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## **A study on influence of advertisements on food habits of children- the parents' view with reference to Coimbatore city of India**

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### **Abstract**

Everyday our children come under an increasing exposure to television commercials and with the growing use of animation techniques. These advertisements are posing attractive to children. The impact of advertising on adults may be problematic but the outcome is devastating for children. Advertising comes in different forms such as television, print, radio and internet. So using such various communicating devices how the products are advertised to the so-called new segment in the market. Advertisers of children television used to appeal to the parents earlier but now they appeal directly to children 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. Some countries have decided that the evidence of advertisements influence on children is strong enough to take legislative action.

**Key words:** advertisement, food habit, children

### **INTRODUCTION**

Today we live in a world full of advertisements. Wherever we go, whatever we do, advertising is with us. Suppose we live in a society without advertisements, it must be blind, dull and even aimless. The media: the Second god. It is everywhere and nowhere. In advertising, we use these media to achieve a straightforward result, to improve the sales of a product in children's food.

### **REVIEW OF LITERATURE**

**1. Hovland and Weiss (1951)** found that highly credible endorsers such as actors and sports figures are more persuasive than a low credibility endorser when involvement is low, but found no systematically consistent credibility effect when involvement is high.

**2. Hovland et al. (1953)**, in their study they suggested that, The Trustworthiness and expertise both represent sub dimensions of the more general credibility construct. Trustworthiness refers to the perceived willingness to make valid assertions; expertise entails the ability to make valid assertions.

**3. Kelman (1961)** concluded that the use of different types of endorsers aims to create or influence attitudes or attitude changes. The social influence processes, identification and internalization, can interpret the functions of celebrity and expert endorsers.

**4. Brock (1965)**, in his study he concluded that, Celebrity endorsements usually create physical attractiveness or liking. Professional endorsers connect to a product by their expertise. Ordinary consumer endorsers emphasize a similarity to a product in an advertisement, creating a resonance among the endorsers and the consumers.

**5. Bandura (1977)**, in his research he found that, Social learning theory can perceive similarity between the celebrity and recipient facilitates brand image effects.

### **PROFILE**

### **MEANING**

Advertising is nothing but a paid form of non-personal presentation or promotion of ideas, goods or services by an identified sponsor with a view to disseminate information concerning an idea, product or service. The message which is presented or disseminated is called advertisement. In the present day marketing activities hardly is there any business in the modern world which does not advertise. However, the form of advertisement differs from business to business.

### **DEFINITION OF ADVERTISEMENT**

The American Marketing Association has defined Advertising as "any paid form of non-personal presentation of goods, services or ideas by an identical sponsor".

First, advertisement is paid for, and hence it is commercial transaction. This is exactly the element with which the term publicity is distinguished from advertising. The publicity is defined as “any form of commercially significant news about a product, an institution, a service, or a person published in a space or radio that is not paid for by the sponsor”.

Secondly, advertising is non-personal. Whatever be the form of advertisements (visual, spoken or written) they are directed at a mass audience, and not directly at the individual as is the case in personal selling.

Finally, advertisements are identifiable with their sponsor or originator, which is not always the case with publicity.

## **HISTORY OF FOOD**

Food history is an interdisciplinary field that examines the history of food, and the cultural, economic, environmental, and sociological impacts of food. Food history is considered distinct from the more traditional field of culinary history, which focuses on the origin and recreation of specific recipes. Food historians look at food as one of the most important elements of cultures, reflecting the social and economic structure of society.

The first journal in the field, *Petits Propos Luminaires* was launched in 1979 and the first conference on the subject was the 1981 Oxford Food Symposium.

## **CHILDRENS FOOD ADVERTISEMENT**

Sweets, ice cream, and breakfast food makers often aim their promotion at children and adolescents. For example, an ad for a breakfast cereal on a channel aimed at adults will have music that is a soft ballad, whereas on a channel aimed at children, the same ad will use a catchy rock jingle of the same song to aim at kids. “The marketing industry is facing increased pressure over claimed links between exposure to food advertising and a range of social problems, especially growing obesity levels.” “Fast food chains spend more than 3 billion dollars a year on advertising, much of it aimed at children. Restaurants offer incentives such as playgrounds, contests, clubs, games, and free toys and other merchandise related to movies, TV shows and even sports leagues.” These businesses are constantly reaping the benefits of this child manipulation. In 2006, forty-four of the largest U.S. food industries spent about 2 billion dollars on advertising, which mainly consisted of unhealthy, sugary and fatty foods. Such massive advertising has a detrimental effect on children and it heavily influences their diets. Extensive research proves that most of the food consumed between ages of 2–18 is low in nutrients. Facing a lot of pressure from health industries and laws, such as Children's Food and Beverage Advertising initiative, food marketers were forced to tweak and limit their advertising strategies. Despite regulations, a 2009 report shows that three quarters of all food advertising during children's television programs were outside of law's boundaries. Government attempts to put a heavy burden on food marketers in order to prevent the issue, but food marketers enjoy the benefits of the First Amendment which limits government's power to prevent advertising against children. Federal Trade Commission states that children between the ages of 2-11 on daily average see 15 food based commercials on television. Most of these commercial involve high-sugar and high-fat foods, which adds to the problem of childhood obesity. An experiment that took place in a summer camp, where researches showed food advertisements to children between ages 5–8 for two weeks. The outcome-what kids choose to eat at a cafeteria were the ads they saw on TV over the two weeks.

## **STATEMENT OF THE PROBLEM**

The task of the marketer/manufactures is to mould consumer perception so as to occupy the desired position in the market For the purpose, the manufacturer/marketer has to advertise their children's food habits of products to reach the customers in various medium of advertisement. There are several medium of advertisement of children's food habits advertisement to attract the consumer, an attempt is being made to know which is more popular and preferred by the consumer. The factors which influence the customers to purchase the children food products through medium of advertisement like television, newspaper and e-shopping. Therefore the researcher makes an effort to study on the effectiveness of children's food habits advertisement in newspaper and television.

## **OBJECTIVES OF THE STUDY**

To find out the effect of advertisement in children food.

To analyze the factors influencing the respondents to purchase the children's food through advertisements.

## **RESEARCH METHODOLOGY**

### **Research design**

A research design is purely and simply the frame work of plan for a study that guides the collection and analysis of data. The research design is descriptive in nature.

### **Area of the study**

The study is undertaken in Coimbatore city.

### **Sample size**

The sample size for the study is 120 respondents.

**Sample technique**

Convenience sampling technique is used for the study.

**Period of the study**

The period for the study is 4 months i.e December 2014 to March 2015.

**Methods of data collection**

Questionnaire method is used to collect the data from the respondents.

**Source of data**

The study is based on primary and secondary data. The primary data had been collected from the respondents through questionnaire and secondary is collected from articles, books, magazines and newspapers.

**Tools for analysis**

The tools used for analysis are

**Simple percentage analysis**  
**Chi-square test**

**LIMITATIONS OF THE STUDY**

The study confined to Coimbatore city only and hence the result cannot be generated to other areas.  
Internal prejudice of the respondents serves as a limitation of the study.  
Due to time constrains, the number of respondents taken for the study is limited to 120.

**ANALYSIS AND INTERPRETATION****1. SIMPLE PERCENTAGE ANALYSIS**

**Table showing age of the respondents**

S.NO	AGE	No. OF RESPONDENTS	PERCENTAGE
1.	Below 25 years	28	23
2.	25 years-35years	49	41
3.	36years-45years	31	26
4.	Above 45 years	12	10
	TOTAL	120	100

**INTERPRETATION**

It is observed from the above table that 23% of the respondents are belongs to the age group of below 25 years, 41% of respondents are belongs to 25 years and 35 years, 26% of respondents are belongs to above 45 years and 10% of respondents are belongs to 36 years to 45 years.

**INFERENCE** :Majority (41%) of respondents are in the age group of 25 years to 35 years.

**2. CORRELATION**

Table showing Occupational status and Size of the family members

Occupational status	Respondents	Size of the family members	Respondents
Agriculture	4	Below 3 members	16
Employee	26	3-4 members	65
Business	34	5-6 members	26
Professional	39	Above 6 members	13
Home maker	17		
TOTAL	120	TOTAL	120

Correlation Value: 0.047

**INTERPRETATION**

The above Table shows that the correlated value between occupational status of the respondents and size of the family members is 0.047. so, there exist a positive correlation between the factor. i.e occupational status of the respondents and size of the family members.

**FINDINGS:**

Majority (41%) of respondents are in the age group of 25 years to 35 years.

The correlated value between occupational status of the respondents and size of the family members is 0.047.

There is an exist a positive correlation between the factor. i.e occupational status of the respondents and size of the family members.

**SUGGESTION:**

Television advertisement should create an own district image of the company and attracts maximum number of people.

The visual action and audio television should be clear and easily understand by all categories of people in television advertisement and they should maintain time limit during the program.

Newspaper advertisement is one of the cheapest way to reach mass audience, the message delivered in newspaper should be more informative, attractive, innovative, visual picture and easily understand by the readers.

**CONCLUSION:**

This study conducted from Coimbatore city, newspaper advertisement in children's food habit is the cheapest media of advertising as for as it's per reader is concerned because newspapers are read by millions of people and the message may be carried to them. The television is the best-selling method ever invented. A variety of techniques are available to the advertiser for the production of commercial message like action, cartoon and documentary films.

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