



ADVERTISEMENT EFFECT ON FOOD HABITS OF CHILDREN THE PARENTS VIEW

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Abstract:-

Advertisement is the predominant promotional mix variable which is being used in every industry to get noticed by their prospective customer and the by converting them in to life time consumers. And these advertisements are also shopping the lifestyle for the individual in large. Whether elders, teenagers or children especially, these advertisements are influencing the lifestyle of the children in much greater fashion, both in righteous and in righteous direction. This Proper basically explores how the child's food habits are being influenced by the advertisement and the mechanism of regulating the advertisement being aired. Further this research paper also presents the kinds of regulation that are into force around the globe to restrict the advertisements targeting the children. 120 parents are in the form of pie chart. It is found that the food habits of the children are categorically influenced by the advertisements.

Keywords :- Advertisements, Children, Food Habits, Healthy food, role of parents

Introduction :-

Science and technology is playing fundamental role in the advancement of human race. Eventually, Science brouth lot of gifts to mankind. One such is mass media. The mass includes Television, Radio etc. out of them Television is playing influential role in an individual life, This is true in regard to the programs being telecasted or the advertisements race.

Advertisements are being used in every industry to get noticed by their prospective customer and thereby converting them into consumers and these advertisements are also shopping the lifestyle of the individuals in large whether elders, teenagers or children, especially these advertisements are influencing the life style of the children in much grater fashion, both in



righteous and unrighteous direction. Advertisers of children's television used to appeal to the parents earlier but now they appeal directly to the children who do not have the emotional or cognitive tools to evaluate what's being sold to them. Television is no more just a resource of entertainment for children. They showcase the must-haves for a kid making them a consumer even before they have reached the age of 3. Small kids even below 3 years of age are found dominating the purchase right from biscuits, chocolates to pizza, fruit juice and even health drinks. On one side the advertisement motivating the children to try health drinks like Boost Horlicks on the other side advertisements are also diluting their food habits by compelling them to consume Maggi, Pizza and drinks. Positive effects advertising makes the kids aware of the new products available in the market. It increases their knowledge about the latest innovations in the field of technology as well as otherwise convincing ads which center around healthy food products can help improve the diet of a child if they are attractive enough.

Negative Effects of Advertisement on Kids :-

The personal preference and in clothing, toys, food and luxurious of children are altered by the advertisement to a great extent. Many advertisements in the present times include dangerous stunts. Which can be performed only by experts.

The flashy advertisements broadcast in television generate impulse shopping in children. Junk foods, such as pizzas, burgers and soft drinks are heavily promoted during children's T.V. viewing time. This develops a craving for fatty, sugary and fast foods in kids, thereby affecting their health adversely. This decision, which is again the result of increasing influence of advertisements. Today, when children accompany their parents to markets they will ask for those products which have yet reached the market.



It you refer the ads 10-15 years back, children could be seen in those product ads which are directly used by them for example, Biscuit ads, Chocolate ads, Rasana Ad----etc. Today the scenario is totally different. We can see children in the insurance Advertisement, Vehicle advertisement and even in home appliances advertisement. The reason in quite interesting the role of current generation children in family related matters is very active as against that of passive 10-15 years before. I say that advertisement are shopping the mentality and value system of children by making them demanding constantly for variety and thrill. The new generation of children are spending most of their time in front of television and their eating habits are somehow in fluenced with the advertisements. Thus the influence of the media on the psychosocial development of children is profound. Not only mental health but ads are also impacting the physical health of children. And here lies the objectives of this research paper. It is found that 65% of the food preferences' of children are the result of advertisement. This includes all category of food items.

Advertisement encourage the children to persuade their parents to purchase the product shown in the commercials whether useful or not. Children often tend to misinterpret the massager conveyed in commercials. They overlook the positive side concentrate more on the negatives. The kids usually get more attracted towards the costly branded products. Such as Jeanse accessories. They disregard inexpensive but useful, ones that are not shown in the commercials. Ads have indirect effect on the behavior of the children.

Objective:- The attractive ads performed by celebrities shown in television media are attracting the children towards the consumption of these junk foods. The unrealistic appeal made by these ads lead the children towards bad eating habits In India we don't have strict advertisement regulation in this regards.

Objectives:-



The study has undertaken with the following objectives.

- 1) To find out the changes in the food habits of children with the influence of advertisements.
- 2) To find out the parents role in the decision making of purchase of food products for their children.
- 3) To find out the reaction of children on various food product advertisement.
- 4) To make the children happy.

Review of Literature :

India Media market 2007 report from Heernet ventures the Indian media market is expected to grow from revenues of \$9.2 billion in 2007 to \$17 billion by 2012. Accounting for 43% of total ad spending news papers are the largest advertising channel in India followed by television at 35% of the total with the other media channels for behind online advertising currently accounts for only 3% of total spending. We are more diverted towards looking at the negative impact, let us not forget the positive ones created on the minds of children. Social advertising is a very good example of positive advertising.

A Research study UP commissioned by Unice found that more than 94 percent of respondents reported that they came to the polio booth after seeing the spots on television which was endorsed by celebrities like Amitabh Bacchan, Shahrukh Khan, Sachin Tendulkar and Jaya Bachhan. A round 112 cases has been reported in the year 2003 compared to 1600 cases in the year 2002. A UNICEF supported television and radio campaign won a silver medal at this year's effie awards given by the advertising Industry.



Research Methodology :-

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 Amravati City

Sample Size –

The sample size for the study is 120 respondents

Sample Technique –

Convenience sampling techniques is used for the study

Period of the Study –

The period for the study is 4 months. Method of data collection questionnaire method is used to collect the data from the respondents. The study is based on primary and secondary data. Primary data is collected from the respondents with the help of interview schedule. It was mainly directed towards investigation of the various impacts the advertising has on the childrens minds and how advertisement decides their buying and food habit.

The secondary data is collected from previous research reports on the related issues. Secondary data is collected from articles, books, magazines and news papers.

Analysis and Interpretation

1) Age of respondent

Sr.No.	Age	No. of respondent	Percentage
1	Below 25 Years	28	23%
2	25years – 35 years	49	41%
3	36 years- 45 years	31	26%
4	Above 45 years	12	10%
Total		120	100



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

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

- 2) Opinion of parents regarding the Impact of advertisements on children food habits.

Sr.No	No. Respondent	Percentage
1	26.4 Positive Impact	22%
2	95.16 Negative Impact	78%
Total	120	100

Parent when asked about the Impact of advertisement on food habits of children, 78% parent responded that the Impact is negative and only 22% respondent that the impact is positive.

- 3) Reasons behind the purchase grant of children demands.

Sr.No.	Reason	No. Respondent	Percentage
1	Inonovative India	22.8	19%
2	Usefull and needed	43.2	36%
3	Price is affordable	33.6	28%
4	Status symbol	8.4	7%
5	To get rid of the children complain	12	10%
Total		120	100

92% of the parents surveyed feel that there is need for regulation as for as food related Advertisement are concerned 66% say that either the advertisement unhealthy food product should be banned. 12% parents say that all the food Ads targeting children should be totally banned and about 22% say that the use of children banned as when children



themselves advocate such product, It become The parents to convince their kids for not eating.

Conclusion-

From the analysis of primary data and secondary data it is concluded that advertising severely affect the food habits of present generation children. The role of parents and legal system plays crucial role in preventing the anti health ads influencing the children's food habits. Though advertisement is integral part of industry which wants its product to be reached to the customer, they should not forget that its their social responsibility to take care of future generation of the country which are been targeted fact fully to earn profits parents should make the kids more aware of the surrounding so that they start taking proper and logical decision. Also governments role is important here. It can do it by implementing proper food laws and harmonization of various laws into single unified law

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