companies that develop products and advertising for that segment, but also organizations concerned with their nutrition. The population of children is demanding in their choice of products, and companies targeting this segment have sought to offer differentiated products in order to meet the specific needs of this consumer group. A child is a socially active individual, capable of making decisions and responding in a specific manner to various social stimuli, such as appeals to consumption. The population of children is demanding in their choice of products, and companies targeting this segment have sought to offer differentiated products in order to meet the specific needs of this consumer group. Most parents today are pre occupied with various activities throughout the day. As a result, they depend on TV to occupy their child while they do their household chores. It takes a lot of effort to restrict children's TV watching. Today with both parents working it becomes a struggle for them to maintain the home and the work place. Whether they like it or not parents sometimes overlook the continuous presence of their child in front of television. They feel that at least the child is quiet and is occupied in the house rather than being naughty and running around. Research studies have been undertaken on the impact of advertising on various products but not much work has been undertaken exclusively on food products. Hence the current study is undertaken to fill the gaps in the existing research in the field of children food and also to understand the Impact of Television Advertising on Food Habits of Children.

Review of Literature

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

Huneiti, Kholod Saleh (2018) "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' eating habits changed dramatically, resulting in very unhealthy eating habits.

Objectives of the Study

1. To study socio economic background of respondents
2. To examine the influence of TV advertising on food and beverage preferences of children
3. To study the factors influencing consumption of advertised food
4. To find the association between Factors attracting children to TV advertisements and Socio-Economic factors

Research Design

The present study is of Descriptive in nature. Sample size selected for the study was 80 respondents in Tirunelveli District of Tamil Nadu State. Convenience sampling technique was adopted in the selection of the respondents. For analyzing the data, Percentages, Chi square test and Garret Ranking method were applied.

Limitations of the Study

1. The study is confined to Tirunelveli District alone. Hence the findings may not be generalised for the other parts of the country.
2. Since the data was collected from children in the age group of upto 12 years the questionnaire had to be made as simple as possible for their level of understanding and at the same time to serve the purpose of research.

Results and Discussions

Table 1: Demographic Variables of the Respondents

VARIABLES		No of Respondents	Percentage	
Age	Upto Six years	13	16	
	7-8 years	21	26	
	9- 10 years	24	30	
	10 -12 years	22	28	
	Total	80	100	
Gender	Male	42	53	
	Female	38	48	
	Total	80	100	
Educational Qualification of Parents	HSC	16	20	
	Graduation	18	23	
	Post-Graduation	19	24	
	Professional	16	20	
	Others	11	14	
	Total	80	100	
	Occupation of Parents	Farmer	15	19
		Government	17	21
Private		21	26	
Business		18	23	
Others		9	11	
Total		80	100	
Annual Income of Parents	Less than 100000	12	15	
	100001-200000	31	39	
	200001-300000	22	28	
	300001-400000	11	14	
	Above 400000	4	5	
	Total	80	100	

Primary data

Table No.1 shows demographics wise distribution of the respondents. It reveals that male respondents are higher than female respondents. Majority of respondents in the age group of 9- 10 years and Post-Graduation were high as compared to other Educational groups. Majority of the respondents were Private employee and 100001-200000 respondents were high as compared to other Income level of the respondents.

Table 2: Persons accompanying children while watching TV

Type	No of Respondents	Percentage
Parents	17	21
Brothers/sisters	19	24
Grand parents	6	8
Friends	9	11
Neighbours	8	10
None	21	26
Total	80	100

Primary data

Table No. 2 shows that Persons accompanying children while watching TV. Majority of the respondents were given as none of others when watched the Television.

Table 3: Children's memorability about advertisements

Type	No of Respondents	Percentage
Food	41	51
Clothing	5	6
Toys	19	24
Electronics	6	8
Others	9	11
Total	80	100

Primary data

Table No.3 shows that Children's memorability about advertisements. 41 respondents memorability about advertisements as food products, 19 respondents given answer as Toys, 9 respondents selected as others products, 6 respondents memorability about Electronics products and 5 respondents were selected as Clothing.

Table 4: Factors attracting children to TV advertisements

Factors	No of Respondents	Percentage
Music	18	23
Brand & Slogan	22	28
Colour	35	44
Presentation	5	6
Total	80	100

Primary data

Table No. 4 shows that majority of the investor's Category is themselves as both long term investors and daily traders.

Table 5: Advertisements influencing children's purchase of various food and beverages

Type	No of Respondents	Percentage
Horlicks	3	4
Nestle	1	1
Boost	3	4
Maggie	9	11
Noodles	6	8
Ice cream	6	8
Kinder joy	8	10
Health drinks	3	4
Honey	2	3
Cheese	2	3
Sweet drinks	3	4
Cream fills	1	1
Chocolates	13	16
Glucose	3	4
Pizza	3	4
French fries	2	3
Burgers	2	3
Biscuits	10	13
Total	80	100

Primary data

Above table shows that Advertisements influencing children's purchase of various food and beverages. Majority of the respondents were purchase Chocolates through Advertisements.

Table 6: factors influencing consumption of advertised food

Factors	Garrett's Mean Score	Rank
Working parents	66.74	I
Taste	66.39	II
Convenience	66.22	III
Outing with parents	63.79	IV
Cheapness	62.26	V
Availability near school	61.58	VI
Attractive promotion	59.85	VII
Preference for branded products	56.31	VIII
Product characteristics	53.08	IX

Sources: Computed Data

Above Tables specifies the factors influencing consumption of advertised food. It shows that Taste of the respondents were the first rank and Product characteristics were the least rank.

Association Between Socio-Economic Characteristics And Factors Attracting Children To Tv Advertisements

The non-parametric chi-square test is applied to find the association between Factors attracting children to TV advertisements and Socio-Economic factors such as age, sex, education, occupation and income.

Table:7 Socio Economic Characteristics and Factors attracting children to TV advertisements

Character	Calculated Value	Degrees of Freedom	Table Value	Result
Age	12.15	9	16.92	Accepted
Sex	1.88	3	7.81	Accepted
Education	20.67	12	21.03	Accepted
Occupation	15.54	12	21.03	Accepted
Income	21.44	12	21.03	Rejected

Computed data

From the above table it is clear that there is no significant difference between level of satisfaction and socio-economic factors of Income. But there is a significance difference between respondents and the Socio- economic factors such as age, sex, Education, and occupation.

Findings

1. Male respondents are higher than female respondents.
2. Majority of respondents in the age group of 9- 10 years.
3. Post-Graduation were high as compared to other Educational groups.
4. Majority of the respondents were Private employee.
5. 100001-200000 respondents were high as compared to other Income level of the respondents.
6. 41 respondents memorability about advertisements as food products
7. Majority of the respondents were given as none of others when watched the Television.
8. Majority of the investor's Category is themselves as both long term investors and daily traders.
9. Majority of the respondents were purchase Chocolates through Advertisements

Suggestions of the Study

1. Convince the children that the celebrities performing in the ads are not giving the real information and they were paid for it.
2. Promotion of children's rights for protecting them against negative effects of advertisements.
3. Mothers are the main persons who act as mediators therefore they should very strongly act to prevent negative influence of television.
4. Parents should also find time to prepare tasty food for their children and tell them the benefits of eating home cooked food.
5. The government should insist the companies to print the harmful effects of foods and drinks.
6. The government should develop strict advertisement law at least in case of children based food products.

Conclusion

Children are a big market today. They attract producers and advertisers. The implications of this fast-growing entertainment sector. Parents agree that food advertisements influence children's eating habits. They are very much concerned about their children's health and eating habits. Parents agree that consumption of food in front of television has brought about unhealthy food habits and the excessive intake of it results into obesity and other health related problems. They do not allow T.V to be on during meal time and also do not allow their child to watch any T.V programme that they choose. Parent's keep a strict vigil and control on children through parental mediation. Parental restriction involves controlling programs viewed by children, monitoring T.V viewing, insisting on completing home- work first and encourages other activities like playing instead of T.V watching. Laws, regulations and restrictive policies imposed by government on various industries, media and advertisers so as to maintain certain standards product produce.

Reference

1. Dr. Ranjan Jaykant Sabhaya (2020), "A study on Influence of TV Advertisement on Food Habits of Children", International Journal of Advances in Engineering and Management (IJAEM) Volume 2, Issue 10, pp: 400-406 www.ijaem.net ISSN: 2395-5252.
2. Huneiti, Kholod Saleh. "The Influence of Junk Food Commercials in Cartoon Channels on Children Consuming Behaviour in Jordan." (2018).
3. Dixon, Helen G., et al. "The effects of television advertisements for junk food versus nutritious food on children food attitudes and preferences." *Social science & medicine* 65.7 (2007): 1311-1323.
4. Rehman, Varisha. "Attitudinal change in children: An insight from three decade of advertising campaigns in India." *Journal of Marketing Communications* 25.8 (2019): 884-911.
5. Nargundkar.R (2013), *Marketing Research: Text and Cases*, 3rdEdn. McGraw Hill Educational (India) Pvt Ltd, New Delhi.
6. Moloy Ghosh, (2011), *An Empirical Analysis of Consumer Buying Behaviour for Baby Care Products Baby*", School of Economics Devi Ahilya Vishwavidyalaya, Indore (M.P.)
7. Wilson.E.D., Crawford .D.,Dobbins .T., Hardy .L., D'Okely .A.,(2009), "Influences on consumption of soft drinks and fast food in adolescents," *Asia Pacific Journal of Clinical Nutrition* 18(3), pp. 447-452.