



To Study the Influence of Advertisement of Food Items on Eating Habit of Children

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Abstract: Marketing gimmicks has played a major role in the present technological breakthrough to influence the children to a extent that it has lost its path and walking on the unethical grounds, leaving our children in a vulnerable conditions. Advertising has been the major influencing parameter and is the most attractive media for children. The need of the hour is to make it imperative to advertising agencies to create a positive impact on children through valuable teaching of culture and tradition prevalent in our country. Obviously certain questions must be answered while treating children at an early age like should advertising aimed at children be regulated? If so, how strict should that regulation be and, in a global market place, should regulators draw up common guidelines across all countries and cultures? Advertising is a form of communication that attempts to persuade consumers to purchase or to consume more of a particular brand of product. Every day when people watch television or read the newspaper, they come across advertisements. It brings products to the attention of consumers here we are talking about children.

In this research we will be discuss the impact of television advertisement on the children with the latest advent of technology and mobile phone. To attract children toward the product it is necessary that the advertisement should contain such facets that are according to their age, thinking and interest. When children see the advertisement according to their interest, they ensure that their parents are influenced to purchase that product. There is very close relationship between advertisement and buying behavior of children. The study was conducted in Nagpur and data was collected from children of various classes of different schools situated in Nagpur.

Children purchases product through the exhibitions in schools, by watching advertisements on television, Children of lesser age get prejudiced in purchasing a particular product because they are keen viewer of advertisement and children with more age purchase more advertised products. In this study we will discuss the liaison between food advertisement and children buying behaviour because children buy more food products as compare to other products. Children buying behaviour also depends on the T.V viewing hours because when children watch more T.V the watch more advertisement and purchase more products.

Keywords: *Gimmicks, Unethical grounds, Attract, Television, Influenced, Buying behaviour*

I. INTRODUCTION

Marketing gimmicks has played a major role in the present technological breakthrough to influence the children to a extent that it has lost its path and walking on the unethical grounds, leaving our children in a vulnerable conditions. Advertising has been the major influencing parameter and is the most attractive media for children. The need of the hour is to make it imperative to advertising agencies to create a positive impact on children through valuable teaching of culture and tradition prevalent in our country.

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Children purchases product through the exhibitions in schools, by watching advertisements on television. Children of lesser age get prejudiced in purchasing a particular product because they are keen viewer of advertisement and children with more age purchase more advertised products. In this study we will discuss the liaison between food advertisement and children buying behavior because children buy more food products as compare to other products. Children buying behavior also depends on the T.V viewing hours because when children watch more T.V the watch more advertisement and purchase more products.

Importance of Study

Advertising affects children and commercials influence children which can be seen in their constant demands for products advertised on television especially children of lesser age 4 to 8 years. There can be many negative effects as well as positive effects of advertising on children if parents are not careful. Advertisements help us to become aware of the products in the market and its utility but they have their negative effects also. Children today are exposed to all kinds of advertisements on the various media like the television, print media and online as well. In fact, everyone is bombarded by advertisements from everywhere nowadays. As children are more vulnerable, they may be easily influenced by advertisements.

Importance of the study in Nagpur Scenario

Many advertisements are being targeted towards children in urban areas like Nagpur, because children have great influence on their parents to spend on them. A handful amount of money is spent by parents on their children food items. Generally, most of the parents and other member of the society may have the view that advertisement have some negative, intentional or unintentional influence on children (Burr & Burr, 1977; Goldberg & Gom, 1978; Gross bart & Crosby, 1984; Goldberg, 1990) Apart from the influence on parents, children also take some purchasing decisions during the school time especially with their friends. Therefore, the main and the most important purpose to conduct this study in this scenario is to

make the parents aware about the eating habits and preferences of their children while they are in school and when they are alone at home. The parents may come to know how their children are taking fats, salts and other unhealthy diet which disturbs their diet schedules. Majority of the children use to eat extra while watching television. If mothers will be acquainted with it, they will certainly discover a variety of option which might defend their children particularly from obesity.

II. RESEARCH METHODOLOGY

Random sampling method is used for the purpose of this study. The sample size was limited to 100 parents of children aged between 3-15 years.

Data Collection

a) Primary Data: The primary data is collected through questionnaire.

b) Secondary Data: The secondary data is collected through Literature review and journals.

Universe of Study - Study is conducted in Nagpur City.

Sample Size - Sample size is 100.

III. OBJECTIVES OF THE STUDY

- 1) To study the number of hours children watches television.
- 2) To study the influence of food advertisements on children.
- 3) To study the effect of food advertisement on buying behaviour of children/parents.
- 4) To study the reaction of parents when their child compels to buy food products those are being advertised.
- 5) To study the food advertisement viewing habits of children.

IV. HYPOTHESIS

H0 – Children force parents to buy food products that are shown in the advertisement.

H1 - Children are reluctant to buy food products that are shown in the advertisement.

H0 – Children force parents to buy food products that are not advertised.

H1 - Children are reluctant to buy food products that are not advertised.

H0 – Parents reprimand children when they compel to buy food products.

H1 - Parents never reprimand children.

H0 – Parents buy food products instantly as soon as the child demands.

H1 - Parents make their children wait before buying food products.

H0 – Children watch food advertisement frequently on television.

H1 - Children rarely watch food advertisement on television.

V. DATA ANALYSIS & INTERPRETATION

Age of Respondents

Age Group	No of Respondents
1-5	22
5-10	59
10-5	18
Total	99

Gender of the Respondents

Gender	No of Respondent
male	70
female	29
total	99

Hours children watch TV

Watching TV hours	No of Respondent
1-2	19
2-3	25
3-4	33
4-5	12
5-6	2

INTERPRETATION: Out of the total respondents 21% of children watch television for 1-2 hours, 28% of children watch television for 2-3 hours, 36% of children watch television for 3-4 hours, 13% of children watch television for 4-5 hours, 2% of children watch television for 5-6 hours.

Average watching hours is (2.734693878) i.e. 3 hours.

Children force you to buy a product after watching advertisement?

Tool Used	Arithmetic Mean, Standard Deviation, Standard Error
Data	Five point Likert Scale (Interval type)
Average	2.09375
Standard Deviation	0.599616105
Standard Error	0.060263686
Lower Curve Value	2.881883175
Upper Curve Value	3.118116825
Null Hypothesis	Children force parents to buy food products that are shown in the advertisement.
Alternate hypothesis	Children are reluctant to buy food products that are shown in the advertisement
Result	Reject null Hypothesis
<p>From the above findings it can easily concluded that the observed mean (2.09) does not lie between the lower curve value (2.881883175) and Upper Curve Value (3.118116825) hence the NULL hypothesis is rejected</p>	

Do you reprimand your child when he/she demands for a product?

Tool Used	Arithmetic Mean, Standard Deviation, Standard Error
Data	Five point Likert Scale (Interval type)
Average	2.239583333
Standard Deviation	0.791331878
Standard Error	0.079531846
Lower Curve Value	2.844117582
Upper Curve Value	3.155882418
Null Hypothesis	Parents reprimand children when they compel to buy food products.
Alternate hypothesis	Parents never reprimand children.
Result	Reject null Hypothesis
<p>From the above findings it can easily concluded that the observed mean (2.23) does not lie between the lower curve value (2.844117582) and Upper Curve Value (3.155882418) hence the NULL hypothesis is rejected</p>	

Do you buy a product instantly after your child demands for a product?

Tool Used	Arithmetic Mean, Standard Deviation, Standard Error
Data	Five point Likert Scale (Interval type)
Average	2.21
Standard Deviation	0.832000653
Standard Error	0.083619212
Lower Curve Value	2.836106345
Upper Curve Value	3.163893655
Null Hypothesis	Parents buy food products instantly as soon as the child demands.
Alternate hypothesis	Parents make their children wait before buying food products.
Result	Reject null Hypothesis
<p>From the above findings it can easily concluded that the observed mean (2.21) does not lie between the lower curve value (2.836106345) and Upper Curve Value (3.163893655) hence the NULL hypothesis is rejected</p>	

Do your children like to watch frequently the food advertisement appearing on television?

Tool Used	Arithmetic Mean, Standard Deviation, Standard Error
Data	Five point Likert Scale (Interval type)
Average	2.554347826
Standard Deviation	0.906195167
Standard Error	0.091076041
Lower Curve Value	2.82149096
Upper Curve Value	3.17850904
Null Hypothesis	Children watch food advertisement frequently on television.
Alternate hypothesis	Children rarely watch food advertisement on television.
Result	Reject null Hypothesis
<p>From the above findings it can easily concluded that the observed mean (2.55) does not lie between the lower curve value (2.82149096) and Upper Curve Value (3.17850904) hence the NULL hypothesis is rejected</p>	

Children getting influenced by TV advertisement at first sight -

Tool Used	Arithmetic Mean, Standard Deviation, Standard Error
Data	Five point Likert Scale (Interval type)
Average	2.40
Standard Deviation	0.906297949
Standard Error	0.091086371
Lower Curve Value	2.821470713
Upper Curve Value	3.178529287
Null Hypothesis	Children force parents to buy food products that are shown in the advertisement.
Alternate hypothesis	Children are reluctant to buy food products that are shown in the advertisement
Result	Reject null Hypothesis
<p>From the above findings it can easily concluded that the observed mean (2.40) does not lie between the lower curve value (2.821470713) and Upper Curve Value (3.178529287) hence the NULL hypothesis is rejected</p>	

VI. CONCLUSION

- 1) The impact of advertisement on eating habits of children has not increased substantially due to increase in viewing of Television.
- 2) The attractive advertisement results into children being reluctant to buy a particular type of food items without considering the nutritious value of it.
- 3) It is very surprising to know that parents never reprimand their children when they persuade them to buy a particular food product.
- 4) Parents never fulfil the wishes of their children but try to avoid it but if it persists long enough then they give up.
- 5) The children may be watching television a longer time but they rarely are interested in the advertisement of food items.

References

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- [5] Singh (1992) studied the role played by family members while purchasing a television across five occupational categories: teachers, doctors, business people, lawyers, and engineers.
- [6] Jennifer and Deborah (1995) has concluded in their study that younger kids tend to use fewer dimensions to compare and evaluate brands,
- [7] D. R. John (1999) classified consumer socialization stages of children as being the perceptual stage (3-7 years)
- [8] Abhilasha Mehta (Gallup and Robinson Inc. 2000) has concluded that print advertising performance is influenced by consumer's attitudes towards advertising in general.
- [9] D.P.S. Verma and Neetu Kapoor (2004) in their study revealed that parents give due recognition to the increasing role of children above the age of eight years in the family purchase decisions
- [10] Singh and Kumar (2003) explains that children today do not only make their buying decisions themselves but also play a great role in other buying decisions of the products to be purchased in household.