

# A Study of Food Advertisement towards School-Age Children's

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**Abstract** – The maximum children in the age group of 10-11 years were watching T.V. every day and all respondents did watch T.V. but the frequency of watching T.V. varies. To check whether this is only seen due to data fluctuation, we framed a hypothesis and tested it with the help of Chi square test. Structured schedule was also developed for parents to collect data. It included background information of parents and parent's view regarding T.V. advertisement, nutritional status and buying behaviour of their children. Seen that results related that maximum, 50% of parents were having an age group of 35 to 40 years, 31.67 % fall in the age group of 30 to 35 years, few of them i.e. 5 percent were above 40 years of age, and 13.33% were below, 30 years of, age. Out of 60 of respondents of 40 were females and 20 were males. The personal profile of the respondents regarding their occupation showed that maximum parents are doing their own business. 26.67% were in government service, 20% were in private jobs, 8.33% are not working and doing some other occupation. The data shows that generally the trend of business is increasing, whether for males or for females. Results on the income of the family showed that maximum of them were earning 20 to 30 thousand Rs. per month. Very few of them almost 3.3% of them had a monthly income above 50000 Rs. It is clearly depicted that parents usually watch T.V. Ads and they even liked watching it but they strongly believed that it creates a solid negative impact on the mind of the students and change their behaviour to careless and uncivilized social beings.it had some positive impact also on the mind of Children such that it helps them learn many new technology, advancements, makes them materialistic, makes them react smarter and sensible.

**Key Words** – Children, Parents, Food Advertisement, Collect Data, T.V.

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## INTRODUCTION

Entrepreneurs in ancient Egypt, for example, utilised criers to proclaim ship and freight landings as an early example of advertising being used as an announcement. Advertising as we know it now, on the other hand, was born with the development of printing. Extensive advertising as we know it now began to emerge in the 18th century as salesmanship became more prevalent. It was the commission-based advertising companies that were the driving force behind this change. In New York City, Madison Avenue has long served as a symbol of the advertising industry as a result of the presence of numerous large-scale advertising companies there. Non-personal forms of marketing, such as advertising, have become an important tool for businesses in the current day since it allows companies the opportunity to enlighten their target audience about their products and pique their interest in them. The rapid growth of technology had a profound impact on the advertising industry during the twentieth century. In the United States, the first

radio ad was aired in the 1920s. Several major American firms were eager to sell their products and services over the radio after the first ad, a ten-minute ad about real estate. The world's first television advertisement was shown in the United States in July 1941. NBC ran a ten-second commercial for a watch-making company before a baseball game. Association of National Advertisers and American Association of Advertising Agencies were established in 1917, respectively. Advertising specialists, advertisers, and broadcasters were all affected by the shift in the TV market. As a result of new market conditions that allowed sponsors to purchase many minutes of airing time, a new style of television advertising was born. During the 1960s, commercial breaks (sometimes referred to as advertising slots) were commonplace in television. This allowed multiple corporations to advertise their products on the same television show. Controversy in society over the promotion of products such as cigarettes impacted the development of television advertising. Adverts for cigarettes in the United States were banned in the

1970s. By the 1990s, commercial breaks lasted up to nineteen minutes, and products were advertised on TV by enlisting the help of celebrities. With the advent of cable television, the television advertising business saw yet another radical transformation. This movement opened the door to smaller enterprises to television ads, which had previously been reserved for larger advertisers. TiVo, a computerised television schedule that allowed viewers to bypass the advertisement period, was introduced in the late 1990s.

## ADVERTISEMENT

Advertising is a way for businesses to reach out to the general public, particularly their existing and potential clients. It's the most popular method of product promotion used by businesses. An ad is a form of marketing in which a company's products or services are promoted to the general public in an effort to increase sales. Any medium of public communication can be used for advertising, as long as the product, service, or concept is clearly supported by a third party.

### Firms Conduct Various Forms of Advertising Campaigns To-

- Create awareness of their new products among the consumers.
- Create preference for their products among the consumers.
- Communicate the features and benefits of products to the consumers.
- Build a brand identity of the product/products, communicate changes in old products and introduce new products to the customers.

To persuade the consumer, advertising may show the client a difference between things that are otherwise identical, such as soap bars or automobiles. As a rule, advertising aims to persuade people that a product has a unique value. Advertising as a promotional tool allows businesses to draw people to their products, influence their perceptions positively, increase sales, establish themselves in the market, and improve their brand's image. Advertising is employed as a promotional tool by corporations. Advertising's primary goal is to encourage consumers to take a specific action, such as purchasing a product, which is the most common outcome. That is to say, advertising's goal is to increase sales or get rid of inventory, therefore it decides to provide temporary discounts. Daily newspaper ads alert the general public to the "sale" of its products. A new product may also be introduced by a company that is significantly less expensive than the current offerings in the same category. In order for the company to join the market,

it must be able to advertise its goods. Using any other method of getting a message to your customers would be time-consuming and expensive. Advertisement campaigns are run on radio, television and in newspapers to reach the company's customers. There are as many diverse media for advertising as there are different goals for each of those mediums' advertising efforts. These can be categorised primarily as-

1. **PRINT ADVERTISING:** This is the most popular and widely used form of advertising. When we think of this form of media, we immediately think of newspapers and magazines. Fliers, directory advertising, and other forms of print media are also available.
2. **BROADCAST ADVERTISING:** Television, radio, and the internet are only a few examples of what is included here. In terms of media consumption, television is the most common. The cost of advertising varies greatly depending on the programme and the time slot one chooses. FM radio has made the radio a popular advertising medium. Faster, more dependable, and more reasonably priced broadband connections have contributed significantly to the growth of the Internet as a new media channel in recent years.
3. **OUTDOOR ADVERTISING:** This is an outdoor advertisement, as the name implies. Billboards, kiosks, and banners are all part of the campaign's advertising strategy. Today, advertising on buses, trains, traffic lights, packing materials, etc. has been added to the list.
4. **INTERNET:** Children's advertising and promotional activities are rapidly expanding their online presence, with new tactics being developed continually, yet advertising on the Internet is virtually unregulated.

Online "infomercials," interactive product placements, and branded environments on food company websites typically include advertising content for youngsters. For the first time, in 1997, CARU added a section on the Internet to its Guidelines for Children's Advertising. Despite this, the CARU criteria for online and Internet advertising are significantly weaker than those for television advertising. As an illustration, one of CARU's television advertising guidelines prohibits the promotion of products that are generated from or linked to programming that is predominantly geared toward children. There are exceptions to this rule: for example, the Internet and webpages.

A number of exploitative data collecting advertising and marketing tactics on children's websites were

identified by children's media advocacy groups in the mid to late Nineties. These practises collected personal information from children to learn about their interests and preferences. Among these were surveys featuring animated characters or spokespersons, registrations, incentives, and guest book contests, as well as rewards for completing surveys. This information allowed corporations to undertake market research that could then be utilised to develop build personalized ad and sales appeals for the younger demographic. Children's On-line Privacy Protection Act (COPPA) was enacted in 1998 by Congress, which mandated that the Federal Trade Commission develop rules limiting certain data collection practises and requiring parental consent for the collection of personal information for children under the age of 13 years old. In the year 2000, the law went into effect. Advertising objectives and available budget factor into the decision of which medium to use when evaluating the pros and cons of various options. Television is the primary method of promoting food and beverages to young people, particularly those in their early childhood. Advertising media in the United States consists of newspapers, magazines, television and radio, business publications, billboards, and mail-out circulars. As email and internet access became more widely available in the late 1980s and early 1990s, the internet began to play an increasingly important role in marketing campaigns. Individuals' preferences and surfing habits can be tracked by internet service providers, allowing corporations and others to more precisely target their advertisements. As a privacy breach, it has also been challenged in the European Union, where it is more tightly controlled. For a company to avoid incurring losses, advertising must bring in more revenue than it costs.

## **T.V. ADVERTISEMENT**

The contemporary era's rapid growth in technology has drastically altered the way of living for the average person. One of the most recent technological advances, mass media, has had a huge impact on human life. Television, radio, newspapers, magazines, and the internet are all examples of mass media. With all these, television is still the most powerful and most popular medium for reaching the audience, whether it's connected to shows on television or advertising that play in between. Television is no longer merely a way for people to relax and unwind. Sponsored T.V. advertising is a type of television advertising that seeks to persuade viewers to buy the sponsoring company's products or services by delivering promotional messages. Individual consumers benefit from television advertising because it allows them to compare the various items on the market and find the one that best meets their needs. In order to persuade people, especially little children, to buy a product, TV advertisers develop such appealing adverts. A marketer's most effective technique for luring customers to a product is television

commercials. Television commercials cost a lot of money, but the goal is to persuade the consumer to buy the product. In addition to being the most powerful mass-market advertising medium, television advertising is also extremely lucrative. Commercials on television cost advertisers different amounts depending on how long they air. Between 18:00 and 19:00 is considered "peak time," when tickets are most expensive. For example, broadcasters with nationwide coverage charge more for advertising services than those with regional coverage, because they have a larger audience. Additionally, TV broadcasters use audience share as part of their evaluation strategy. TV sets in the US attained a critical mass, which led the advertising sector to see new media as a powerful communication channel. In the post-war era of the United States, television broadcasting began in earnest in 1948. For much of the decade following World War II, one firm would fund a television show and use it to promote its own products. As a result, advertising agencies began producing television shows whose titles featured the names of food or soft drink businesses. After a few years, broadcasters boosted pricing, reassured by the growing number of viewers, to keep up with the competition. T.V. advertising's rapid growth necessitated regulation. As a result, the 1917-founded American Association of Advertising Agencies has grown in prominence in the advertising industry. T.V. commercials' drawbacks include expensive production costs, a lengthy lead time, and a limited shelf life. Viewers may become confused or forget the meaning of the advertising because of the sheer number of adverts that are shown.

## **POSITIVE EFFECTS OF T.V. ADVERTISEMENTS ON CHILDREN**

Three key factors determine the potential impact of television advertising on children: their access to media, their reach to T.V. programmes with more or less advertising, and their actual exposure to advertising. A television in a child's bedroom significantly enhances the amount of time they spend in front of the screen, as well as the amount of time they spend watching commercials. T.V. commercials educate youngsters about the newest technological and non-technical advancements by making them aware of new things on the market. A child's diet can be improved if advertisements for healthy food products are compelling and appealing enough.

## **NEGATIVE EFFECTS OF T.V. ADVERTISEMENT ON CHILDREN**

T.V. viewing has a negative impact on children's food habits, with an average daily increase of 167 calories for every hour of increased viewing time among 11-year-olds. Food advertisement on television has been shown to increase the amount

of food consumed in numerous experiments. Adverts for unhealthy foods prompted elementary school-aged youngsters to consume 45 percent more snacks while watching a children's cartoon programme than those who saw no ads. However, commercials for healthy foods did have a favourable influence on children's attitudes and beliefs about healthy foods, but these effects were diminished when advertisements for harmful meals were displayed alongside those for good foods.

- Often, children try to imitate the dangerous stunts performed by the experts in the advertisements.
- Companies heavily promote their harmful products particularly junk foods such as noodles, pizzas, burgers and soft drinks which develop a craving for fast food among the children & affect their health adversely.
- Children, being less mature, pick up the negative aspects of the commercials easily & overlook its positive side. They have higher preference for the costly branded products rather than the less expensive yet useful products not promoted by the commercials. Children also have the tendency to misinterpret the messages conveyed in commercials.
- Even if the things portrayed in the ads are not actually beneficial, children are able to persuade their parents to buy them for them, regardless of how appealing the adverts are. If a product isn't purchased for a youngster, they become adamant. When children accompany their parents to the market, it is common for them to try to influence their parents' purchasing decisions by insisting on items they strongly prefer as a result of the overpowering influence of commercials.
- The increase of inactive indoor lifestyles including watching TV, playing video games, and using the internet, supports the possibility of more energy-dense nutrient-poor dietary intakes underlying the dramatic rise in childhood health issues.
- Watching television has been linked to an increase in the consumption of unhealthy meals like fast food, an increase in the number of requests for food seen on television, and an increase in positive attitudes toward unhealthy foods among youngsters. T.V. advertising influences the food preferences, purchase requests, and diets of children under the age of 12, according to a committee of the Institute of Medicine (IOM).<sup>6</sup> As more research have been done with younger children than with

teenagers, this data is more obvious in younger groups.

- Exposure to food advertising has been linked to increased intake of marketed products, energy-dense foods, soda, and fast food, according to recent cross-sectional research with young children.
- New research supported by the Heart Foundation shows that TV commercials for junk food are shown more frequently at periods when a large number of children are viewing. Associate Professor Lisa Smithers' research, which was published today in the *Journal of Paediatrics and Child Health*, also found that youngsters were exposed to twice as much harmful food advertising.
- The research found that children would view more than 800 junk food ads each year, if they watched 80 minutes of television per day

## FOOD ADVERTISING

Advertising for food products has consistently been in the top three in India's most popular categories. One of the most powerful influences on children's eating habits and food choices is the advertisement of food. Today's children are immersed in a media-rich world. There has been an increase in the use of aggressive and intensive types of food marketing and advertising tactics on US children and adolescents in recent years. Because they spend billions of dollars each year and have a significant impact on how many more are spent by purchasing food for their families, marketers pay close attention to children and teenagers as potential customers. The role of advertising in the food supply chain cannot be overstated. To put it another way, marketing is any action a business undertakes in order to facilitate communication between the firm and its customers/clients. Marketing activities such as advertising fall under the broad category of marketing. Non-profit Consumers International recently undertook an international comparison of children's television advertising, which was based on a federation of consumer organisations. During a three-month period in 1996, children's television programming in 13 nations was monitored for commercials. Australia, Austria, Belgium, Denmark, Finland, France, Germany, Greece, the Netherlands, Norway, Sweden, the United Kingdom, and the United States were among the 13 nations represented. There were between 10 and 12 food commercials every hour, or 200 in a 20-hour period in Australia, the United States, and the United Kingdom, according to the study results. There were two times as many advertisements as in Denmark, Germany, and France, as well as six to ten times as many in Austria. Sweden was the

country with the least quantity of food advertising, with essentially no food ads. Almost everywhere you looked, food products were the most heavily advertised to youngsters. More than 40% of all ads in the country came from food in two-thirds of the cases. Over half of all food commercials featured sweets, morning cereals (sometimes with added sugar), or fast food chains. Nearly a fifth of all food advertising was dedicated to confectionery. According to a UK nutritional survey, 95% of food commercials promoted items that were heavy in fat (62%), sugar (50%) or salt (7% each) (61 percent). Research shows that advertising high-fat and sugary meals to children is a global problem, as evidenced by this study.

## **FOOD AND BEVERAGE MARKETING AND CHILDREN'S EATING BEHAVIOURS**

The marketing of food and beverages to children has a significant impact on their dietary preferences and purchasing decisions. Marketers utilise a variety of methods, including popular cartoon characters and toy giveaways, to reach children with their messaging. To reach and engage children, a variety of mediums are employed, including billboards, in-school advertisements, television commercials, product placement in movies, video games, and television series, as well as in-store displays, websites, and mobile apps. For every year, the food and beverage sector spends \$1.23 billion on advertising to children under the age of 12 years. The extensive marketing aimed towards kids, especially young children, appears to be driven mostly by the goal to generate and build brand awareness/recognition, brand preference, and brand loyalty among young people. Brand preference, according to marketers, originates before actual buying behaviour. Children's brand preference appears to be influenced by two main factors:

- 1) Children's positive experiences with a brand, and
- 2) Parents liking that brand.

As a result, companies are stepping up their attempts to build lasting relationships with youngsters as early as possible.

## **CONCLUSION**

The Views of parents regarding nutritional status of children for the advertised food was inferred in the table above given. It clearly depicted that parent were not happy with the T.V. Ads that publicize variant food material including Fast Foods, Snacks, chocolates and so on. They had strong feeling that these products cause health issues in children which they might not feel at this stage of their age but they will definitely feel after growing to a certain age. And as a result they expect the government and other

media to publicize health issues related with these items also on the channel every time it is shown which might leave an impression on the young minds and they might not get so much influenced towards it. All the beauties means are focused on only promotion, and they are not ethically targeted. So parents, response reveals that kids should be exposed to a healthier culture of eating habits, and T.V. ads can be the most effective medium, to cultivate good eating habits as well as they should promote healthier food as, growing children require more nutritious diet, and once they are exposed to such unhealthy food, which have lots of sugar and fats, they do not want to eat the fresh and healthy food. Maximum 85% parents agreed that T.V. ads had a very deep impact on child's mind, and he or she always want the product shown in the advertisement. They pressurized their parent by all means to buy the product without knowing that, whether it was good or bad. The influence is so magnificent that the parents were bound to purchase the products for their kids as they were. T.V. displays the free gifts offer for kids, with the product, and the kids were more concerned about the free gifts or toys, rather than the usability of the product. It was agreed by 75% of the study. With grown up kids, parents are also worried about their purchase behaviour. The kids do not consult their parents in buying food items because they know that parents will refuse, and so they buy them on their own, whatever they like. The second most influencing effect is the excessive intake of fast food, resulting in obesity of children. 80% of the parents agreed that T.V. ads influence the children, to intake fast food in excessive quantities and daily consumption creates health problems in children. Lots and lots of T.V. Ads are being publicized on the Channels so as to influence the audience to buy those products. They travel to a great extent to attract the mind of audience, and finally compel them to buy the products of their company. And we have seen through this study that the highest suffered victim of this strategy is the children specifically the immature ones.

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