



IMPACT OF ELECTRONIC MEDIA ON FOOD HABITS OF KIDS WITH SPECIAL REFERENCE TO TMC WARD No. 20 FROM THANE (EAST)

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ABSTRACT:

The study focuses on analyzing the impact of electronic media on the food habits of kids between the age group of 4 to 12 from a sociological perspective. Nowadays electronic media has become an unavoidable part of our lives irrespective of our age, gender, or religion. This media affects our decisions and choices. This research tries to elaborate on how this electronic media affects the food habits of kids. Kids consume various electronic media like Mobiles, Computers, and video games. But the most important electronic media that they use is Television. Through various cartoons, videos, and advertisements they see a lot of different food cultures and food products. Electronic media promotes both healthy and unhealthy food options. Primarily this media promotes unhealthy junk food and Western food. Children, aged 4 to 12, spend 2 to 3 hours daily engaging with electronic media. This not only influences their food choices and shapes ideas about what they should eat but also their eating habit. Despite this influence, the enduring strength of traditional family food culture plays a significant role, rendering the overall impact of electronic media on children's food habits relatively weak.

Introduction

Food is not only a biological or nutritional phenomenon but it is a social phenomenon. Food sociologists study food from different aspects like production, distribution, and consumption as well as how food or eating is integrated into social institutions, systems, and networks. The sociology of Food leads us to analyze symbolic meanings and materiality; issues related to gender, race, and ethnicity, socioeconomic inequalities, power relations, and social processes at different scales from family dynamics to global systems. The sociology of food studies focuses on consumption and socio-cultural elements of food. The relationship between food and consumption focuses on factors like gender, modernization, status, and health.

Food habit is a very wide concept. From a sociological point of view, food habits are not just about what we eat but also how, when, and with whom we eat. This involves a wide range of factors like personal preferences, family influence, cultural norms, economic status, and more. Sociologists study these aspects to understand the relationship between food habits and society. In society through food habits, we directly and indirectly interact with each other. Food plays a crucial role in helping us to connect with our culture and share our thoughts. Through food, we share a unique bond between our culture and society. Our food habits are shaped by various things like what we like to eat, family influences, religious influences, cultural values, economic conditions, and even the environment around us.

We eat for different reasons, like to get nutrition, for fun, or sometimes without thinking much. Childhood is a crucial time in the growth of an individual. A balanced diet is crucial for their health. Food habits or diet patterns affect the development of a child.

They need proper nutrition. Poor food habits result in inadequate nutrition which leads to inadequate mental and physical development, reduction in productivity, and sometimes chronic diseases in the future. Thus, there is a need to indulge them in eating a healthy and balanced diet.

Electronic media is a tool or means used in the process of automated communication. Electronic media encompasses digital tools like computers, mobile phones, video games, television, movies, and the Internet. It has become an inseparable aspect of modern life, irrespective of age, gender, or socio-economic status. Children use electronic media mainly as a leisure activity. Children, engaging in electronic media as a leisure activity, experience both positive and negative influences on their overall development, including social, behavioral, cognitive, and health-related aspects. Meanwhile, in the food industry, manufacturers cleverly utilize electronic media for digital marketing, employing various strategies to target specific demographics, with a prominent focus on children. Many studies have shown that the food industry targets children as they easily get influenced. Kids from this age group easily get attracted to and impacted by any external forces. They use Advertisements, games, videos, cartoons, serials, and movies to influence food habits, often featuring small kids to promote their products and ideas.

In India, the food habits are diverse, with a rich food culture that includes different vegetables, grains, and spices in their meals. Homemade food is considered a better option than eating processed or packaged food. Because, we believe that homemade food is not only fresh but the ingredients used in these dishes are prominently local and seasonal vegetables, species, and fruits. However, due to changes like migration, globalization, industrialization, technological development, the emergence of electronic media and devices, and increasing exposure to the world because of the internet, our eating habits have transformed. We now see people eating more packaged food, dining out frequently, and changing traditional practices like sitting on the floor while eating. This not only affects adults but also kids. Many studies concluded that food preferences and food habits are established early in life and remain relatively permanent through adulthood. India has the largest population of younger age groups in the world. Which According to the 2011 census is nearly 30.67% of the overall Indian population. Electronic media is one of the major elements that affect the food habits of children.

There has been a lot of research conducted on how these electronic media impact children with different aspects like health, psychology, education, etc. These studies mostly analyze the impact of electronic media on teenagers and young adults. They strongly concluded that electronic media affect society or individuals prominently. However, very little research is available on how electronic media affects food habits or the food consumption patterns of children between the age group of 4 to 12. For this research, the researcher has selected this age group for the study

Nowadays, we hear a lot of parents complaining about their kids, saying that their kids are troubling them while eating healthy or eating traditional homemade food. Here the question arises: Why are these kids avoiding such food? Or why their food habits or food preferences have changed in the last few years? And does the use of electronic media is responsible for this change in the food habits of these children? Thus, this study aims, to understand how the electronic media influence the food habits of children and why this change is occurring, and to find out whether this change is positive or negative. Also, this study will try to analyze the relationship between socioeconomic conditions and the impact of electronic media on the food habits of kids.

Methodology

1. Objectives

The objectives of this study are as follows:

1. To study the socio-economic background of Parents
2. To understand the process of portraying food products to attract the kids.
3. To analyze the Impact of Electronic Media on food Habits of Kids

2. Sampling

In this study, the researcher will be using the method of disproportionate stratified random sampling from probability sampling methods to select the samples. In stratified random sampling to select the samples, researchers divide the population into homogeneous starts and then use a simple random sampling method to choose the samples.

The sample size for this study is 20 and these respondents have been divided into two different groups. The first group will include 10 respondents from the age of 4 to 12 (preteens) and the second group will consist of 10 respondents' parents (Parents of first group respondents respectively).

3. Data collection and analysis -

Data collection

In this study, to collect the primary data the researcher will be using a semi-structured interview schedule. The researcher will collect data through two different semi-structured interview schedules; one for kids (4 to 12) and one for their parents. Also, the researcher will collect the secondary data with the use of Articles from Journals, books, articles, and data available online.

Data analysis

In this study, the researcher has manually analyzed the data collected through semi-structured interview schedules. Also, to analyze the data, the researcher has used online platforms like Google Sheets to formulate diagrams, graphs, and tables.

Content and Discussion

While doing this study the researcher found theories from different sociological fields like Sociology of mass media and psycho-social theory. This helps to explain how media plays an important role in the process of socialization and how it affects our thinking and behavior. During the process of development of a child, he learns various skills and behaviors from their surroundings. Thus, theories like cognitive development help us in learning the kid's behavior patterns.

The Symbolic interactionism perspective, states that the self is derived from and develops through human interaction. This means the way you act toward someone or something is based on the meaning you have for a person or thing. To effectively communicate, people use symbols with shared cultural meanings. Consequently, these symbols are instrumental in the development of the self. Through symbolic interactionism, we can say that culture is highly dynamic and depends on how individuals attach meaning to the symbols. Technology many times works both as a symbol or as an agent of constructing reality through symbols. Technology exhibits social reality. For example, drinking milk by adding drinking chocolate is better than drinking plain milk. Individuals perceive such symbols as it is from in the media and use them as a basis for a shared understanding of society. They create and understand society through these lenses and judge their success or failure on its basis. Through ads, movies, cartoons, entertainment programs, television, the internet, and, video games the media highlights different symbols related to food habits as a result individuals compare their food habits on that basis and sometimes, they try to change their habits.

Socialization is a process through which individuals learn social norms, values, and behavior patterns of the society. As given by Anthony Giddens, socialization is a process, which helps newborns or infants in society into self-aware people whose knowledge and skills are developed in society's cultural ways. In this process, children learn the norms and values of society. Also, they acquire the rules and habits of the particular society. The process of socialization not just happens only through the family but also through secondary agents like peer groups, schools, and the mass media. These agents shape our ideas and thinking process.

The Australian neurologist and father of psychoanalysis Sigmund Freud defines socialization as a process where one's cravings and instincts are culturally accepted by society. He classified personality into three distinct categories to explain socialization better. They are 'Id', 'Ego', and 'Superego'. The Id consists of all kinds of primary impulses. It is the evolutionary, selfish, impulsive, and illogical layer of personality where the motive is to pleasure without pain. The Id triggers a person to work towards achieving selfish desires without caring for surrounding factors like other individuals or any rules and regulations, cultural or social standards. In kids, we don't find the Ego and superego as a result, because of the development of only the id, kids easily get attracted to whatever they see. In the case of electronic media kids prominently get affected.

As we have discussed media plays an important role in the process of socialization. The agenda-setting theory by Walter Lippmann (1922) explains the significant role of mass media in setting certain images in people's minds. Later on, Maxwell McCombs and Donald L Shaw (1972) developed the agenda-setting theory. This theory explains how media influences people and suggests that media is more successful in telling people "What is to think about" than telling them "What to think". In other words, 'What we think is our choice but what we should think about is decided by the media. As explained in this theory, electronic media leads individuals to think about specific commodities from a particular perspective. In this study, the researcher has tried to investigate how electronic media affects the food habits and food preferences of kids. And what they think about these food habits.

In the 1960s George Gerbner proposed the cultivation theory. It is one of the core theories of media effects. George Gerbner investigated the influence of television on viewers. This theory implies that those who are exposed to media interpret social realities

according to how realities are portrayed in the media. Gerbner also strongly suggests that the powerful effect of mass media acts as a molder of society. This theory describes how the media shapes the concepts of social reality. In simple words, Individuals' perceptions about society are developed through electronic media

The effect of surroundings on individuals depends on their cognitive development. Piaget describes two processes, 'assimilation' and 'accommodation' used by individuals to adopt. Both of these processes are used throughout life as the person increasingly adapts to the environment in a more complex manner. He identified and described four stages in this cognitive development Sensorimotor stage (0 to 2 years), pre-operational stage (2 to 7 years), Concrete operational stage (7 to 12), and Formal operational stage (12 to adulthood).

In the Preoperational stage, they start to use symbols like language. Their power of imagination starts to develop. But they think eccentrically. Thus, most of the time such thinking is done in a nonlogical manner. In this stage, they cannot distinguish between social reality and what is shown through electronic media. As a result, they accept the situation in the media as a true story. In the 3rd stage of cognitive development (Concrete operational stage), the child develops skills like logical thinking, and thinking from others', viewpoints. But in this stage, their ability to distinguish between social reality and media reality remains less developed. Thus, theory suggests that children between the age group of 0 to 12 are more affected because of low cognitive development.

During the study, the researcher found various articles from different perspectives that have studied the impact of various types of electronic media on the health, behavior, and eating patterns of kids (primarily adolescents). The results of these articles show us similar patterns of behavior between media and kids as explained in these theories.

Today Electronic media has become an unavoidable part of everyone's life. Adolescents use electronic media mainly for entertainment (Salman, et al., 2020). In the case of the United States, every day children and adolescents watch TV for almost 4 and a half hours. Out of this time, children between the ages of 2 to 12 spend a total of 38 mins on watching advertisements (Chrisa, Meg, & Mary, 2013). In 30 minutes of programming excluding commercials, references to food products in prime-time shows occur an average of 4.8 times. (Mary & Patricia, 1990). Another study suggests that Girls spend an average of 48 min playing on the internet whereas boys spend an average of 1.5 hours playing on the internet which is almost double that of girls (Titik, Kayhan, Sertkaya, & Sandikci, 2018).

Food manufacturers use various strategies to promote their food products through electronic media. They mainly focus on small kids to increase the impact. There are six marketing techniques and sites for marketing. They are television, movies, packaging, digital games, print advertising, and the internet (Rachel, Bridget, Heather, & Emma, 2019). The television media plan to screen the advertisement by analyzing the time when the viewership is highest rather than individual exposure to the advertisement (Coon & Tucker, 2002). As children grow up, they might be less influenced by foods embedded in entertainment media. Children were more likely to increase their consumption of the foods (food intake), either during or shortly after exposure to the embedded foods (Victoria, María, & Rafael, 2020). Youngsters are more likely to adopt innovations, use the latest technologies, and spend a lot of time on social media. Thus, their physical activities are largely reduced affecting their hunger and fitness (Salman, et al., 2020).

Nowadays there is a tendency to consume snacks while watching television programs. The reason for such eating or snacking is more of an emotional or psychological need rather than hunger or nutrition. Media prominently promotes refined and processed food items that are high in added sugar, sodium, and fats (Coon & Tucker, 2002). Commercials that promote fast-food restaurants occur more frequently than any other food category. These fast-food advertisements prominently promoted food items like hamburgers, fried chicken, pizza, and breakfast sandwiches. They never advertised and promoted healthy food items like salads or salad bars. Only a few commercials advertised fruit and These commercials most frequently expressed and promoted the message of claiming "good taste" and food being "fresh and natural." However, these foods were typically consumed as snacks rather than meals (Mary & Patricia, 1990). There is a high prevalence and prominence of foods embedded in entertainment media, and a substantial portion of these foods have low nutritional values (Victoria, María, & Rafael, 2020).

Commercials have a convincing effect on the food preferences of children. But such an effect is also influenced by brand awareness and historical selling experience (Jose, et al., 2020) Young children in the precognition stage can't distinguish between television content and an advertisement on television. Younger children tend to update their knowledge about new products through television advertisements. They believe that advertisements depict facts (Rachel, Bridget, Heather, & Emma, 2019). The younger the child, the less efficient skills they have. Thus, their approaches to defending against the effects of foods embedded in entertainment media

are less developed (Victoria, María, & Rafael, 2020). A major determinant of food preferences is taste. Eating habits and taste preferences develop early in childhood, and they remain relatively permanent through adulthood. We acquired food taste preferences through learning processes like repeated exposure and positive messaging (Chrisa, Meg, & Mary, 2013)

The availability of different media sets in children's bedrooms plays a vital role (Coon & Tucker, 2002). Foods embedded in children's entertainment media are communication tools that influence the eating behaviors of children. The exposure of children to foods embedded in entertainment media increased the likelihood of choosing the embedded foods. Children exposed to foods embedded in entertainment media had a greater risk of choosing the food embedded, as compared to children who were not exposed to such foods (Victoria, María, & Rafael, 2020).

The total food or energy intake is proportional to the exposure time to television in the child. Children tend to choose the food advertised over the ones that are not. The number of requests for advertised food is directly related to the duration for which they watch television. Children spending more time watching television are found to be at risk of poor dietary habits, overweight, and obesity as compared to one who view less television (Coon & Tucker, 2002). Another study suggests that more time spent in front of the TV results in poorer food preferences and food habits, in the case of boys than girls the associations were slightly stronger. In the case of the younger group, associations between TV viewing habits and food preferences are weaker than in older age groups. Thus, there is a strong relationship is seen between food preferences and food habits with TV viewing (Hare-Brun, et al., 2011). Children's food intake is seen to be more influenced by the marketing of unhealthy food in comparison to healthy food with equivalent marketing (Coates, Hardman, Halford, Christiansen, & Boyland, 2019). Television plays a very important role in exposing school-going children to get attracted to fast food by promoting these products through TV advertisements and marketing (Fernando, Wickramasinghe, Wijethunge, & Malavige, 2019). Children aged from 6 to 7 years and from 8 to 12 years showed a significantly increased risk of choosing the embedded foods. Also, in the case of children younger than 9, the risk of getting influenced by these Low nutritional value foods embedded in cartoons is higher. The effect of these food products on a child depends on the age of the child. The effects of foods embedded in entertainment media on intake are greater for children aged from 6 to 7 years than for children over 8 years (Victoria, María, & Rafael, 2020).

A study on 'Social Media Influencer Marketing and Children's Food Intake: A Randomized Trial', stated that There is an increase in the overall kcal (kilocalorie) intake in children exposed to the marketing of unhealthy snacks compared to children exposed to healthy food or non-food marketing. Children exposed to the marketing of unhealthy snacks are also seen consuming more kcals from unhealthy snacks. Children exposed to the marketing of healthy snacks did not differ in their overall kcal intake or their kcal intake from healthy snacks (Coates, Hardman, Halford, Christiansen, & Boyland, 2019). Children's attitudes, preferences, and choices of food, are affected by these food marketing tactics leading to the consumption of unhealthy food (Rachel, Bridget, Heather, & Emma, 2019). Due to exposure to advertisements for unhealthy foods and beverages, not only childhood obesity but the risk of developing non-communicable diseases is on the rise (Rachel, Bridget, Heather, & Emma, 2019). The television diet exemplifies poor nutritional practices (Mary & Patricia, 1990).

As the duration of playing internet increases the nutritional habits of children decline and the possibility of having risky eating habits increases (Titik, Kayhan, Sertkaya, & Sandikci, 2018). In the case of the problem of childhood obesity, food marketing acts as a major contributing factor (Victoria, María, & Rafael, 2020). Another article stated that there is a positive relationship between the number of hours of watching TV mixed-method and obesity. As the number of hours watching TV increases, the tendency of students to be either overweight or obese increases (Fernando, Wickramasinghe, Wijethunge, & Malavige, 2019)

As we have seen earlier impact of electronic media differs from person to person. There are many factors like age, gender, family background, and nationality that affect our food preferences (Jose, et al., 2020). In an article named 'Television viewing, food preferences, and food habits among children: A prospective epidemiological study' researchers found that boys were more in favor of less healthy food preferences and food habits than girls. In girls' preferences and intake of fruit and vegetables have been observed to be higher. Food preferences and food habits of boys are more capable of being influenced by TV viewing than girls' food preferences and food habits. In school-aged children, high levels of TV viewing were seen associated with a low intake of fruits, a high intake of soft drinks, and a fat intake (Hare-Brun, et al., 2011). Television viewing and eating fast food are the significant risk factors for higher BMI in both girls and boys. In girls eating fast food was positively associated with BMI, but in boys' the

association between eating habits and BMI is negative (Fernando, Wickramasinghe, Wijethunge, & Malavige, 2019). In the case of gender, boys have a 1.39 times higher risk of selecting advertised products than girls (Jose, et al., 2020).

Another factor that mainly affects the food preferences of kids is the family. The less the parents are aware of nutrition, the more the children spend time watching television advertisements and making choices. Children's television viewership or exposure to any other media largely depends on their parent's habits. Hence the 'food message system' depends on the vulnerability to that medium (Coon & Tucker, 2002). Food preferences and food habits are established early in life, and later changes are likely to be small. Also, in children who were pressured to eat specific foods in return for a reward their tendency not to like that particular product increases (Hare-Brun, et al., 2011).

All the above articles primarily explained the positive relationship between the use of electronic media and food habits or eating behaviors. As the use of any medium in electronic media increases, kids' food habits immediately get affected. Their unhealthy food habits increase. Because of the use of electronic media kids' food habits are changing. Kids are getting more attracted to junk food products that contain high sugar, a high number of fats, and calories. Because of the use of electronic media, the consumption of snacks, fried food, soda, and beverages with high sugar content has also increased. As a result, they are becoming vulnerable to various health issues like obesity and high BMI. Many studies noted that kids prefer unhealthy food over healthy food with high nutritional values. If we consider gender as a variable to examine the effect of electronic media on the food habits of kids most of the above review articles concluded that boys spend more hours using electronic media than girls as a result food habits of boys are more affected than girls.

Findings

- In the parents' samples, 90% of the respondents are from the age group of 30 to 40, and 10% of respondents are from 40 to 50.
- In the case of kid's samples, 60% of respondents are from the age group 4-6, 20% of respondents are from the 6-8 age group, 10% of respondents are from the 8-10 age group, and 10% of respondents are from 10-12.
- In the parents' group, 100% of respondents are females, whereas in the kids' group, 50% of respondents are males and 50% of respondents are females.
- All 20 respondents belong to the Hindu religion and General (Open) caste.
- 40% of respondents come from the middle class, 30% of respondents come from the higher middle class, other 20% and 10% of respondents belong to the lower-middle and rich classes respectively.
- 60% of respondents have a monthly income of more than 1 lakh, 30% of respondents have a monthly income of 50 thousand to 1 lakh, and only 10% of respondents have a monthly income of more than 10 thousand to 50 thousand.
- According to the data, from the parents' group 60% of respondents have completed post-graduation, 30% of respondents have completed their undergraduate while only 10% of respondents have completed higher secondary education.
- 50% of respondents belong to nuclear families while 50% of respondents belong to joint families.
- Gender-wise distribution of family members -
 - Females - 40% of respondents have 2 female members in the family, 30% of respondents have 1 female member, and 20% and 30% of respondents have 3 and 4 female members respectively in the family.
 - Males - 60% of respondents have 2 male members in the family, 30% of respondents have 1 male member, and 20% of respondents have 3 female members in the family.
- All 100% of respondents live in Thane East.
- 100% of respondents reside in personally owned houses.
- According to 70% of kids' respondents, television is the major type of electronic media that attracts kids. And 30% of respondents believed that Television, mobile, tab, computers, video games, and all types of electronic media attract kids.
- According to the respondents, 30% of respondents believed that traditional foods have more nutritional value and it is healthier. 20% of respondents feel that traditional food is different because of freshness, and 10% of respondents each said that traditional food is more hygienic and better because we make it according to our taste preferences. 20% of respondents said that traditional food is different because of all the above characteristics.
- While explaining food portrayed through electronic media 30% of respondents mentioned that the food is prominently unhealthy, and 20% of respondents responded that they are not sure about the ingredients. Another 10% of respondents said it has added

preservatives and sugar and 10% of respondents said this food contains high sugar and high calories. The remaining 30% of respondents agreed with all the factors.

- According to 50% of respondents felt that family is a major agent that regulates the food habits of kids. Also, 30% of respondents stated that families, peer groups, media, and social environment affect the food habits of kids. 10% of each respondent felt that peer groups and society affect the food habits of kids.
- According to 90% of respondents, electronic media affects the food habits of kids. 10% of respondents denied such an impact. Some examples of food habits of kids affected by electronic media include habits like eating Kinder Joy, increased consumption of jams and sauces, chocolates, cheese, etc.
- According to 70% of respondents, food habits portrayed through electronic media are prominently unhealthy food habits and 30% of respondents said that electronic media encourages both healthy and unhealthy food habits.
- According to 100% of respondents from parents group felt that electronic media promotes non-traditional food habits (western food habits) more.
- According to 60% of respondents, traditional food habits are better than food habits portrayed through electronic media. And 40% of respondents felt that both types of food habits are equal.
- According to 40% of respondents, electronic media helps us in making better buying choices. But 40% of respondents disagreed with the statement. The remaining 20% of respondents answered that in some cases it helps us.
- According to 60% of respondents, our desire to buy a food product depends on that product's portrayal in electronic media. Another 30% said our desire to buy food products depends on other factors and not just how it is portrayed in the electronic media.
- According to the kids, 60% of respondents' food habits portrayed through electronic media are better than traditional food habits and 40% of respondents disagreed with the statement.
- 100% of kids' respondents said that electronic media should promote homemade food and traditional food habits more.
- According to 30% of respondents, electronic media promotes good food habits while the other 30% of respondents felt that it promotes unhealthy food habits more. According to the remaining 40% of respondents, occasionally it promotes good food habits
- 70% of parents' respondents are not aware of policies related to the regulated portrayal of food habits in the media while the other 20% of respondents have some knowledge of such policies. Only 10% of respondents have complete knowledge about such policies by the government.
- According to 90% of respondents, the government should implement strict laws and regulations. To prevent the negative effects of electronic media, they should also conduct awareness programs for both kids and parents. The government should restrict the portrayal of inappropriate food habits.
- According to the study, as much as 60% of respondents used mobiles, and 30% viewed television more. Rest 10% used at least 3 types of electronic media, for a sufficiently long time.
- Regarding the time spent on electronic media daily, nearly 50% of parent respondents spent at least 1 to 2hrs every day, 20% spent an average of 2 to 3hrs 10% used electronic media for at least 3 to 4hrs, and 20% spent more than 5hrs daily on electronic media.
- Same parameters, when studied for kids, show 40% of kids watched television more than other electronic media, 20% of them used mobiles, preferably another 20% preferred tab and 10% of kids used laptop/computer more.
- Similarly, when assessed for time spent on electronic media 50% of kids spent 1 to 2hrs, 20% of kids spent 3 to 4hrs, 10% were exposed for 4 to 5hrs, and another 10% used it for 2 to 3hrs, while a fraction of 10% used at least one kind of electronic media for less than an hour.
- When tested for readiness to acquire food habits portrayed through electronic media 70% responded voted for it and 30% seemed not to be influenced by it.
- As regards whether electronic media should promote traditional food habits, 70% of kids agreed with the concept, 20% felt that it should promote both equally, while 10% felt there is no need to promote traditional food habits through electronic media.
- It was found that all (100%) kids were aware of the difference between healthy and unhealthy food.
- When asked to choose between the two, 50% of kids selected healthy food habits, 40% were ready to have both healthy and unhealthy food habits and 10% chose unhealthy food habits.

- When asked about the influence of electronic media on food habits 50% of parents felt that electronic media can't make a major difference for their kids. 30% agreed with the statement and the rest 20% firmly believed that it doesn't make a difference.
- In a more specific study, 80% of parents felt that electronic media not only affected the food habits of kids but also had an impact on how, when, and with whom they are eating, 10% felt that it doesn't affect and another 10% felt that it doesn't have an impact on other than food habits factors.
- In an ongoing study, 40% of parents felt that electronic media negatively influences kids' food habits whereas 60% felt that it has both positive and negative impacts on kids.
- It was seen that 50% of parents agreed that their kids insist on buying products portrayed on electronic media, 30% never noticed such behavior while 20% rarely noticed it.
- It was also observed that 60% of parents felt that electronic media doesn't have a strong impact on their kids. 20% felt that it affects strongly while 20% felt that electronic media has a neutral impact on kids.
- Regarding the change in criteria for choosing food products because of electronic media 40% of respondents approved the idea but another 40% disagreed while 20% were not sure about the impact.
- It was observed that 40% of kids were more exposed to television as compared to other electronic media, 10% were using tabs more, and 50% used all different types of electronic media.
- According to a study, 40% preferred traditional homemade food while 10% preferred food portrayed through electronic media, and the rest 50% preferred both categories.
- When kids were asked about how they choose a food product, 30% said that taste is very important. Another 30% gave equal importance to taste and smell, 10% were only for smell, 10% to presentation, and another 10% for both smell and presentation; while the rest 10% felt that taste, smell, presentation, and nutritional value all are important.
- It was observed that 80% of kids preferred non-traditional food while only 20% chose traditional food.
- In two separate studies, it was seen that in the first one 60% of kids chose colorful food, and in the second 70% of kids preferred colorful food.
- Similarly, in a dual experiment, 70% and 80% of kids chose unhealthy food while 30% and 20% chose healthy food respectively.
- Almost 100% of parents agreed that our traditional food culture and food habits are still very prominent.

Conclusions -

- Electronic media is a very powerful medium through which any message easily reaches huge amounts of audiences. It is a very prominent medium through which people become aware of their surroundings.
- In this research, from different types of electronic media like TV, mobile laptop computers, Video games, and tabs; television is a more preferred medium.
- Kids use electronic media mostly for entertainment and mainly for leisure activities. They watch different cartoons, entertainment programs, and movies. Also, many kids prefer playing video games.
- Electronic media promotes or portrays different products in unique ways that our desire to buy these particular products increases. Electronic media helps individuals make buying choices.
- In the case of food habits, electronic media promotes both healthy and unhealthy food habits but the frequency of promoting unhealthy food habits is more.
- Electronic media promotes products like jam, sauce, junk food, chocolates, ice creams, and more. This food portrayed through electronic media contains more sugar, calories, and preservatives. Thus, these food habits are mostly considered unhealthy food habits.
- Traditional food habits are a healthier option than food portrayed through electronic media.
- Electronic media affects the food habits of these kids in various ways. electronic media promotes different food habits using different techniques and strategies to attract kids most of the kids adopt these habits.
- Kids use electronic media approximately 2 to 3 hours daily. If we compare this with the average time spent on electronic media by parents is equal.
- In the age group of 4 to 12 television is a prominent type of electronic media, whereas in adults, mobile is more used.

- All kids know about the difference between healthy and unhealthy food. But only a few of them prefer healthy food habits. While most of the kids prefer unhealthy food habits or a combination of both. It depends on how, when, and what they are watching on electronic media. Kids sometimes insist their parents to buy these products.
- In this study, the researcher found that kids' food habits are partially affected because of electronic media.
- The impact is both positive and negative. But the impact on these kids between the age group of 4 to 12 is weak.
- Irrespective of the impact of electronic media but primary choice of kids remains traditional food habits. Here their criteria for choosing food products have changed. They choose food products based on presentation, taste, and color.
- The major reason for this weak impact of electronic media is mainly the strong traditional food culture in our society.
- Family members play an important role in shaping the food habits of these kids.
- Also, kids in this age group have less autonomy in choosing what kind of food habits they want to acquire. Also, since childhood, their eating behavior is controlled by the members of the family.
- In conclusion, the researcher found that kids' food habits are getting impacted because of electronic media. However, the impact is not very prominent because the major factor that regulates or affects the food habits of kids is family rather than electronic media.

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