

TV Advertisement And Eating Habits Of Children-The Two Inseparable Strings

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Abstract: Almost every sphere of human civilization is affected by advertisement, we cannot think of purchasing anything without seeing its advertisement. There is semblance of advertising in many activities of human being, particularly with substance on children and teenagers and may cause many ill- effects. It passes on information about the product in such a way that interest is generated in the mind of consumers about the product and then there will be growing desire to possess the product. So, our study throws light on the influence of advertising on buying behavior, food habits and its socio- psychological implications on children, particularly those exposing to TV commercials, specified in the Delhi NCR region. On the basis of information collected, results are drawn that children are soft target audience for TV commercials and their food habit are greatly influenced by advertisements and sometimes it is affecting very adversely which should be a matter of concern.

Keywords: Advertisement, consumers, buying behavior, food habits, TV commercial, Target audience.

I. INTRODUCTION

Children's- the soft minds are bombarded with thousands of television commercials on a daily basis. These commercials are using all tact's n techniques to attract children's but when we talk about the repercussions of advertisements we have to understand few basic questions. How do children process the advertised message, what do they do with it and to what extent they are influenced by what they see and hear? All these questions are an important part of my research.

The influence of advertising on adults may be problematic but the outcome is shattering for children. Today we have plenty of media to advertise with like television, print, radio and internet. So using such devices how the products are advertised to the so- called "new segment" in the market. Advertisers of children used to appeal to the parents earlier but now the situation has changed they are appealing directly to the children's who do not have the emotional or cognitive tools to evaluate what's being sold to them. Television is no more just a source of entertainment for children it has become a major tool for the marketer to capture this new innocent market segment. Now every child knows what exactly they want in terms of brand names. Their habits n their growth both are being guided by these so called advertisements and that's why some countries have decided that evidence of advertisements influence on children is strong enough to take

legislative action that's why Greece has strict regulation regarding children advertisements and in Sweden there is altogether ban on advertising to children under 12 years old.

II. TELEVISION AND ITS IMPACT ON CHILDREN

"ATTENTION IS THE CURRENCY OF NEW ECONOMY"

Indeed the marketers they are playing with this new currency and they always search better and newer way to catch hold of consumer's attention. They are designing different advertisements to attract different target groups and children's are one soft group target for them and they are playing a major role in purchase decision of many products specially eatables like fast foods

The child of modern era is always glued to the television set. They eat, sleep and like to work in front of television set. At an early age they becomes attracted to television, the medium most capable of portraying life styles, value and social patterns is posing serious difficulties in the growth of children . One investigator estimates that the rate of watching television is highest during the elementary school years, at this age children usually watch 30-35 hours per week. This medium has basically confined all the children's to their homes. They are hardly interested in any outdoor activities

such as playing with other youngster's or practicing motor skill. That's why marketers today are targeting children with cool and funny messages. They are using different cartoon characters and color schemes in advertisements to catch hold of child's attention. Advertising plays an important role in children's life. Their food habit, their clothes, their living style all are guided or influenced by modern advertising

The influence of the media on the psychosocial development of children is quite remarkable. It is important for the parents to know their child's exposure to advertising media and provide guidance on age- appropriate use of all media including television, radio, music, video games and internet. The objective of the report is to explore both the beneficial and detrimental effects of media on children's overall health and to identify how the advertising industry can be regulated by formulating unified laws to prevent the over-exposure of children to the advertising world.

III. ABOUT FAST FOOD

Life is getting "fast" and being "fast" is life. This fast virus has infected all our normal proceeding. Nobody wants to wait for anything. Cooking for hours in the kitchen is the thing of past. Readymade or take home foods is the fastest mean to satisfy the taste buds. A lot of credit for this can be attributed to various changes in the basic structure of society. Some of these are:-

- ✓ The concept of Nuclear families- Less number of family members has increased the chances of eating out
- ✓ No of working women has increased which has caused office work taking one kitchen work.
- ✓ High disposable income that has caused people to spend more on eating out and trying out new things.
- ✓ Lastly the profound influence of western culture, which has resulted in people preferring pizza & burgers instead of Parathas.

The critical players in this sector have been Samosa, Chat, Chips, burgers, pizza, soft drink and other fast foods.

Objective of the Study

Broad objective- The main objective was to know the impact of advertisement on fast food habits of children and also to get an idea about the points mentioned below

- ✓ How far the advertisements change the buying behavior of children?
- ✓ Do they always buy the product after watching the advertisement?
- ✓ Do the children keep the price in mind while buying the product?
- ✓ Do they remember anything after watching the advertisement?
- ✓ To know the liking and the disliking of consumers regarding the advertisement

Hypothesis-

- There is no relationship between TV advertising exposure and fast food habit.
- There is no relationship between TV advertising exposure and low nutritional food.
- The food advertisements on TV are not co-related to unhealthy eating practices in children.

- Children who watch TV avidly are not much influence by the food product advertised on the Television

IV. SIGNIFICANCE OF THE STUDY

Although there are many beneficiaries of the study but the main beneficiaries are parents', and personnel of advertising agencies. All parents have one wish primarily and that is to provide good food to their children for leading healthy life. The results of the study will show the parents about impact of advertising on the health of their children and will help them to compensate these affect.

V. RESEARCH METHODOLOGY

The research conducted is exploratory and descriptive in nature. In above said study a sample of 250 respondents was surveyed. Data Source- Primary data collected through well designed schedule. Target group was 6-15 years of school children. Purposive; convenient & judgment sampling was used for this study.

VI. DATA ANALYSIS

From the analysis, it was presumed that the children who watch TV more than reasonable time, say two to three hours are normally not much interested in playing outdoor sports. From the coefficients, it is quite clear that, when children are more interested in TV their playing hours are likely to reduce. It was also found that most common practice of TV watching hours during weekdays is 6 PM to 9PM, whereas; on Sunday it might even consume day time. This indicates that getting less quality time for physical activities, is one of the prime reason of obesity and irritation among teenagers.

From the regression analysis, we came to the conclusion that children often enquire for the product by which they have been exposed to by TV commercials and insist to purchase the products by their parents and relatives. From the coefficient analysis it is assumed that the fast food articles like pizza, ice-cream, cakes are in high demand by children and they get a kind of mental satisfaction after consuming it. Whereas milk products and fruits are in very less demand and have low consumption value.

The value of R is .798 and R² is 0.733. The value of R shows a positive relationship between variables. The value of F test is 28.798 significant at $\alpha=0.000$ this shows the model goodness of fit in explaining the variation. This invalidates our null hypothesis.

VII. FINDINGS AND CONCLUSIONS

The purpose of this research was to find out the impact of advertisements on eating habits of children. Although parents believe that advertising, in particular television advertising, adversely affects their children's eating behavior. This review

highlights the place of such advertising in the child's world, and demonstrates that it is only one of many factors shaping that world. We do not know whether advertising is particularly influential at certain stages of development as studies have not so far adequately addressed this issue. It is therefore, critical to identify the most important factors which form children's eating behavior of fast food at different points in their development and which set the foundation for a pattern of eating for life long. The findings of the study prove that fat content increases in the body of people especially in children, if they regularly drink or eat these products. Increased fat in the body is not good sign because fat creates obesity and heart-diseases. Children are overweight according to their age and height because they regularly use these cold drinks and eat fried chips, chat & pakodas outside the home with their parents or elders.

We come to the conclusion that children's are addicted of watching TV and during this favorite pass time most of the children demands chips, pizza burgers, Coca-Cola, Pepsi, these items have become the main food of children's. The child of modern era think that if we eat and drink these foods we will have good muscles but the result is not same, because of such food habits eating disorder increases and they start suffering from malnutrition. The study also reveals business implications.

VIII. RECOMMENDATIONS

After concluding the results, following recommendations are:

- ✓ It is the duty of government and the advertising regulatory bodies to check the malpractices which are prevailing in advertising industry and to make sure that the advertisers follow advertising ethics in its truest sense
- ✓ Parents should try to restrict the children's TV watching time and they should try to monitor and guide the child.
- ✓ Parents should try to convey the difference between the good ad and bad ad to the children
- ✓ Parents should also keep an eye on any other negative effects of watching television on children's health, eating-disorder and their eye sight problems.

- ✓ Children should be encouraged in their at home to discuss TV.
- ✓ Parents/ teachers should help children to look for programs which are relevant for their health and have some positive impacts on their health.

IX. LIMITATION OF THE REPORT

The report is mostly on Fast food analysis of children and its scope has been confined to the stated objectives. The survey was conducted in limited area due to time and other limitations so chance of improvement is always there.

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