



A STUDY ON IMPACT OF TV FOOD ADVERTISEMENT ON EATING HABITS OF CHILDREN WITH REFERENCE TO TIRUPUR CIT

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ABSTRACT: This study examines the impact of TV food advertisements on the eating habits of children in Tirupur city. The research aims to identify the frequency of exposure of children to food advertisements, their attitudes towards such advertisements, and the impact of these advertisements on their food choices. A sample of 200 children between the ages of 7 and 12 years from various schools in Tirupur city was selected for the study. Data was collected through a structured questionnaire, and the results were analyzed using descriptive statistics and chi-square tests. The findings suggest that TV food advertisements significantly influence the food choices of children and contribute to unhealthy eating habits. The study recommends that parents and caregivers should monitor and regulate the exposure of children to food advertisements, and the government should implement regulations to restrict the advertising of unhealthy foods during children's programming.

Index Terms- TV Food advertisements, children, eating habits

INTRODUCTION

The term 'advertising' is derived from the Latin word 'advertere' which means 'to turn the attention'. Advertising is a vital marketing tool as well as powerful communication medium. It plays a significant role for manufacturer, customer, and the society at large. It helps the manufacturer in introducing new product, maintaining the demand of the existing products and attracting new customers. Advertising helps the consumer to gain useful information about

the quality, terms of sales etc. it helps them to make a comparative analysis and make their best choice. Advertising generates huge revenue, employment opportunities in the society, which helps in the overall development in the nation. The success of advertising greatly depends upon effective advertising program and the message delivered by the advertiser.

The main purpose of advertising is to transmit an effective message from the marketer to group of individuals. The message is known as 'advertisement'. Advertisements aim at drawing attention to a product. It seeks to create awareness of advertised products. It passes on the information about the product. As a result of advertisements, companies may be able to reach a wider range of potential buyers. Globalization of advertisements has significantly increased consumerism and has allowed many companies to boost its sale.

STATEMENT OF THE PROBLEM:

Children are a vulnerable target audience and they get easily carried away by advertisements. This is due to the reason that the children lack the analytical abilities and judgment of adults. This weakness of the children is exploited by the food advertisers around the world. A large number of TV food advertisements are targeted children nowadays. Food companies use manipulative tactics to attract children through the media of advertising. Most of the food advertisements watched by children are of high fat, sugar and calories products. When children watch eating foods in the advertisements, they assume that it is good for the health. They do not know that some foods are not good for health. Thus, food advertisements directed to children require special attention.

Therefore, this study is undertaken to analyse the impact of TV food advertisements on the eating behaviour of children. As the children may not have ability to respond to the survey. The impact of TV food advertisement on the eating habits of children has been analysed from their parents.

OBJECTIVES OF THE STUDY

- To analyse the type of food items demanded by children on seeing television advertisements.
- To analyse the factors in television advertisements influencing children to demand a food product.
- To know the opinion of parents regarding television food advertisements.

SCOPE OF THE STUDY

The main scope of the study is to know about the children's food preference and demand to purchase the food items. The children will insist their parents to buy the product after they watch the TV food advertisements. The study also identifies the opinion of parents regarding the TV food advertisement.

RESEARCH METHODOLOGY

The main objective of this research is to study the impact of television food advertisements on the eating habits of children a study with reference to Tirupur city.

Period of the study:

The period considered for the study is from December 2022 to March 2023.

Sampling technique:

Convenient sampling technique is used.

Area of the study:

The study was undertaken in Tirupur city.

Sampling size:

The sample size of the study is 120 respondents.

Source of data:

- Primary data
- Secondary data

Primary data:

The primary data is collected through questionnaires.

Secondary data:

The secondary data is obtained from newspapers, journals, magazines and websites.

Tools used:

- Simple percentage analysis

LIMITATIONS OF THE STUDY:

The following were the limitations of the study:

- The study was restrained to Tirupur city only.
- The study period was limited for 4 months, so the data was collected only from 120 respondents.
- The results of the study may vary from time to time.

REVIEW OF LITERATURE

Vijaylakshmi.,(2016) have conducted a study “Impact of TV food ads on unhealthy food preference and eating behaviour among children”. The main objective of the study is focus on the children’s attention towards unhealthy food advertisement on children. It also studies about the role of parent’s perception towards unhealthy food. The data was collected using stratified random sampling with 220 respondents. It was found that the parents are restricting their child not to eat unhealthy food like junk food, coca cola, maggi etc.

Nithya., (2015) today television is the major source for the children entertainment. They spent more time for watching television daily. A young child below 5 yrs of age may find difficult to understand the TV advertisement. From the above study it was found that children do not really realize that the advertisement can portray only positive information and not the negative information.

Raju M. Rathod,(2015) have conducted a study on the “impact of television advertisement on children”. The objective of the study is to know the children’s awareness and the special reference to the eating habits. And to measure the impact of television advertisement on the food products of children. The data was collected from 200 children’s through convenient sampling. It was found from the study that after watching advertisement of food product sometimes they insist their parents to purchase that for them.

Sathya., and N.Sowmiya.,(2015) conducted a study on the “Influence of ads on food habits of children –a parental view”. The main objective of the study is to examine the influence food habits on children towards TV ads and on the know the parents view on their children’s. The study was conducted in Coimbatore city with 300 respondents and it has been analysed

using convenient sampling techniques. From this study it was found that in some countries they decided that the evidence of advertising influence on children is ~~not~~ to take legislative action.

DATA ANALYSIS

CRITERIA	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Age	Below 25 Years	35	29.2
	26-30 years	15	12.5
	31-35 years	16	13.3
	Above 36 years	54	45
Gender	Male	78	65
	Female	42	35
Educational Qualification	School Level	54	45
	UG	15	12.5
	PG	39	32.5
	Profession	12	10
Family type	Nuclear	81	67.5
	Joint	39	32.5
Monthly Income	Below Rs25,000	43	35.2
	Rs25,001-Rs50,000	35	29.2
	Rs50,001-Rs75,000	20	16.7
	Above Rs75,001	22	18.3
No of members	Below 4 members	52	43.3
	4-6 members	58	48.3
	Above 6 members	10	8.3
Occupational Status	Employed	28	23.2
	Business	64	53.3
	Housewife	18	15
	Profession	10	27.5
Age of children	3 –5 yrs	33	11.7
	5 – 7 yrs	14	9.2
	7 – 10 yrs	11	51.7
	10 – 15 yrs	62	51.7
Hours that children watch television	Upto 1hour / day	41	34.2
	1hours-3hours / day	55	45.8
	4hours-6hours / day	19	15.8
	More than 6hours /day	5	4.2

How much it satisfied	Highly satisfied	24	20
	Satisfied	32	26.7
	Neutral	49	40.8
	Dissatisfied	7	5.8
	Highly dissatisfied	8	6.7
Habits of children	Fast food	46	38.3
	Chocolate	49	40.8
	Soft drinks	9	7.5
	Ice cream	16	13.3
Demand to purchase the product	Immediately purchase the product	26	21.7
	Convince them that the product is not healthy	65	54.2
	Restrict to buy the product	19	15.8
	Promise them to purchase	10	8.3
Quality of a product	Better quality	78	65
	Better packing	23	19.2
	Lower price	7	5.8
	Different flavor	12	10
How does it impact to buy the product	Less than a day	48	40
	1 day to 1 week	49	40.8
	1 week to 1 month	15	12.5
	More than 1 month	8	6.7
Respondents to change the food	Taking healthy food items	40	33.3
	Avoiding homemade food	40	33.3
	Eating non-nutritional food	31	25.8
	Poor eating	9	7.5

Does students imitate the actors	Yes	41	34.5
	Can't say	42	35.3
	Try to imitate	28	23.5
	No	8	6.7
How often you give health drinks to children	Daily	41	34.2
	Twice a day	33	27.5

	Weekly	27	22.5
	Occasionally	17	14.2
	Once a week	2	1.7

FINDINGS

Percentage Analysis:

- 29.2 percent of the respondents fall under the age group of above 25 years.
- 65 percent of the respondents are male.
- 32 percent of the respondent have done pg. education.
- 53.3 percent of the respondents are doing business.
- 35.2 percent of the respondent's monthly family income is below Rs 25000.
- 67.5 percent of the respondents live in nuclear family.
- 48.3 percent of the respondent's family consists of 4-6 members.
- 51.7 percent of the respondents age is 10-15.
- 45.8 percent of the respondents have a watching television 1 hours-3 hours /day.
- 40.8 percent of the respondent have habit of eating chocolate.
- 54.2 percent of the children demand to convince them that the product is not healthy.
- 65 percent of the respondents' needs better quality.
- 40.8 percent of the children's impact of food advertisement till 1 day -1 week.
- 33.3 percent of the children's taking healthy food items.
- 40.8 percent of the respondents are highly satisfied.
- 57.5 percent of opinion on food is tv advertisement are attractive.
- 35.3 percent of opinion can't say the children imitate in commercials.
- 34.2 percent of children has health drink daily.
- 65 percent of the respondents' needs better quality.
- 40.8 percent of the children's impact of food advertisement till 1 day -1 week.
- 33.3 percent of the children's taking healthy food items.
- 40.8 percent of the respondents are highly satisfied.
- 57.5 percent of opinion on food is tv advertisement are attractive.
- 35.3 percent of opinion can't say the children imitate in commercials.
- 34.2 percent of children has health drink daily.

SUGGESTIONS

- From the analysis made on the "Impact of TV food advertisement on the eating behavior of children" the following suggestions are drawn.
- Food advertisement should convey true and existing information to the children about the food product and not make false claim.

- Famous celebrities who are popular among children can restrict themselves from promoting unhealthy food products.
- To some extent children have limited understanding, so advertisers should not directly persuade children to buy the product through attractive advertisements.
- Parents can accompany their children while watching television and help them to distinguish between the true and unhealthy advertisements.

CONCLUSION

Advertisements have the ability to reach a lot of prospective consumers, and in particular children, since they can be easily influenced by the marketing strategy of the advertisers. The study confirms that food products promoted through TV advertisement have a lasting impact on the children. The TV food advertisements influence the children and reflect on their food demand and purchasing behavior of children. Moreover, it may change the eating habits of children. Hence, it is the responsibility of the food advertisers to take utmost care while advertising their food products.

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