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“Impact of Food and Beverage Advertising in Television Commercials on Consumer Behavior and Food Choices” : An Evaluation

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ABSTRACT

Television is one of the most influential and compelling forms of media that is consumed by a large variety of people across the globe. It acts as a medium through which the viewers can gain different types of information. Advertising is one of the most important features of television that has the power to mold the audience's perception on various topics. Food and beverage advertising constitute majority of the commercials shown on television that is consumed by people on an everyday basis. This research paper

aims to understand the possible impact these types of advertisements can have on consumer behavior and how it can affect people's food choices and purchase decisions. The most significant observation made in this study was that food and beverage advertisements tend to promote unhealthy food products and consumption patterns. This research was conducted through the process of content analysis on the basis of 14 parameters that determined the factors that affect consumer decisions through advertising. Although the analysis was limited to only 6 categories of television channels, this form of analysis is unique as compared to previous research papers because not only does it analyze the representation of food and beverages in advertisements, but it also focuses on how advertisements differ from channel to channel, depending on their target audience. Due to this bifurcation, consumers of different age groups are impacted adversely on the basis of the target group they belong to.

KEYWORDS

Food Advertising, Beverage Advertising, Television, Consumer Behaviour, Food Choices

Chapter 1: Introduction

Relevance of Television Advertising

In the field of advertising, traditional mediums are often considered irrelevant and ineffective for the most part, especially with the emerging preference for digital media. Despite this change in the advertising scenario, brands continue to invest in television advertising and here's why.

- **Effectiveness**- Television is one of the most expensive forms of advertising. Other than the cost to produce an advertisement, it takes a considerable amount of money to buy time for an advertisement. But investing in this medium is worth it as television commercials are proven to be effective. About 72% of brand awareness occurs through watching advertisements and customers are more likely to be motivated to buy a product after watching a commercial. It boosts online traffic on websites and social media as well (Christian, 2019).
- **Captivating the Audience**- With the introduction of new technology like ad blocks, it is almost impossible to grab a consumer's attention through advertisements. YouTube advertising

has to be efficient enough to catch the person's attention within five seconds which can be difficult. This is why television advertising is more functional as the audience does not have an option to skip the advertisements. It helps the viewer digest the content shown to them more completely. It is easier for brands to convey their messages in a more concentrated manner (Christian, 2019).

- **Trustworthiness**- Digital advertising is still not considered to be as trustworthy of a medium as television advertising. It takes a considerably large budget to be able to advertise on television channels and unless a brand has established itself in the industry, they are unlikely to invest in this form of advertising. It is also a common consumer perception that products seen on television commercials are more authentic and credible and they would rather buy a product they saw in an advertisement on T.V than on Facebook (Christian, 2019).

Advertising Appeals

A fundamental question that most advertisers ask themselves is, what makes a product appealing enough to convince a consumer to buy it? A food advertisers job is to make the product that they are advertising stand out from the rest. Most of the food advertising on television consists of soft drinks, biscuits, chips and other confectioneries so the competition is high. Product persuasion and rhetoric appeals are some of the common tools of communication used in food advertisements to attract the consumer's attention.

Rhetoric is the one of the most frequently used persuasion discourses by food advertisers in which "a sender attempts to persuade, to inform or to motivate an audience" (Corbett, 1990). Aristotle's rhetoric discourse can be divided into 3 basic principles: ethos, pathos and logos.

- **Ethos**- It is the form of persuasion that uses authority and credibility. This type of persuasion is dependent on creating a moral image and reflects the ethicality of a brand or product. It is created by experience, professional expertise, credentials and virtuousness. According to Aristotle, a message will impress the audience if the person is benevolent and of high moral character. In the field of advertising, a message is likely to be considered more credible if the spokesperson is an expert in the field, has a trustable reputation and can put forward a counter-argument in order to convince the audience (Ozgen and Toker, 2019).

- **Pathos-** This form of persuasion uses an emotional appeal to garner the audience's attention. It targets people's feelings of love, fear, sadness, happiness, etc. In order to portray an emotional message, advertisers may use certain vernacular and imagery that build a sense of sympathy or empathy towards the character or spokesperson in the advertisements. Although Aristotle's rhetoric persuasion is mostly dependent on objective and factual information, he considers sentimental appeal to be just as important. Emotional appeal is mostly used in children's food advertisements where the setting revolves around "fun", "play" and "adventure" (Ozgen and Toker, 2019).
- **Logos-** It is the form of persuasion that uses "logic" and "reasoning" in its discourse. Aristotle considered "logos" as the one of most important forms of persuasion but all three forms are important for effective communication. Logical appeal convinces the consumer through facts and statistics which highlights the brand's internal consistency and coherent arguments that support their claims along with relevant data. This type of advertising appeals to the consumer's intellect by displaying factual information through photos, labels, health benefits, nutritional value and other such factors that make the product and brand seem more legitimate (Ozgen and Toker, 2019).

Advertising Claims in Food Advertisements

Research based on advertising suggest that food-based claims are dependent on the type of food that is being advertised and these can be of two types: hedonic and functional. Hedonic food products give the consumer an immediate sensory pleasure in terms of taste and feelings while functional food products provide objective solutions like health benefits and convenience.

- **Product Information Claim-** Any basic information about the product being advertised like taste, price, convenience, novelty, sensory satisfaction, quality, etc will fall under this category of claims. Hedonic foods and beverages like chips, burgers and energy drinks are usually marketed with these claims in advertisements (Kihan, 2009).
- **Nutrition/Health Claim-** This category of claims mentions any health benefits and nutritional value that the consumption of a product can bring to the person eating it. This could include claims like "high in fibre", "low in fat", "improves heart health" or "helps in weight loss", etc. Products like yogurt, green tea, cereals, grains, oils that fall under the category of functional foods are generally advertised with these claims. (Kihan, 2009).

Food and Advertisement Policies/Policymakers

Advertising was initially used as a medium to market products and services, but now it has become a hub to market and sell sensations, feelings and styles of life which is a drastic change. Advertising is a highly influential concept that affects consumers on a mass level, hence it is important that brands take responsibility to market factual and objective knowledge and avoid the spread of misinformation. In order to monitor the content in food labels and advertisements in India, the government introduced 2 bodies: FSSAI and ASCI.

- **FSSAI-** The Food Safety and Standards Authority of India has been established under the Food Safety and Standards Act 2006 which consolidates all the acts and orders that had previously handled food-related issues. The FSSAI has been introduced to lay down science-based standards for food products and to regulate the manufacture, distribution, storage, import and sale to ensure the safety and quality of the food for the consumer (FSSAI, 2022).
- **FSS Act 2006-** The Food Safety and Standards Act 2006 became the reference point for all issues related to food security. The functions of the Act includes, to frame food regulations and methods to enforce them, to inform and advise the government of food safety standards, collect data regarding risk factors and possible contamination of food, to raise awareness among consumers, etc (FSSAI, 2022).
- **ASCI-** The Advertising Standard Council of India is a self-regulatory organization that monitors the advertising standards in India. The ASCI ensures that under its Code for Self- Regulation, all advertisements conform to the rules and regulations recommended by them, which requires all advertisements to be decent, legal, honest and does not spread any misinformation. However, since the ASCI's role is only recommendatory, misleading claims and false information are still present in food advertisements which can have a negative effect on the consumer (Vadehra, 2016).
- **Department of Consumer Affairs-** In order to strengthen its goal towards self-regulation in advertising, the Department of Consumer Affairs (DoCA) of the Ministry of Consumer Affairs has made ASCI the “executive arm” for handling all issues pertaining misleading commercials. They are to address consumer complaints through the GAMA (Grievances Against Misleading Advertisements) web portal (Vadehra, 2016).

Consumer Perception

The term “perception” can be defined as “to become aware or conscious of, to observe, understand.” It differs from person to person. In terms of product perception, there is two factorsthat can influence the consumer’s decision: sensorial perception of the individual (perceptor) and product characteristics (stimuli) so any features on the product like packaging, appearance, taste or smell can can influence the consumer’s perception. According to Antonides and Van Raaij (1996), 4 types of realities can affect an individual’s perception towards a product/brand (Sijtsema et al, 2002).

- **Objective Reality-** This reality is based on scientific or factual knowledge. Any information provided on labels or in advertisements through expert advice or credible spokespersons is considered to be the objective reality (Sijtsema et al, 2002).
- **Constructed Reality-** It is the reality constructed and represented in advertisements by brands like usage instructions and other such information that may or may not have any objective factor to it. This type of reality is difficult to comprehend as being right or wrong because the information provided to the consumer can either be authentic or created to compliment the brand’s image (Sijtsema et al, 2002).
- **Reality of Other Consumers-** As consumers, people are always looking for secondary opinions and experiences before trying a new product. Consumer-to-consumer influence plays an important role in the construction of reality. Members of the family, friends, peers and others can have an effect on an individual’s perception of reality (Sijtsema et al, 2002).
- **Subjective Reality-** This reality is based on the consumer’s personal perception and all three aforementioned realities can affect an individual’s subjective reality. The consumer’s personality, the environment they live in, education, past experiences and people they know can all equally influence the subjective reality (Sijtsema et al, 2002).

Reality is the starting point of a consumer’s perception. Every individual will observe and interpret this reality in different ways, depending on the context. This perception of reality can be divided into 4 mechanisms (Sijtsema et al, 2002).

- **Completing Perception-** Consumers are inclined to complete their observations before buying a product. For example, when buying a product, an individual might look at a label that says “healthy” or “low-fat” and assume the product is healthy, without considering the negative attributes. The end goal of this form of perception is personal satisfaction and if the consumer’s perception is complete, they will be satisfied with their purchase (Sijtsema et al, 2002).
- **Selective Perception-** It implies that a consumer may be selective in their perception process ie. they may only observe what is relevant to them while ignoring any other aspects. A food product could be unhealthy, but the consumer would continue to purchase and eat it for reasons like taste, price, convenience, etc. A consumer only perceives the aspect of a product that pertains to their personal likes and dislikes. Although foods like chips, chocolates and burgers might be unhealthy, people continue to buy and eat them for its taste and their own satisfaction (Sijtsema et al, 2002).
- **Biased Perception-** Due to internal and external factors like environment, personality, mood, past experiences, values and beliefs, consumer perceptions are different for almost every individual. Due to personal and individualistic opinions, perceptions can be biased. It is important for marketers to understand this in order to advertise products that would be suitable to all types of consumers (Sijtsema et al, 2002).
- **Perceptual Differentiation-** It implies that there is more factors than objective claims made by brands and personal perceptions that contribute to a consumer’s judgment. *Prior knowledge* can influence a individual’s perception of a particular food product or phenomena, for example, a doctor would be more knowledgeable about what constitutes a healthy diet than the average consumer. The *orientation* of the consumer can also have an influence on their purchase and consumption decisions for instance, if the consumer is convenience-oriented then their attention would automatically gravitate towards similar products than other people (Sijtsema et al, 2002).

Chapter 2: Review of Literature

Calvert, Sandra (2008), in the research paper “*Children as Consumers: Advertising and Marketing*” examines the effects of advertising on children and their ability to understand the commercial messages behind media content based on age. Developmental psychologists and researchers in the field of communication and marketing have done this analysis on the basis of Jean Piaget’s cognitive development theory that is divided into three stages: pre-operational thought, concrete operational thought and formal-operational thought. In the pre-operational phase (age 2-7 years), children use “animistic thinking” and imaginary characters and fantasy based television content are likely to grab the attention of children in this phase.

Freeman, Becky et al (2016), in the research paper titled “*Young adults: beloved by food and drink marketers and forgotten by public health?*” examine how child obesity has become a public health priority. From policymakers to parents, from schools to food companies, everyone is aiming to eradicate childhood obesity and unhealthy eating habits. But in this mass initiative, the population of young adults have escaped the public health scrutiny. Studies show that young-adults are more likely to be affected by obesity than their predecessors ie. children below the age of 15. Although the study takes into consideration the ages 15-24 years as “young-adult”, it’s difficult to categorize them based on numbers, rather, certain characteristics and milestones in this period of life can be used to categorize the young-adult population.

Harris, Jennifer et al (2009), in the research paper titled “*Priming Effects of Television Food Advertising on Eating Behavior*” examine how food advertising is the rising cause of unhealthy consumer behavior among children and adults alike. Research has proven that advertising acts as a “prime” or an external stimulus that unconsciously affects an individual’s social and physical behavior, without being aware of the source of influence. The “priming” typically done through advertising, is the consumption of unhealthy foods and beverages. External cues have a significant effect on consumption patterns. Exposing the audience to the sensory properties of food (for example, the visuals of melting cheese in a pizza advertisement), is likely to increase the desire to consume that product.

Maheshwar Mekham et al (2018), in the research paper titled “*Teenagers’ Understanding and Influence of Media Content on their Diet and Health- Related Behaviour*” examine how mass media plays an important role in the distribution and dissemination of knowledge to the relevant target audience. They do so by strategizing the content that they broadcast to specific age groups. For example, advertisements featuring

chocolates, cookies and chips, mostly target children and advertisements that show health supplements, caffeinated or energy drinks, are targeted to adults. The study titled “The 30 Second Effect: An Experiment Revealing the Impact of Television Commercials on Food Preferences of Pre-School Children” by Borzekowski and Robinson (2001), explains how even brief exposure to advertising can influence food preferences. Much like how children are influenced by cartoons and fantasy, teenagers are largely influenced by celebrities. Maheshwar explains how celebrity endorsed products like soft drinks, chocolates, noodles and potato chips, can have an adverse effect on teenagers’ consumption behavior.

Singh Raghbir and Soni Pavleen (2014), in the research paper titled “*Ethics in Food Advertising to Children in India—A Parental Perspective*” begin by examining the overexposure of unhealthy food advertisements that children are subjected to and how it can be detrimental to their well-being. Multiple researches have explained how children are the most vulnerable to manipulative marketing as they lack the cognitive ability to assess the underlying messages in food advertisements and differentiate between good and bad advertising. To avoid this problem, it is important to mediate the content that children are being exposed to and this is where parents play a pivotal role in shaping their child’s perception of food advertising and consumption. Mediation can be done in 2 ways: interactive mediation and restrictive mediation.

Arora Kim (2011) in the e-newspaper article titled “*Adults replace children in food MNC’s ads*” examines the change in the dynamic of MNC food advertisements and the shift that they adopted to start featuring adults in their commercials, instead of children. This shift came about when, in 2007, 11 top MNCs like Nestle, PepsiCo and Hindustan Unilever and others undertook the European Union Pledge. Under this oath, the MNCs agreed on not featuring children below the ages of 12 in their advertisements as well as to only advertise products that meet the specific nutrition criteria meant for them. In May 2011, 8 MNCs extended this oath to India and named it the Indian Pledge. This brought about a significant strategy in advertising, with food brands looking into expanding their range of consumers like noodles made out of wheat flour for adults and flavored yogurt for children. Going beyond existing market research helps advertisers explore newer demographics and use creative ways to sell their products.

Chapter 3: Research Methodology

Research Design

The study will be conducted through the method of Content Analysis. This study aims to analyze different food and beverage advertisements shown on Indian television channels on the basis of 14 different parameters.

Objectives

- To study the relevance of food advertising on television in present times.
- To analyze how advertising can affect a consumer's purchase behaviour and perception of food.
- To understand why children are the easiest targets of food advertisers.
- To understand how teenagers and adults can also become targets of manipulative food marketing.
- To analyze how food advertisements can mold the gender perceptions of consumers.
- An in-depth analysis of the type of food advertisements shown on television channels.
- To address the growing concerns of chronic disorders like obesity among the population and the need for regulation of food commercials.

Hypothesis of the study

- Food and beverage advertisements shown on television tend to promote unhealthy consumption behaviours.
- Food advertisements are not dependent on the type of channel they are being advertised on.
- Children are the most vulnerable population that is impacted by manipulative food advertising.
- Adults and teenagers can not be influenced by misleading food and beverage commercials.
- Gender Marketing is a common theme in food and beverage advertisements.
- Governmental intervention is not necessary for the regulation of food advertising shown on television channels.

Study Parameters

- **Nutritional Information-** Any nutritional facts or health benefits mentioned for the product being advertised.
- **Scientific Information-** Any scientific, factual or technical information about the product in the advertisement.
- **Disclaimers-** Any warnings or advice related to the consumption quantity of the product like “enjoy in moderation” or “as part of a balanced lifestyle.”

- **Price-** Any information on the cost of the product or any discounts/promotional offers on the product being advertised.
- **Fantasy v/s Reality-** If the advertisements market a product in a realistic manner or do they use fantasy themes like computer-generated animations.
- **Cartoons-** If the advertisement features a cartoon character like a mascot.
- **Celebrities-** If the product in the advertisement is being endorsed by celebrities.
- **Setting-** The location/environment where the advertisement occurs.
- **Food Type-** The type of food that is being advertised (unhealthy or healthy).
- **Voiceover-** If the voiceover in an advertisement is of a male or female.
- **Central Figure-** If the identifiable centre figure of an advertisement was a male or female, depending on the product being advertised.
- **Interaction-** The interactions among the characters featured in the advertisements (family, friends, employees, partners, etc).
- **Gender Role-** The gender expectations that advertisements impose on consumers.
- **Message-** Any social, cultural, religious, political or economical messages that the advertisements promote.

Food advertisements aired on television across popular Indian channels will be the core focus of this study. Content Analysis is the methodology that is going to be used for the process of data collection. To simplify this study, the television channels that will be observed are divided into 6 categories: news, family serials, sports, movies, music and kids channels. Five of the most popular channels from each category will be selected for the analysis. The advertisements chosen for this study will be analyzed on the basis of the 14 parameters mentioned in the previous chapters. The goal of this chapter was to introduce the research design and method of data collection that will be followed in this study. The tool of data collection that will be used is Content Analysis. This chapter also introduced the 14 parameters that will be employed to analyze different food and beverage advertisements in the next chapter.

Chapter 4: Data Analysis

The data analysis in this study will be done through the method of content analysis. Content analysis can be described as the research tool that is used to examine any words, concepts or themes within qualitative data. In this research paper, I will be analyzing television advertisements based on 14 parameters which are as follows:

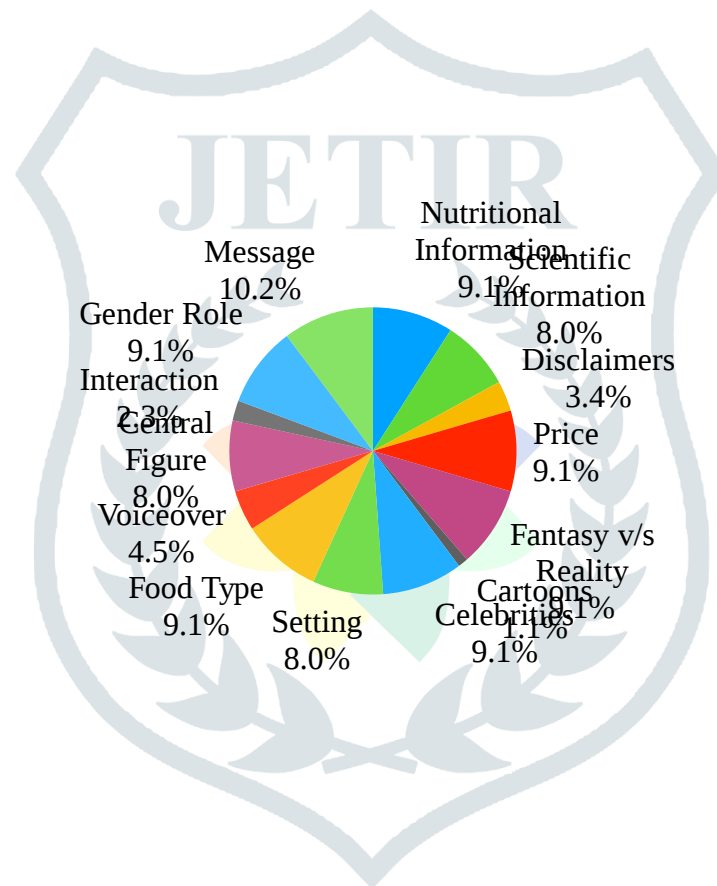
1. Nutritional Information
2. Scientific Information
3. Disclaimers
4. Price
5. Fantasy v/s Reality
6. Cartoons
7. Celebrities
8. Setting
9. Food Type
10. Voiceover
11. Central Figure
12. Interaction
13. Gender Role
14. Message

This analysis was further divided into 6 categories of television channels: news, family serials, sports, music and kids channels. Around 92 hours of advertisements were analyzed across various channels in Hindi and English language. The 14 parameters have been utilized within each category to analyze the advertisements shown. The pie charts and tables represent the rating on the basis of how well each parameter has been incorporated into the advertisements that were analyzed for this study. Each category is rated out of a score of 10.

News Channels

- **Nutritional Information-** A large majority of food advertisements shown on news channels, especially Hindi news channels, contained nutritional information and advertised various health benefits.
- **Scientific Information-** Most food advertisements shown on news channels promoted scientific information and claims from experts aiming to prove the legitimacy of the product being advertised.
- **Disclaimers-** Little to no disclaimers were shown for products being advertised on news channels.
- **Price-** The cost of the product being advertised was commonly shown on these channels along with discounts and offers like “buy one get one free” or any free items that were available on the purchase of the product being advertised.
- **Fantasy v/s Reality-** Most food advertisements shown on news channels were very realistic and often promote themes like family values, safeguarding the environment, importance of personal health, etc.

- **Cartoons-** No cartoons were featured in food advertisements shown on news channels.
- **Celebrities-** Almost all advertisements shown on these channels featured veteran actors which helps develop a sense of trustworthiness towards the brand and product (especially for the older viewers).
- **Setting-** The most common setting in these advertisements was “family setting” where the characters are generally shown eating a meal together at the dining table. Another common setting shown was the “professional setting” like doctors and other such experts explaining the benefits of the product being advertised within the backdrop of a hospital/clinic room to convey the legitimacy of the product.
- **Food Type-** Products like rice bran oil, ghee, wheat flour, etc with Ayurvedic benefits were the type of



food most advertised on news channels (majority on Hindi news channels). Spices were another food type commonly shown in these advertisements.

- **Voiceover-** A male voiceover was used more in the advertisements on these channels.
- **Central Figure-** In advertisements with expert advice, health practitioners were shown most often. In a family setting, a woman was generally featured explaining the benefits of the product.
- **Interaction-** Interaction between the characters was less emphasized.
- **Gender Role-** In advertisements that show a household/family setting, its generally the woman that had the role of shopping or cooking for her loved ones. Most experts/doctors/ actors featured in the health-

related product advertisements were male.

- **Message-** The motivation to maintain a healthy lifestyle, to consume natural/organic foods as well as preservation of Indian culture and values of family was generally the message of these advertisements.

Parameter	Rating
Nutritional Information	8
Scientific Information	7
Disclaimers	3
Price	8
Fantasy v/s Reality	8
Cartoons	1
Celebrities	8
Setting	7
Food Type	8
Voiceover	4
Central Figure	7
Interaction	2
Gender Role	8
Message	9

(Table no. 4.21: Rating of each Parameter for News Channels)

Sports Channels

- **Nutritional Information-** Nutritional information was prominent in almost all of the advertisements where ingredients and alternatives were mentioned. Generally the sugar content in these foods were mentioned along with sugar-free alternatives for the viewers that may be health-conscious. Caffeine content for energy drinks was also mentioned in most advertisements.
- **Scientific Information-** Little to no scientific information was provided in these products' advertisements.
- **Disclaimers-** Although the disclaimers shown in these advertisements are not visually clear, they are present. Some of the disclaimers included “not for children” or “not for women that are pregnant/lactating” and the

suggested quantity of consumption of the product. Paan masala advertisements often display disclaimers that its consumption may be harmful to ones health.

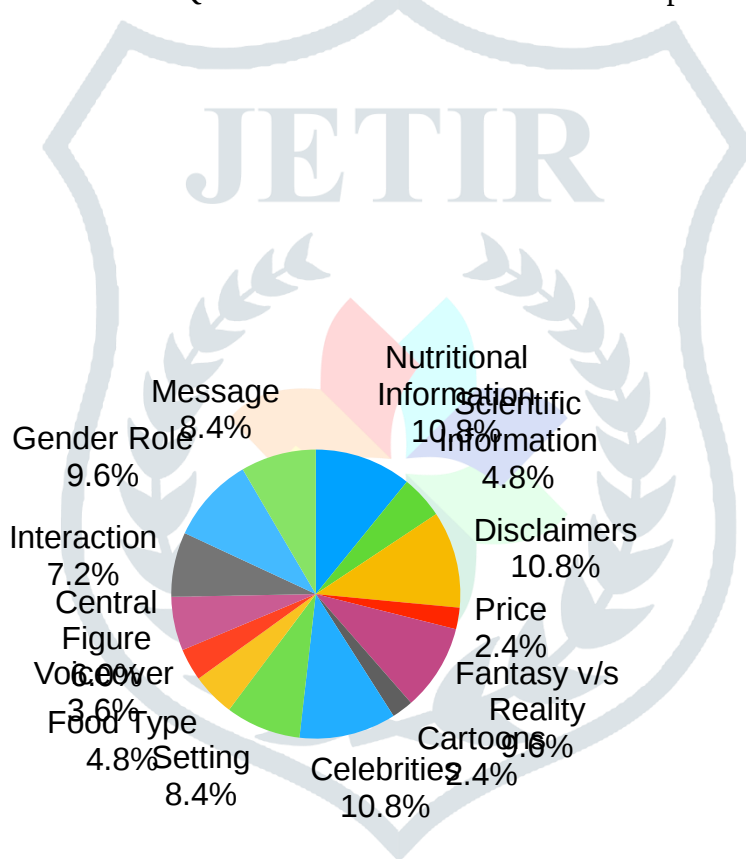
- **Price-** The cost of the product was not displayed in the advertisements.
- **Fantasy v/s Reality-** A vast majority of these advertisements contained fantasy elements ie. animated backdrops and effects to enhance the appearance of the product or people featured in the advertisements.
- **Cartoons-** Cartoons were rarely shown in sports channel advertisements.
- **Celebrities-** Generally the celebrities featured in these advertisements included either actors or athletes who may be ambassadors of the product being advertised.
- **Setting-** The setting of energy drinks advertisements is almost always “adventure-based”. Actors and athletes are often shown performing dangerous stunts and engaging in outdoor, sporting activities in mountains, forests or any popular locations. For paan masala advertisements, actors are often shown in extravagant locations and events.
- **Food Type-** The majority of advertisements shown on sports channels were for soft drinks, energy drinks and paan masala.
- **Voiceover-** Sports channel advertisements mostly consist of voiceovers by males.
- **Central Figure-** The star of these advertisements is generally a male actor or athlete engaging in “manly” and challenging activities.
- **Interaction-** The focus of interaction in these advertisements is mostly convincing and motivational in nature and generally happens between two people.
- **Gender Role-** Advertisements on sports channels are usually directed towards men, expecting them to be more dominant and participate in activities that challenge their fears.
- **Message-** Facing one’s fears and encouraging the audience to step out of their comfort zone is generally the message promoted in these advertisements.

Parameter	Rating
Nutritional Information	9
Scientific Information	4
Disclaimers	9
Price	2
Fantasy v/s Reality	8
Cartoons	2
Celebrities	9
Setting	7
Food Type	4

Voiceover	3
Central Figure	5
Interaction	6
Gender Role	8
Message	7

(Table no. 4.22: Rating of each Parameter for Sports Channels)

(Pie Chart no. 4.22: Quantification of the Parameters for Sports Channels)



Music Channels

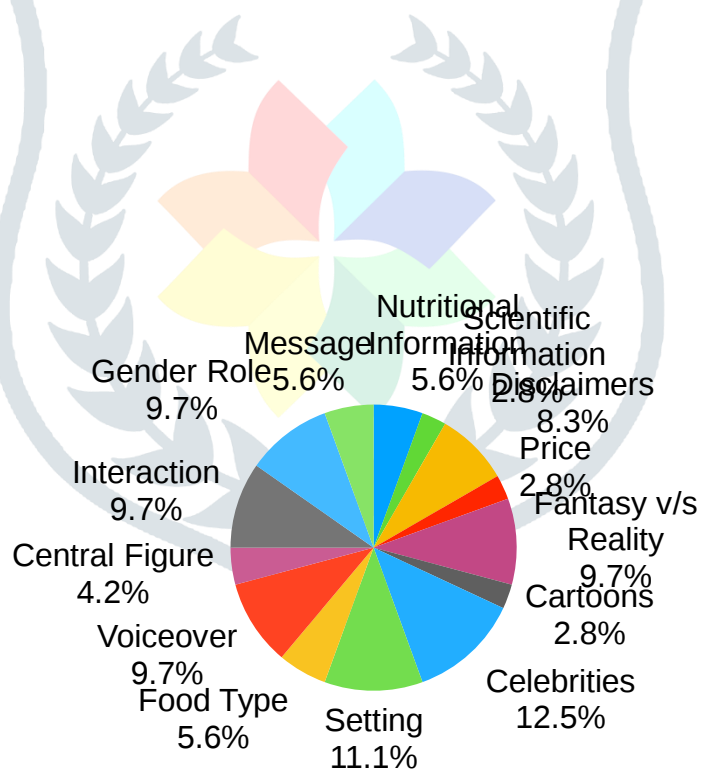
- **Nutritional Information-** Little to no nutritional information was shown on music channel food and beverage advertisements. The sugar and caffeine content in the products were mostly emphasized. Tea advertisements focused on some health benefits like Ayurveda.
- **Scientific Information-** No scientific information was mentioned in these advertisements.
- **Disclaimers-** Majority of disclaimers were shown in soft drink advertisements, citing their website and names of research organizations to find more information on the claims made in the advertisements.
- **Price-** The price of the products were not mentioned much in the advertisements.
- **Fantasy v/s Reality-** Most of the advertisements were based on realistic themes and backgrounds.
- **Cartoons-** Cartoon characters were rarely featured in these advertisements.
- **Celebrities-** Advertisements on music channels featured the most number of celebrities, especially the younger generation of actors and actresses that are more likely to appeal to the younger audience.
- **Setting-** The setting of these advertisements varied the most too. It included restaurants, college, office/workplace, households, playgrounds as well as adventure spots like mountain ranges and extreme sports.
- **Food Type-** Different types of foods and beverages were advertised on music channels like soft drinks/energy drinks, ice-cream, tea, chewing gum/mint and other such confectioneries.
- **Voiceover-** Voiceovers in these advertisements were equally distributed ie. both male and female voiceovers were used.
- **Central Figure-** There is no emphasis on a central figure in the advertisements shown on music channels.
- **Interaction-** The most common form of interaction that was shown in these advertisements were between couples and within a romantic setting in general. Another common theme of interaction was between friends.
- **Gender Role-** The advertisements mostly portray the role of a male character to be the one that makes an attempt to woo the female character. Green tea advertisements are always directed to women and especially emphasize on the “weight loss” factor.
- **Message-** With the majority of these advertisements appealing to the teenage audience, the messages are usually light and generally for entertainment purposes only.

Parameter	Rating
Nutritional Information	4
Scientific Information	2
Disclaimers	6
Price	2
Fantasy v/s Reality	7

Cartoons	2
Celebrities	9
Setting	8
Food Type	4
Voiceover	7
Central Figure	3
Interaction	7
Gender Role	7
Message	4

(Table no. 4.23: Rating of each Parameter for Music Channels)

(Pie Chart no. 4.23 Quantification of the Parameters for Music Channels)



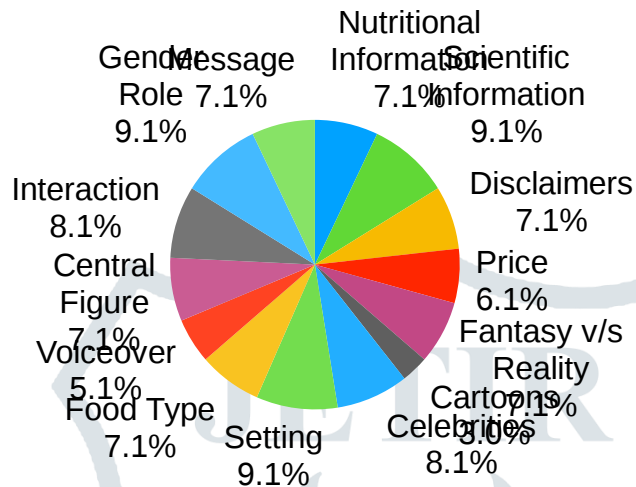
Family Serials Channels

- **Nutritional Information-** The use of organic/natural ingredients and its nutritional value is mostly emphasized in the food advertisements shown on family serial channels.
- **Scientific Information-** Similar to news channels, advertisements on family serial channels also emphasize on factual information like protein, vitamins and mineral content in the food and other benefits as well as the need to control health issues like high cholesterol and heart diseases.
- **Disclaimers-** Most commonly seen in cooking oil advertisements where there is emphasis on controlled consumption and importance of a healthy lifestyle.
- **Price-** Discounts and offers on products are generally shown in these advertisements.
- **Fantasy v/s Reality-** The majority of advertisements show realistic depictions of the food or beverages but occasionally, some advertisements that are targeted to children as well as parents will feature fantasy themes.
- **Cartoons-** Some advertisements will feature the brand mascot that is shown interacting with the people featured.
- **Celebrities-** With these advertisements generally targeted to an older audience, the celebrities often featured are veteran actors which helps building a sense of trust towards the brand and product.
- **Setting-** The “family setting”, “household setting” and “grocery shop setting” is most commonly shown in these advertisements with the emphasis on women being in charge of buying and cooking food for her loved ones.
- **Food Type-** Cooking oils, spices, tea, rice and ready-to-eat food products were the ones featured the most in these advertisements.
- **Voiceover-** Female voiceovers are used more than male voiceovers in these advertisements.
- **Central Figure-** The women of the family ie. the homemakers are generally the protagonist of advertisements on family serial channels.
- **Interaction-** Parent-child/Mother-child interactions are the most commonly shown in these advertisements followed by the homemaker-family as well as husband-wife interactions.
- **Gender Role-** The women in these advertisements are portrayed as ideal mothers, wives, daughter-in-laws, sisters, etc. Advertisements on family channels also emphasize on the role of a male being the breadwinner who is often burdened with responsibilities of taking care of his family financially.
- **Message-** Family values and traditions as well as the role of men and women in Indian society is often encouraged through these advertisements.

Parameter	Rating
Nutritional Information	7
Scientific Information	9
Disclaimers	7
Price	6
Fantasy v/s Reality	7
Cartoons	3
Celebrities	8
Setting	9
Food Type	7
Voiceover	5
Central Figure	7
Interaction	8
Gender Role	9
Message	7

(Table no. 4.24: Rating of each Parameter for Family Serials Channels)

(Pie Chart no. 4.24: Quantification of the Parameters for Family Serials Channels)



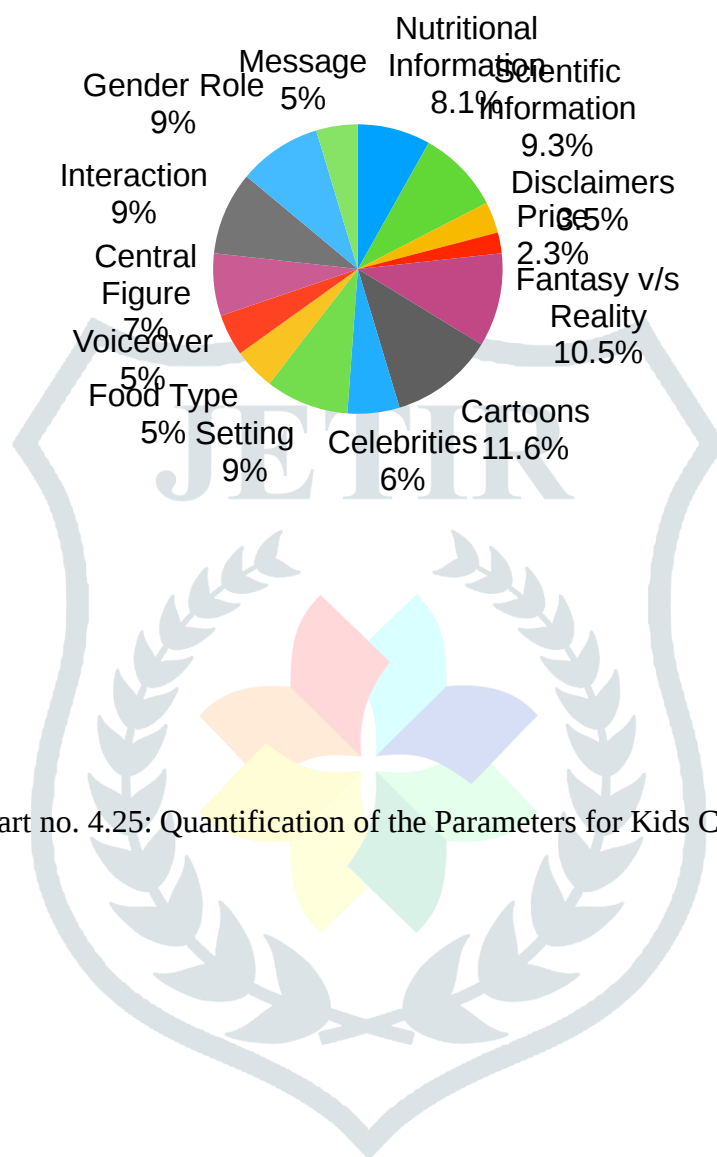
Kids Channels

- **Nutritional Information-** Nutritional content and ingredients are most commonly shown in advertisements that feature healthy products like nutritional drink powders.
- **Scientific Information-** Some of the products advertised on children television channels are shown to be high in nutrients like protein, calcium, vitamins and minerals that helps in growth and development.
- **Disclaimers-** Little to no disclaimers are shown in advertisements on children's television channels.
- **Price-** Product prices and discounts are not commonly shown in these advertisements.
- **Fantasy v/s Reality-** Fantasy elements and themes are ubiquitous throughout advertisements on children's channels and a more common theme as they are most likely to appeal to children.
- **Cartoons-** Cartoon characters are shown most often in advertisements targeted towards children. Generally, an animated version of the brand's mascot is shown in these advertisements with the other characters.
- **Celebrities-** Not many celebrities are featured in children's advertisements. If they are, then it is generally a female celebrity.

- **Setting-** The most common settings shown in the advertisements were “playground setting”, “school setting” and “home setting” with children playing or engaging in other activities.
- **Food Type-** Confectionary products like sugary cereals, chocolates, cookies, chips, ice-cream, etc are the products that most commonly advertised. Growth supplements and healthy drink powders are also shown in advertisements.
- **Voiceover-** Female voiceovers are more frequent in children’s advertisements than male voiceovers.
- **Central Figure-** A mother or any female like teacher, grandmother, etc are almost always the central figure in children’s advertisements.
- **Interaction-** Children’s interactions and parent-children interactions are most commonly shown in these advertisements.
- **Gender Role-** The mother’s shown in the advertisements are portrayed as responsible for their children’s health and are expected to cook them nutritious foods to help them in their growth and development. Children are often shown participating in activities that considered appropriate for their gender like girls playing with dolls and boys playing sports.
- **Message-** Consumption of confectioners is often encouraged with the consumption shown through games and fun activities that urge children to indulge in foods that are not good for their health.

Parameter	Rating
Nutritional Information	7
Scientific Information	8
Disclaimers	3
Price	2
Fantasy v/s Reality	9
Cartoons	10
Celebrities	5
Setting	8
Food Type	4
Voiceover	4
Central Figure	6
Interaction	8
Gender Role	8
Message	4

(Table no. 4.25: Rating of each Parameter for Kids Channels)



(Pie Chart no. 4.25: Quantification of the Parameters for Kids Channels)

Chapter 5: Discussion & Conclusion

Major Findings of the Study

- **News Channels-** Food and beverage advertisements on news channels were the ones that focused the most on nutritional and health benefits of the products. Pricing was another factor that was highlighted in the advertisements shown.
- **Sports Channels-** The main focus of the advertisements shown on sports channels was the setting and message that the brand/product was endorsing.
- **Music Channels-** The advertisements shown on music channels were the most diverse in terms of themes, setting, product types and any other information. The most common form of interaction shown in these advertisements focused on the “romantic” aspect between two characters and the setting was generally a within a college, restaurant or workplace.
- **Family Serials Channels-** In terms of nutritional information, the importance of healthy and organic food products was highlighted the most on family serial channel advertisements.
- **Kids Channels-** The advertisements on kids channels advertised the most number of confectionary products like sugary cereals, chocolates, chips, cookies and other such unhealthy food products.

Test of Hypothesis

Food and beverage advertisements shown on television tend to promote unhealthy consumption behaviours

On the basis of Pie Chart 4.22 (Sports Channels), 4.23 (Music Channels) and 4.25 (Kids Channels) it can be proven that advertisements of unhealthy food products like sugary cereals, chocolates, cookies, chips, energy drinks etc are most commonly found advertised on these television channels and are promoted in a way that does not emphasize on the possible negative impact of the over-consumption of these foods and beverages. There is no significant relationship between the variables, hence it is a null hypothesis (H₀).

2. Food advertisements are not dependent on the type of channel they are being advertised on

On the basis of Pie Charts 4.22 (Sports Channels), 4.23 (Music Channels), 4.25 (Kids Channels) and 4.24 (Family Serial Channels), it can be proven that advertisements on these channels are shown according to the target audience of those channels. Sports Channels that mostly target men will advertise products like energy drinks and sodas, Music Channels that target teenagers will show advertisements that have a “romantic setting”, Kids Channels will often advertise confectioneries and Family Serials Channels that target homemakers will advertise

certain gender roles of women in a family. There is a significant relationship between the variables, hence it is an alternative hypothesis (H1).

3. Children are the most vulnerable population that is impacted by manipulative food advertising

On the basis of Pie Chart 4.25 (Kids Channels), the ratio of unhealthy food and beverages being advertised on these channels is way higher as compared to other channels. The advertising on kids channels is often done in a way that promotes the consumption of these foods in a “fun” and “play” setting, downturning the fact that these foods contain a high amount of calories and sugar and overconsumption can lead to chronic disorders like obesity and diabetes among young children which is a rising issue in modern day. There is no significant relationship between the variables, hence it is a null hypothesis (H0).

4. Adults and teenagers can not be influenced by misleading food and beverage commercials

On the basis of Pie Charts 4.22 (Sports Channels), 4.23 (Music Channels) and 4.24 (Family Serial Channels), the target audience of these channels are teenagers/young-adults and adults and the ratio of food and beverage advertising is also high (but not as much as Kids Channels). Although young-adults and adults have the cognitive ability to understand the intent behind manipulative marketing, the unconscious effect of food and beverage advertising is still there which can influence and impact their consumption behaviour. There is a significant relationship between the variables, hence it is an alternative hypothesis (H1).

5. Gender Marketing is a common theme in food and beverage advertisements

On the basis of Pie Charts 4.22 (Sports Channels) and 4.24 (Family Serials Channels), gendered marketing in advertisements shown on these channels is a common concept. Sports Channels tend to target men and the elements that they generally use in their commercials include the “adventure setting”, the idea of “letting go of ones fears”, engaging in dangerous outdoor activities, the use of actors known for their physicality or athletes as their product endorsers, are all examples of enforcing gender roles on consumers through advertisements. Similarly, in advertisements shown on Family Serial Channels, the concept of women as the homemaker and enforcing the idea of responsibility to take care of her loved ones as a mother/wife are common gender tropes emphasized through commercials. There is no significant relationship between the variables, hence it is a null hypothesis (H0).

6. Governmental intervention is not necessary for the regulation of food advertising shown on television channels

On the basis of Pie Charts 4.22 (Sports Channels), 4.23 (Music Channels) and 4.25 (Kids Channels), advertising of unhealthy foods on these channels has become increasingly common and research has proven that they can have a negative impact on the health and lifestyle of consumers. Although government has taken initiatives in the past to counteract manipulative advertising, the audience generally does not find it necessary to regulate the

commercials they watch as they are unaware of the unconscious effects of advertising on them. Due to this, it is necessary for government to introduce better policies that will not only protect but also educate the audience on the negative impact of food and beverage advertising. There is a significant relationship between the variables, hence it is an alternative hypothesis (H1).

Suggestions and Limitations

- One of the main limitations of this study was that only 6 categories of television channels were analyzed and the languages were limited to Hindi and English.
- Participant observation method could have been applied to further prove the parameters and analysis but it was not possible due to the pandemic regulations.
- The advertisements shown on regional channels can also be a good edition to this research to further enhance the existing material which was limited to only 2 languages.

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Chapter 7: Annexure

Parameter Rating Table

	News Channels	Sports Channels	Music Channels	Family Serials Channels	Kids Channels	Movie Channels
Nutritional Information	8	9	4	7	7	5
Scientific Information	7	4	2	9	8	3
Disclaimers	3	9	6	7	3	2
Price	8	2	2	6	2	6
Fantasy v/s Reality	8	8	7	7	9	5
Cartoons	1	2	2	3	10	2
Celebrities	8	9	9	8	5	7
Setting	7	7	8	9	8	7
Food Type	8	4	4	7	4	6
Voiceover	4	3	7	5	4	5
Central Figure	7	5	3	7	6	3
Interaction	2	6	7	8	8	6
Gender Role	8	8	7	9	8	4
Message	9	7	4	7	4	5