

Effectiveness of Television Advertisement Towards Eating Habits of Children in Tirupur City

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Abstract

This research emphasizes on the impact of television food advertisement on the eating habits of children; for this, the study is conducted on 160 respondents in Tirupur city; data were analyzed by percentage and Garrett ranking technique under convenient sampling techniques. The study concentrated on the elements of television advertisements that influence children to seek food products and the kinds of foods that children demand after viewing advertisements on television. Children are a particularly susceptible target market and are readily seduced by marketing. The primary goal of the research is to understand how youngsters consume food and what they like to buy. The children will insist their parents to buy the product after they watch the TV food advertisements. The report also reveals what parents think about food advertisements on television. According to national legislation and advertising standards, advertising to children is the act of promoting or advertising goods or services to children. Children come across advertising through TV, radio, billboards, magazines and newspapers; and innovative forms of advertising are developing all the time. It is important for young children to know that advertisers are trying to make you buy something. Advertising has a significant impact on society today because it particularly targets the brains of children. Advertisers target children because they can easily lure them. Children insist their parents to purchase what they see or hear on television. Advertisers choose children because they are easily influenced, and they spent money if they find something interesting. Children are encouraged by advertisements to convince their parents to buy the things featured in the ads, regardless of how beneficial they may be. If they are not given the product, the children often become stubborn. Children frequently lose the capacity to live a life devoid of materialistic delight after viewing the glitter of TV. Kids are frequently more drawn to expensive branded goods.

Keywords: Television advertisement, children's behavior, parent's opinion, influence

INTRODUCTION

The Latin word "adverter", which means "to turn the attention", is the root of the English word "advertising". Advertising serves as a key marketing tool and an effective communication channel. It has an important impact on the manufacturer, the customer, and society at large. It supports the manufacturer's efforts to launch new items, keep up demand for current ones, and draw in new clients. Advertising assists the consumer in gathering important information about the product's quality, conditions of sale, and other factors. It also assists them in conducting a comparison and selecting the best option. Advertising generates huge revenue and employment opportunities in the society, which helps in the overall development in the nation. The success of advertising depends heavily on the effectiveness of advertising

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campaigns and the message that the advertiser sends. Marketer to group of individuals [1]. The message is known as 'advertisement'.

The promotion of food goods using a variety of media is known as food advertising. Food marketing reflects alterations in food preferences, diets, and eating routines. Food items can appeal to customers on a practical, physiological, and emotional level all at once. Food advertising can harness sensuous appeal taste, smell, sight, and texture on a more potent level than the other product categories [2–4].

Therefore, the food advertisements, which are the messages of the food manufacturers to the prospective consumers, can pass through any media such as newspapers, banners, TV, radio, internet etc., if the messages of the food advertisers are to reach the target audience, they must not only be interesting, innovative, and creative but also containing the right message for the right people at the right time [5].

Food advertisements have become essential because innumerable food products are being launched almost every day. Moreover, the food manufacturing companies are engaged in competition to highlight their own food products. The market for the things they advertise grows better with more inventive advertising. Advertisers for food should exercise caution to avoid abusing their power in a way that endangers the general population. Instead of promoting addiction, they have a duty to promote exercise, nutrition knowledge, and self-control. Because they are readily swayed by new things, children are a sensitive and emotionally charged audience for advertising. Marketing or advertising goods or services to children is known as advertising to children. Children nowadays are exposed to many kinds of ads across a variety of platforms, including television, print media, and the internet. Children are generally more impressionable and sensitive to marketing messages. When a marketer uses television to advertise a product, they do not recognize that it is a company and that their primary goal is to make sales. They are unaware of how marketers and advertising work to make kids desire to purchase their items. Children accept everything as true and unquestioningly accept the message included in commercials. Advertisements are created in a way that will grab kids' attention. Advertisers should take extra precautions to shield these young customers from damaging, potentially misleading, and objectionable material because of their naivete, lack of experience, and inability to critically evaluate the information they receive [6–8].

PROBLEM STATEMENT

Children are a particularly susceptible target market and are readily seduced by marketing. Children lack the adults' analytical skills and judgement, which is the cause of this. Food marketers all across the world prey on children's vulnerabilities. Nowadays, a lot of food advertising on TV are aimed towards kids. Food companies use manipulative tactics to attract children through the media of advertising. Children typically view food commercials for goods with high fat, sugar, and calorie content. Children think that consuming items shown in advertising is healthy when they see it. They are unaware that certain meals are bad for your health. Children's food ads must thus be given special consideration.

The purpose of this study is to examine how TV food advertising affects children's eating habits. Because it is possible that the kids will not be able to answer to the poll. Parents of children have provided information on how TV food advertisements affect their eating habits [9–11].

OBJECTIVES OF THE STUDY

- To examine the elements of television advertising that cause kids to ask for food.
- To learn what parents think about food commercials on television.
- To examine the kinds of foods that kids want after viewing television commercials.

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 2020 to March 2021.

Sampling Technique

A practical sampling approach is employed.

Area of the Study

The study was conducted in the city of Tirupur.

Sampling Size

160 respondents make up the study's sample size.

Source of Data

Primary Data

Questionnaires are used to gather the essential information.

Secondary Data

The secondary data is gathered from periodicals, newspapers, websites, and magazines.

Tools used

- Simple percentage analysis, and
- Garrett ranking technique.

LIMITATIONS OF THE STUDY

The following were the limitations of the study:

- a. The study was restrained to Tirupur city only.
- b. The study period was limited for 4 months, so the data was collected only from 160 respondents.
- c. The results of the study may vary from time to time.

PERCENTAGE ANALYSIS

Table 1 shows that the majority of the respondents' qualification are under graduate (35% of respondents), the majority of the respondents are doing business (48.7% of the respondents), the majority of the respondents' monthly income is Rs. 25001 to 50000 (31.3% of the respondents), the majority of the respondents' children's age is from 5 to 7 years (42.5%), the majority of the respondents' children's are males (61.9% of the respondents), the majority of the respondents' children behavior is pay attention to television food ads (29.4% of the respondents).

GARRETT RANKING TECHNIQUE

Interpretation

Table 2 shows the factors influencing the children: "Colorful ads" was ranked first by the respondents with the mean score of 24. "Animation" is ranked second with the mean score of 67. "Music" is ranked third with the mean score of 60. "Cartoon" is ranked fourth with the mean score of 51. "Dance" is ranked fifth with the mean score of 43.5. "Action" and "celebrity" is occupied sixth and seventh position with the mean score of 36.3 and 24 respectively.

Table 3 shows opinion of parents regarding television ads: 'TV food advertisements urge to try new products' is ranked first with the mean score of 82. 'TV foods advertisements are misleading' is ranked second with the mean score of 69.72. 'TV foods advertisements make child adamant' is ranked third with the mean score of 61.32. 'TV foods advertisements are attractive' is ranked fourth with the mean score of 55.44. 'TV foods advertisements are joyful' is ranked fifth with the mean score of 49. 'TV foods advertisements educate your child' is ranked sixth with the mean score of 42.06. 'TV foods

advertisement is not reliable' and 'TV foods advertisements are not reliable' is occupied seventh and eighth position with the mean score of '34.32' and '21.82' respectively.

Table 1. Analysis and interpretation classification of respondents according to their demographic.

S. N.	Variables	Categories	Percentage
1.	Education	School level	34.4
		PG graduate	21.9
		UG graduate	35
		Profession	8.8
2	Status of the parent	Employed	21.3
		Business	48.7
		Housewife	20.6
		Profession	9.4
3	Monthly income	Below Rs. 25,000	28.7
		Rs. 25,001–50,000	31.3
		Rs. 50,001–75,000	21.9
		Above Rs. 75,001	18.1
4	Age of children	3–5 years	30
		5–7 years	42.5
		7–10 years	14.4
		10–15 years	13.1
5	Gender of the children	Male	61.9
		Female	38.1
6	Behavior of children	Pay attention to TV food ads	29.4
		Wants the product instantly	23.1
		Fond of watching particularly food ads	35.6
		Ignore the ads	11.9

Source (primary data).

Table 2. Shows the factors influencing the children.

S. N.	Factors	Mean Score	Rank
1.	Celebrity	24	VII
2.	Cartoon	51	IV
3.	Music	60	III
4.	Animation	67	II
5.	Colorful ads	79.5	I
6.	Dance	43.5	V
7.	Action	36.3	VI

Source (primary data).

Table 3. Shows the opinion of parents regarding television Ads.

S. N.	Statement	Mean score	Rank
1.	TV foods advertisement are not reliable	34.32	VII
2.	TV foods advertisements are attractive	55.44	IV
3.	TV foods advertisements are joyful	49	V
4.	TV foods advertisements are misleading	69.72	II
5.	TV foods advertisements make child adamant	61.32	III
6.	TV foods advertisement are not reliable	21.82	VIII
7.	TV foods advertisements educate your child	42.06	VI
8.	TV foods advertisements urge to try new products	82	I

Source (primary data).

Table 4. Shows the type of foods items demanded by children.

S. No.	Food Items	Mean score	Rank
1.	Fast food	76.8	I
2.	Chocolate	61.54	II
3.	Fried item	23.43	V
4.	Ice cream	50.96	III
5.	Soft drink	40.6	IV

Source (primary data).

Table 4 shows the type of food items demanded by children: 'Fast Food' is ranked first with the mean score of 76.8. 'Chocolate' is ranked second with the mean score of 61.54. 'Ice cream' is ranked third with the mean score of 50.96. 'Soft Drink' and 'Fried Items' ranked fourth and fifth with the mean score of 40.6 and 23.43 respectively.

SUGGESTIONS

The investigation of "Impact of TV food advertisement on the eating behavior of kids" led to the recommendations that are listed below:

- Children should be given accurate information about the food product in food advertisements rather than being misled by exaggerated claims.
- Parents can watch television with their kids while assisting them in differentiating between healthy and unhealthy commercials.
- The government must outlaw the advertising of harmful foods by enacting strict regulations and punishing food marketers who break the law.

CONCLUSION

Given that they are easily influenced by the advertisers' marketing strategies, children in particular are a large segment of the potential consumer base that advertisements can target. The study supports the idea that food goods marketed to children through television advertisements have a long-lasting effect. Children are influenced by the food advertising on television, which has an impact on their appetites and shopping habits. Furthermore, it might alter kids' eating patterns. Therefore, it is the advertisers' duty to use the utmost caution when promoting their food goods. Equally as important is for parents to watch out for their children's exposure to unhealthy food marketing. Therefore, by working together, the government, parents, and advertisers can lessen the harmful effects that advertising has on young children.

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