

Analysis of junk food Advertising and Media

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ABSTRACT

Advertising is a form of communication for marketing and used to encourage, persuade, or manipulate an audience. The youngsters are so much exposed to social sites and networking. So the main focus of this research is to research about why junk food is so much exposed to youngsters and how it has been effecting the youth in a numerous way through advertisement.

This obesity has been effecting public in many different ways. The introduction of junk food is due to ample amount of advertisements. The food industry is increasingly targeting young generations from the age of 18-35. These young people spend most of their time of social networking sites like face Instagram whatsapp YouTube etc. so it's not sudden or surprise that why the marketers invest their money on most online networking.

Now a day's people think that buying healthy food is costlier than junk foods. According to the research done, to avoid such circumstances one can place healthy food instead of unhealthy and promote more of healthy foods with an average amount of price so that all classes of people can buy and maintain their healthy lifestyle, these are the little steps that can help to keep barrier from junks and beverages.

GST can also be one major reason why the healthy food is much costlier than unhealthy foods. In order to continue the barrier of junk food the government should increase the GST tax more on unhealthy food and make least in healthy diets so that people can afford it willingly.

Through this research it has recognized that many channels that promote the food and products rarely recommend a balanced diet. Because youngsters are the most vulnerable when it comes to implementing foods and that it lacks nutrition in their food.

The study aimed to address the effects and nature of marketing foods and media in which WHO has also highlighted their approach very well by providing food advertising messages.

Key Words: Food advertising, social media, behaviour of youngsters, Television watching time, usage of internet.

I. Introduction

The main cause of obesity and consumption of junk food is mainly due to media, marketing and branding. And the mediums for media are TV commercials, internet, pop-ups are considered to be in top list for influencing. The people are so much into junk food because now a days they are seeing them in every social channels especially it is effecting the youth because of excess in social networking sites where the marketers promote their goods often.

As per the research, in Mexico there is big amount of reduction in healthy foods and increased the amount of junk food. The marketers sells got down by 12% per year, most importantly the Mexico government made this regulation among the poor because they are the least who cannot afford their health care.

On this research, it also happened to know that the UK Obesity Health Alliance (OHA) is effectively taking strict measures to protect the country from the consumption of junk food such as the government has put restriction that all the T.V ads, live channels and social networking sites to stop promoting any junk food advertisement from 9PM onwards, this rule came into effect recently on February 2019. This 9PM rule was

set when the Broadcasting regulator Ofcom a company of communication in UK found out that 69% of youngster spend time on social networking sites.

On March 14 2019 The World Health Organisation has legally issued a notice to take action against the advertisers and marketer's in order to stop promoting advertisement that are influencing the youngsters.

Food Advertising: In 2012 the Australian National Preventive Health Agency (ANPHA), the ANPHA received a complaint by some groups which are against junk and asked ANPHA to take action on this issue by consistently maintaining a standard regarding healthy foods, ANPHA agreed on the matter and also came up with good actions like making a complaint box file known as Policy Coalition this coalition is specially for the parents to raise their voice on this matter. But later the Coalition Government on 2014 banned the ANPHA to take out any kind of policy and since then no actions has been taken in concern to avoid the junk food advertisement.

Impact of buying behaviour: The main aim of advertising is for mostly on brand change or branding products which is effectively influencing people rapidly. This happens due to the brand name that reminds people where they often purchase with one brand and having a trust on that brand they buy the product. The factor that are continuously effecting the consumer is from the perspective of economic, socially and psychologically. For example when youngsters gets influenced by some advertisements or influenced by that particular brand they not only follow them but they try to buy every product of that brand. The behaviours like choosing a specific product and following them automatically depicts the attitude and behaviour of that consumer.

AA ALALWAN, NP RANA, and YK DWEDI: According to this researchers, People now a days are so much attached to media and social sites that the business associates and advertisers got their place to benefit more through the world of internet.

Digital Advertising Growth: According to Compound Annual Growth Rate (CAGR) 31.96% to reach Rupees 24,920 crore by 2021. The digital is currently spending Rs-10,819 crore which has the contribution of 17% of expenditure spend on advertising industry. Therefore the Indian advertising industry currently standing Rs-61.878 crore and expecting to touch about Rs-85.250 crore by 2021 as per as CAGR report of 10.62%.The distribution on digital advertising occur- 29% on social media, search 25%, display 21%, video 20%. The videos that is spread on digital is to have the fastest growth with CAGR 37% to reach Rs 5,545 crore by 2021.

(International Journal Of Advertising 37(1), 1-13, 2018). According to press release of (MAGNA Advertising forecasts spring 2018) Global advertising market to grow by a record +6.4% to \$551 billion in 2018 in the 70 countries analysed by MAGNA this year strongest growth since 2010.

III. Objectives for the present study:

1. To analyse the behaviour patterns of consuming junk food and how the media and advertising is influencing the youth and children's.
2. To know the factors influencing for the purchase of junk food
3. To analyse the various factors of online advertisements and media of how they are being targeted
4. To evaluate and compare the efficacy of junk food analysis advertising and media towards purchase of food through advertising among students and young children.
5. To know The demography of internet user

6. The main purpose they're being influenced to junk food advertising
7. to know junk food items attract the users to click on advertisements

Research Design and methodology

Sampling procedure: Sampling is a method of collection of data from a ration or subsection of the universe or population. According to (Bryman 2012) the foremost strong point of quantitative research methods lie in exactness and mechanism. The samples collected from quantitative research are frequently big and illustrative, henceforth the consequence be able to widespread to the greater population contained by adequate error bounds. Likert scale gives freedom and independent also showcase interest to the respondents to state their level of agreements from four to five levels: strongly agree, partially agree, may be, others, strongly disagree. Current study required the process of likert scale because it is based on questionnaire.

Sampling unit: Regarding the sampling unit or element, the analysis of junk food advertising and media were chosen from the primarily respondents. For this study, internet user and what medium of online networking sites and how much they view fast food advertising through online

Pilot study: To avoid grammatical errors and check connotative meaning of the research questions and to give direction to the study, a pilot research project was required.

Locale of the study: The respondents involved in this research study were selected from the students of Lovely Professional University with the enhance experience of why junk food is rapidly increasing.

Data Collection: Primary Data was collected through a questionnaire which was float online in Google document. Secondary data was collected from articles of Google scholar and e-journals. Convenient sampling technique was used to identify people having experience of advertisements and who watch constant television.

Survey Instrument: the study is to scale the number of youngsters who consume junk food and what products and advertisements compelled them to buy junks and beverages. A four point Likert Scale was used, the scale Includes (1) yes (2) No (3) May be (4) Often/always.

In the present study respondents included were 55, as it also floated to more than 100 people but half of the people did not show interest in filling up the questionnaire.

Demographic information was extremely significant for setting up the base of the questionnaire survey. Respondent's age, gender, education level, will facilitate the attitudinal responses in an improved understanding of the cause and effect relationship among the variables studied over here.

Age of respondents

It indicates that the sample under this study was a majority of young and mature respondents including 18-40 years, 58.2% were between the age group of 23-28, 25.5 % were age group of 18-22, 9.1% were age group of 29-33 and 7.3% were age group of 34-40. Maximum quota of the respondents was between the age group of 23-28. Though the junk food eaters are more on young teenagers but looking at this respondents the age group of 18-22 was an average.

Education levels of respondents

The maximum selected respondents were under graduates, graduates and post graduates. Out of this selected respondents 56.4% were graduates, 30.9% were post graduates, 10.9% were under graduates and 1.8% were above post graduates. The maximum respondents in educational level were mostly graduates in this sample. No illiterate individual was included in the sample as a unit of analysis.

Believing on TV advertising has an impact on children's food choices

81.8% agreed on this aspect and 14.5% are neutral and the rest has no idea about it, which means that almost everyone is aware of the fact TV advertising has a huge influence on children's food choices because as we look on junk food advertising and media ,mainly this days children's are the ones who are hugely effected by the advertisers and media who try to focus their attention on children when it comes to junk food, Through their different ways of getting attention media grab the attention of audience. On this matter 60% of respondent agreed that frequent consumption of food causes obesity and health problems, 18.2% said it is due to influence on marketing and advertising of junk food, 10.9 % respond that it is due to frequent consumption of soft drinks and sweetened drinks and 10.9% still feel they don't know.

Junk Food advertising leads young people to eat more of it

74.5% of respondents are agreeing that it is naturally influencing directly to young people to eat more of it as the advertisers present advertise in such a way that young and adolescents get attracted because the advertise seemed to be so colourful and the pictures of eatable item shows up so perfectly that it tempt them to buy it. Mostly teenagers spend their money on junk foods this days while going School, College or universities. And also knowing the fact that there is nothing they are gaining on junk food but still get attached on those unhealthy foods, here the young people waste their money, time and also most important their health. But media and advertising are so well upgraded everyday due to increase amount of youth population, through this population they target audience particularly in different mediums of junk foods and social networking sites

Often exposed to fast food advertisement

56.4 % people are often exposed to fast food advertisements every day, 27.3 % exposed once in a week, 10.9% once in a month and the rest never. It shows that most of the people are often exposed to fast food advertisement day to day to their life and some people once a week and some never but the fact here is that fast food is not only considered to children only but also all the growing of young generations. When one get exposed to their everyday life it is sure that one day or the other day they will be influenced by this kind of advertisements. This kind of advertisements is increasing every day and growing the profit of business in a good rate. When their textures of presenting is so good, nobody can resist fast food and junk, it is the fact that we all rely on junk food.

There is an increase in the consumption of junk food

67.3 % of the people agreed that it is due to quick services, 12.7 % is due to internet, 18.2% is due to other mediums like you tube, Facebook, Instagram etc. we can see here is that increase of junk food this days is due to easy access of food as of like ordering online or ordering through the or ordering through the phone are one reason the advertisers are enriching in junk food and media.

Food advertising provides accurate information about nutritional quality of the product being advertised

34.5% thinks that it provides 50% of accurate information, 27.3% people still don't know about the accuracy, 23.6% partially agree, 14.6% think it is accurate. Here the people thinks that the information provides in the product or behind the packed product they provide certain information people think it is 50 % accurate and some even don't realise that whether the information given is correct or wrong and some are totally opposite that they feel is all information being provided is 100% accurate to them.

Awareness of chemical present in junk food

38.2% people knows that chemical is included in junk food, 36.4% knows only 50% of the chemical presence, 18.2% still don't know about the chemical mix and least with 7.3% are completely unaware even about what kind of chemical or what chemical is present in junk food. It means that many people are still unaware of the chemicals in junk foods, although in advertisement it shows that 100% of pure product but nothing such actually is true. People are being literate day by day and those literate are the ones who act like they don't know about such chemical. It is only the chemicals which is harming the health as there are some chemicals which make the taste good in food and that's why the junk food are more yummy than home food as comparable, this chemicals are so effective that it lets people to consume more and more junk food every day because of varieties in junks people tend to be more tempt in consuming more and more.

Often advertising is influencing to buy junk food

36.4% people apportioned that it is 50-50 which means not to the fullest advertisement is influencing, 25.5% people agree that it always influence them, 32.7% people seemed that only sometimes it influence them and 5.4% of people never get influenced. Over viewing it majority agree that advertisements or advertising is influencing to buy junk food and why is that so is those who watch constant television, there is always a prime time in television and on that prime time the advertisers play their add and during the prime time most of the people watch adds even though they don't want to watch they don't a choice of skipping the advertise and during that time people watch those ads and directly or indirectly it effects the psychology of people towards junk food. Advertisement is one the greatest platform as to why the junk foods are becoming popular day by day. The strategy is working well and good from every corner whether from TV, Banners, Campaigns, Video Ads etc. there are lots now to be influenced as the world is working according to the technology and that seem to harm and benefit the people in both ways.

Most rated products in junk food

41.8% people buy mostly chips and candies, 32.7 % people prefer to buy Mac D/ burger king/ KFC and 25.4% prefer it on chocolates, among the junk foods these are the ones which is one of the most rated product. Here most of them selected on chips and candies and half on McDonalds, burger king, KFC etc., and few on chocolates . It is very clear that majority of the people chose for chips and candies because of the attractive packages and candies because of their colourful texture on it. Mostly this chips and candies are being eaten by the youngsters and inside the packet they also sometimes offer some exciting items to use in order to keep the attention on the packet the marketers does and for candies mostly the packets of the candies seem to be with full of animated pictures on, they put up some popular animated character on it on which the kids clearly identify and demand their parents to buy for them. With the help of the animated character they target small child so that they can circulate and earn more profits.

Activities to reduce consumption of junk food towards young people

56.4% people suggest to make attractive packages of healthy foods, 23.6% people denounce marketing of junk food to young people through reporting or advertising campaigns, 10.9% people prohibit all advertising of junk food to children's and teens and 9.1% outlaw the sale of energy drinks to those under 18 years old. Young people mostly get attracted with creative packages but some denounce on marketing of junk food through reporting or advertising campaigns but as far as denouncing of report on advertising.

IV. Conclusion

Advertising is an integral part of the society and for the people, it helps to spread awareness to the people and the world because it throws social message but it is not important advertisement can only give positive picture but it has also its negative impact. Therefore it is also their duty for them to promote good products to help the nation. The parents and educational institution are the ones who play major role. The parents should aware their children in most effectives and also the institution should not only provide sex education but in place provide food nutrition education in its possible ways. To ban the junk food is not the solution but with small steps the measures can be taken so as to bring the healthy environment in the society to make a better world.

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