

A case study on the impact of advertisements on Junk foods in Children.

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ABSTRACT: Advertising is a form of communication for marketing and used to encourage, persuade, or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to continue or take some new action. Although advertisements help us to become aware of the products in the market, they have their negative effects also. Children today are exposed to all types of advertisements on the various media like the television, print media and internet as well. It's important for young children to learn that advertisers are trying to make you buy something. Their advertisements are trying to influence the way you think or change your mind about something. And advertisers aim to present their goods in the best light and might not be accurate. The main product which influences the children is junk foods. When children watch young adults in good shape eating junk foods in the advertisements they assume that it is good for the health. Nowadays, with so much openness and exposure in media and commercials parents are often worried about what all their children are watching.

This research is completely based on the children of the age group of 1 to 14 in the district of Palakkad in Kerala.

Keywords: Advertisement, children, parents, media, junk foods.

I. INTRODUCTION

Advertising has become so integral part of our life & society that we cannot imagine any event, newspaper, magazine, TV serial, Cinema etc. without advertising. The basic objective of any advertisement is to stimulate sales, direct or indirect by trying to make tall claims about product performance. The degree of impact of advertising is devastating for children. Television is no more just a source 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. Thus the influence of the media on the psychosocial development of children is profound. Thus, it is important for the parents to know their child's exposure to media and to provide guidance on age-appropriate use of all media, including television, radio, music, video games and the Internet. The objectives of this research paper are to explore both the beneficial and harmful effects of media on children's mental and physical health. We are also emphasizing on directing children's towards imbibing healthy food habits in them by suggesting parents to be more aware & regulating the advertisement targeted on children.

Children are innocent and not so mature. When a marketer advertises a product on television, they do not understand that it is a business and their main aim is to sell. They do not understand that advertisers try to push their products and market in such a way that children want to buy it. Children take everything at face value and believe without a doubt the messages in the advertisements. Advertisements are made in such a way as to attract the attention of children. Children do not understand it to be marketing strategy. Children are an extremely vulnerable target audience and get easily carried away.

II. Scope of the study

The study aimed to explore the attitude of children towards TV advertisements and endeavoured to understand their buying response, particularly of food and electronic items. The study also examined the key development stages of childhood that influence children's response to television advertising. This leads us to the questions such as: At what age can children distinguish advertising from other program content? And also, do children understand the intent behind advertising?

Objective of the study:

To study about the buying behaviour of children by seeing the advertisements on junk foods through a survey conducted in Palakkad district.

Questionnaire

NAME:

SEX: * Male *Female

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- 1) To which age limit do you belong?
 - a) 4-6 b) 6-9 c) 9-11 d) 11-14
- 2) What type of family you belong to?
 - a) Nuclear b) Joint
- 3) What is the total number of members in your family?
 - a) 2 b) 3 c) 4 d) More than 4
- 4) Which level of salaried parents support the children to buy products?
 - a) below 1,00,000 p.a b) 1,00,000 to 3,00,000 c) 3,00,000 to 6,00,000 d) above 6,00,000 p.a
- 5) What is the mode of advertisement?
 - a) Television (TV) b) Radio c) Magazines d) Banners
- 6) Which kind of advertisements do you prefer?
 - a) Celebrities b) cartoons c) music d) graphics
- 7) What kind of products do you prefer through advertisements?
 - a) Foods b) clothes c) vehicles d) none of the above
- 8) If it is foods, then what is your favourite junk food?
 - a) Junk foods b) Health Drinks c) soft drinks d) candies
- 9) Do you verify the junk food quality?
 - a) Yes b) no c) sometimes
- 10) How many times do you eat junk food on an average per day?
 - a) Once b) twice c) thrice d) four times e) more than five times
- 11) Do you enjoy the advertisements more than other programmes?
 - a) Yes b) no c) sometimes
- 12) Do you buy every product you see on advertisements?
 - a) Many b) some of them c) not at all
- 13) How long does the impact of advertisements last on you?
 - a) One week b) one month c) More than a year d) will not remember
- 14) Do you suggest any of your friends on the product you saw in the advertisement?
 - a) Yes b) Sometimes c) No
- 15) Does your parents have any restrictions on the products you buy on seeing advertisements?
 - a) Yes b) No c) Don't know
- 16) How does the purchase affect the expenses of the family?
 - a) To a minimum limit b) more than a limit c) very high d) not yet seen
- 17) Do you talk with any one on advertisements?
 - a) Yes b) no c) Sometimes
- 18) If so with whom do you talk?
 - a) Parents b) friends c) relatives d) none of the above
- 19) Does anyone talk to you about the impacts of advertisements?
 - a) Yes b) no c) sometimes
- 20) If yes who does talk to you?
 - a) Parents b) friends c) Teachers d) none of the above

III. Result:

A Master Table showing the aspect of children on each question

Researches	Q.1	Q.2	Q.3	Q.4	Q.5	Q.6	Q.7	Q.8	Q.9	Q.10
1	a	a	c	b	a	b	a	b	b	a
2	c	a	b	b	c	c	a	c	a	b
3	b	a	c	b	a	a	a	a	b	c
4	b	b	d	c	a	b	b	a	b	b
5	a	a	c	c	a	b	a	d	b	b
6	b	b	d	c	a	b	a	a	c	b
7	b	a	b	b	a	a	a	d	b	c
8	d	a	c	b	a	a	a	a	c	b
9	c	a	c	a	d	c	b	b	a	a
10	a	a	c	b	a	c	a	a	b	b

Researches	Q.11	Q.12	Q.13	Q.14	Q.15	Q.16	Q.17	Q.18	Q.19	Q.20
1	a	a	d	c	a	a	b	d	b	d
2	b	c	b	a	b	a	a	a	a	b
3	b	b	a	b	a	b	c	b	a	a
4	c	b	a	a	b	b	a	b	a	a
5	a	a	a	a	b	b	a	b	c	b
6	a	a	b	a	b	c	a	b	c	b
7	a	b	b	a	b	c	c	b	a	b
8	a	b	a	b	a	b	a	a	a	b
9	b	c	a	a	a	b	a	a	a	b
10	c	b	b	c	b	a	b	d	b	d

- This is a Master table showing the impact of advertisements on children towards junk foods by conducting a survey on 100 children and through this table we took the average of 10 children and is presented through the table. The table represents the impact of children on each of the questionnaire.
- a, b, c, d represents the options given in the questionnaire.
- Q1, Q2..... Q20 represents the question in the questionnaire.
- Out of 100 children 63 of them are boys and the rest 37 are girls.

IV. Limitation of the Study:

- The study is conducted only with 100 children.
- Only the Palakkad district is considered for the study.
- This is only based on junk food advertisements.
- The master table is formed on an average of 10 children out of 100.

Table showing the mode of advertisement preferred by the children

Mode	No of Respondents	% From
(a) Television	76	76%
(b) Radio	4	4%
(c) Magazines	13	13%
(d) Banners	7	7%

Interpretation: Majority of the children that is 76% watch advertisements through television and it is followed by 13% of the children use magazines as their mode of advertisements. 7% of the children use banners as their mode of advertisements and only 4% uses radio as the medium of advertisement.

Table showing the favourite food chosen by the children through advertisements

Food	No of Respondents	% Form
(a) Junk Foods	51	51%
(b) Health Drinks	16	16%
(c) Soft Drinks	15	15%
(d) Candies	18	18%

Interpretation: As a majority 51% of children prefer junk foods as their favourite food. 18% of children prefer candies as their favourite food. 16% of children prefer health drinks as their favourite food. 15% of children prefer soft drinks as their favourite food.

Table showing the children's wish to buy the products seen on advertisements

Wish	No of Respondents	% Form
(a) Many	34	34%
(b) Some of them	48	48%
(c) Not at all	18	18%

Interpretation: A majority of 48% of children wish to buy only some products seen on advertisements. 34% of children wish to buy the products seen on advertisements. 18% of children do not buy any products seen on advertisements.

Table showing the Parents restriction on seeing advertisements

Restriction	No of Respondents	% Form
(a) Yes	21	21%

(b) No	76	76%
(c) Don't know	3	3%

Interpretation: 76% of parents do not restrict their children from seeing advertisements. 21% of parents restrict their children watching advertisements. And 3 % is not yet matured 2 know about their parent's opinion.

V. CONCLUSION

Advertisement is integral part of the industry which wants its product to be reached to the Customer & then converts those customers into consumers. But in this process they should not forget that it's their social responsibility to take care of the future of the country which are been targeted tactfully to earn profits. Parents should make the kids more aware of the surrounding so that starts taking proper & logical decision. Parents should be aware that advertising is going on, and it's influencing their children more than they think. Also government's role is important here. It can do it by implementing proper food laws and harmonization of various laws into single unified law. Of course, TV in moderation can be a good thing: Pre-schoolers can get help learning the alphabet on public television, grade scholars can learn about wildlife on nature shows, and parents can keep up with current events on the evening news. No doubt about it — TV can be an excellent educator and entertainer.

But despite its advantages, too much television can be detrimental:

Children who consistently spend more than 4 hours per day watching TV are more likely to be overweight. TV characters often depict risky behaviours, such as smoking and drinking, and also reinforce gender-role and racial stereotypes. Thus it must be controlled by parents to a minimum level

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