



TELEVISION ADVERTISEMENT FACTORS AND PURCHASE DECISION OF JUNK FOOD AMONG CHILDREN

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ABSTRACT

The influence of television advertisements on children's purchase decisions for Junkfood, is a significant concern. Appealing visuals, popular cartoon characters grab children's attention and create a positive association with junk food. Younger children are more vulnerable to advertising due to limited cognitive abilities to recognize persuasive intent and more likely to try foods endorsed by their favourite celebrities or characters. The study investigates the factors within television advertisements that influence children's decisions to purchase junk foods, specifically to identify and evaluate the key advertising elements. Furthermore it explores whether the effectiveness of these factors differs in male versus female children and analyses the association between these influential factors and the gender of the child. The study will provide crucial insights for policymakers, parents and advertisers regarding the ethical and behavioural implications of junk food marketing targeted to children.

Keywords: *Junk food, Children, Television advertisement*

INTRODUCTION

Television advertising stands as a powerful and pervasive factor significantly influencing children's purchase decisions regarding junk food. Marketers deliberately target this young audience, often through children's programming, leveraging their limited cognitive ability to understand the persuasive intent behind commercials. Key factors within these advertisements that drive purchase requests and consumption include: Appealing Content, Advertisements frequently feature catchy music, vibrant animation, and popular cartoon characters or celebrities, creating a positive emotional association with the advertised product. Promotional Gimmicks: The inclusion of free toys, prizes, or tie-ins with movies and games strongly motivates children to desire the product. The vast majority of food advertisements directed at children promote items high in calories, fat, sugar, or sodium (e.g., fast food, sugary cereals, snacks, and sweets), while advertisements for healthy foods are rare. This exposure directly leads to increased food preferences for the advertised products and a higher number of purchase requests made to parents, contributing to the development of unhealthy eating habits and concerns like childhood obesity. The study investigates the factors within television advertisements that influence children's decisions to purchase junk foods, specifically to identify and evaluate the key advertising elements like promotional characters, visual appeal, and celebrity endorsements. Furthermore the study explores whether the effectiveness of these television advertisement factors differs when influencing male versus female children.

Finally the research analyses the association between these influential television advertisement factors and the gender of the child to determine if a child's gender is a significant moderating variable in their response to junk food advertising.

OBJECTIVES

- To identify the Television advertisement factors influencing children to purchase Junk foods.
- To identify the Television advertisement factors influencing male and female children to purchase Junk foods.
- To analyze the association between Television advertisement factors influencing children to purchase Junk foods and gender of children.

Hypothesis

- There is no association on the Television advertisement factors influencing children to purchase Junk foods.
- There is no association between Television advertisement factors influencing children to purchase Junk foods and the Gender of the child.

METHODOLOGY

Primary data were collected from children who regularly watch television advertisement and consume Junk foods on regular basis in Kerala through questionnaire. The data was compiled with the support of the parents of children. Secondary data from the State Planning Board, Department of Economics and Statistics, published and unpublished reports, documents, articles, working papers, and published and unpublished research dissertations, as well as relevant websites were also used. In the present study, the population constitutes, Parents of children of the age group between 4-11 years who regularly watch television advertisement and consuming the following categories of Junk foods namely Baking foods, Biscuits, Noodles, Ice creams, Confectionery, Salty snacks and Soft drinks (who consume at least 5 items) are considered as the population of the study. Purposive Sampling Method was adopted for collecting the data. ANOVA, Mean, Std. Deviation, Chi-square, Discriminant analysis were the tools used for analysing the data. Since there were no specific and authentic sources to disclose the total number of children who consume Junk foods on regular basis in Kerala, in the present study, the population has been considered as the infinite. Based on the infinite population, according to the formulae suggested by the Cochran W G-1977, $(ZS/E)^2$, the Sample size determined and selected was 323 and they are the parents of children who regularly watch television advertisement and consume Junk Foods. Here the inputs are $Z=1.96$, as per the Z value in a normal distribution curve, $S=$ Standard deviation $=0.4587$, value compiled based on the pilot study, $E=$ Error at 5%.

REVIEW OF LITERATURE

As per Amaleena's (2013) research, time spent playing and learning has diminished significantly because of TV utilization, which adds to stoutness and other medical problems. As indicated by the discoveries, food commercials on TV altogether affect youngsters' wellbeing. Ali Hassan, et al (2013) explored the connection between TV promoting and kids' dietary inclinations. The examination had two gatherings: the treatment bunch and the benchmark group, which were comprised of lean and fat young people contingent upon their BMI. The review found that TV promoting essentially affected kids' dietary patterns. Following the preliminary, kids seemed to eat cheap food. It was additionally found that there is a connection between youngsters' weight and their eating decisions. The investigation discovered that adolescents who eat cheap food regularly are fatter than their companions. Chou, Rashad, and Grossman (2005) played out an examination to decide the effect of TV cheap food promoting on overweight youngsters and teenagers. They used information from the public longitudinal studies of youth from 1979 (youngster youthful grown-up) and 1977 (public longitudinal study of youth). As indicated by the review, promoting boycotts bring down the quantity of overweight youngsters matured 3 to 11 years by 18% and teens matured 12 to 18 years by just 14%. As per the discoveries, sitting in

front of the TV has no impact on one's BMI. Babicz Zielinska E(2013) took a gander at the components that sway the dietary inclinations and decisions of 448 understudies in Poland. Newness, taste, flavor, and actual allure were found to be the main qualities affecting food inclinations and decisions. Among the entirety of the components, publicizing is the most un-significant. Adams, J., et al. (2010) researched the effect of TV publicizing on adolescents in Sri Lanka. Youngsters were demonstrated to be the most affected by inexpensive food and refreshment promotions in the review. Young people were basically attracted to promotions fixated on gifts, stickers, and presents, and these youngsters are overweight because of their standard utilization of low quality nourishments. Youngsters have a helpless comprehension of these unfortunate suppers.

Analysis and Interpretation:

Table 1

Statistics - Television advertisement factors influencing children to purchase Junk foods.

Television advertisement factors influencing children to purchase Junk foods.	Mean(male)	Std. Deviation(MALE)	Mean(FEMALE)	Std. Deviation(FEMALE)
Showing Convenience to use	3.375**	0.775	4.4***	0.501
Highlighting Low Price	3.2625**	0.803	3.475**	0.716
Highlighting Brand (The value and pride that is associated with the name of the product or the manufacturer)	4.2***	0.23	3.7375***	0.743
Recommendation by Celebrity (Showing celebrities endorsing the product)	3.825***	0.572	4***	0.363
Easy Slogan for remember	4.5125***	0.273	4.7125***	0.103
Showing Emotional Attachment on relations(It should show relations amongst family, friends; how the product leads to happy associations with the members of the family such as brother/sister/friend/mother shows people caring for each other, animals or environment)	3.575**	0.691	4.3875***	1.037
Showing Junk food purchase will increase Self esteem (It should convince that they should buy the product for boosting self-esteem, to become famous and impress others)	3.925***	0.567	4.1375***	0.495
Showing Junkfood purchase will bring Entertainment (It should be funny, having interesting & entertaining story line)	3.4875***	0.855	3.6125***	0.96
Showing Innovative/Unique way of Consuming (It should be different, like show new ideas, a new way of doing things, new products, and new trends)	4.1625***	0.325	4.475***	0.314

Source: Primary data

Table 2

Tests of Equality of Group Means - Television advertisement factors influencing children to purchase Junk foods.

Television advertisement factors influence the child to purchase the Junk foods	Wilks' Lambda	F	df1	df2	Sig.
Showing Convenience to use	.705	134.164	1	321	.000
Highlighting Low Price	.988	3.942	1	321	.048
Highlighting Brand (The value and pride that is associated with the name of the product or the manufacturer)	.971	9.632	1	321	.002
Recommendation by Celebrity (Showing celebrities endorsing the product)	.993	2.134	1	321	.145
Easy Slogan for remember	.994	1.818	1	321	.179
Showing Emotional Attachment on relations(It should show relations amongst family, friends; how the product leads to happy associations with the members of the family such as brother/sister/friend/mother shows people caring for each other, animals or environment)	.889	40.269	1	321	.000
Showing Junk food purchase will increase Self esteem (It should convince that they should buy the product for boosting self-esteem, to become famous and impress others)	.893	38.583	1	321	.000
Showing Junkfood purchase will bring Entertainment (It should be funny, having interesting & entertaining story line)	.997	1.042	1	321	.308
Showing Innovative/Unique way of Consuming (It should be different, like show new ideas, a new way of doing things, new products, and new trends)	.982	6.026	1	321	.015

Source: Primary data

Table 3

Eigen values - Television advertisement factors influencing children to purchase Junk foods.

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	5.384 ^a	100.0	100.0	.918

a. First 1 canonical discriminant functions were used in the analysis.

Source: Primary data

Table 4**Wilks' Lambda - Television advertisement factors influencing children to purchase Junk foods.**

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.657	585.804	10	.000

Source: Primary data

Table 5**Functions at Group Centroids - Television advertisement factors influencing children to purchase Junk foods.**

Gender of Child	Function
	1
Female	-2.645
Male	2.023
Unstandardized canonical discriminant functions evaluated at group means	

Source: Primary data

Table 6**Standardized Canonical Discriminant Function Coefficients - Television advertisement factors influencing children to purchase Junk foods.**

Standardized Canonical Discriminant Function Coefficients	Male	Female
Showing Convenience to use	2.874	--
Highlighting Low Price	.200	--
Highlighting Brand (The value and pride that is associated with the name of the product or the manufacturer)	.386	--
Recommendation by Celebrity or characters (Showing celebrities or characters endorsing the product)	--	-.241
Easy Slogan for remember	--	-.521
Showing Emotional Attachment on relations(It should show relations amongst family, friends; how the product leads to happy associations with the members of the family such as brother/sister/friend/mother shows people caring for each other, animals or environment)	3.565	--
Showing Junk food purchase will increase Self esteem (It should convince that they should buy the product for boosting self-esteem, to become famous and impress others)	--	-2.451
Showing Junk food purchase will bring Entertainment (It should be funny, having interesting & entertaining story line)	--	-4.028
Showing Innovative/Unique way of Consuming (It should be different, like show new ideas, a new way of doing things, new products, and new trends)	.192	--

Source: Primary data

Table 7**Classification Results - Television advertisement factors influencing children to purchase Junk foods.**

Television advertisement factors influencing children to purchase Junk foods.		Gender of Child	Predicted Group Membership		Total
			Female	Male	
Original	Count	Female	127	13	140
		Male	0	183	183
	%	Female	90.7	9.3	100.0
		Male	.0	100.0	100.0
a. 96.0% of original grouped cases correctly classified.					

Source: Primary data

From the above analysis, with regard to the statements on Television advertisement factors influencing children to purchase Junk foods, it is found that the effect is found high for the statements supported by the entire respondents is 'Highlighting Brand, 'Recommendation by Celebrity, 'Easy Slogan for remember', 'Showing Junk food purchase will increase Self esteem', 'Showing Innovative/Unique way of Consuming' and 'Showing Junk food purchase will bring Entertainment'. As per the score assigned for the dependent variables based on the Television advertisement factors influencing children to purchase Junk foods, statistical difference was noted on the following factors: 'Showing Convenience to use, 'Highlighting Low Price, 'Highlighting Brand', 'Showing Emotional Attachment on relations', 'Showing as Junk food purchase will increase Self esteem and 'Showing as Innovative/Unique way of Consuming' as the p value based on the Anova test is lower than the 5%. No difference was noticed on other variables. The Eigen value coefficient showed a high positive and the Canonical Correlation coefficient is 0.918, found high correlation among the dependent variables to evaluate the Television advertisement factors influencing children to purchase Junk foods. The Wilks' Lambda coefficient is 65.7%, found moderate reliability for the discriminating ability to evaluate the Television advertisement factors influencing children to purchase Junk foods. The Chi-square test value is 585.804 and the p value is 0.000, lower than 5%, showed that **there is an association between Television advertisement factors influencing children to purchase Junk foods and the Gender of the child**. Thus the null hypothesis is rejected. The Functions at Group Centroids show to evaluate the television advertisement factors influencing children to purchase Junk foods, give an idea that Female tend to signifies -2.645 and Male tend to signifies 2.023. Television advertisement factors influencing children to purchase Junk foods. (Male) = Showing Emotional Attachment on relations (3.565) + Showing Convenience to use (2.874) + Highlighting Brand (0.386) + Highlighting Low Price (0.200) + Showing as Innovative/Unique way of Consuming (0.192). Television advertisement factors influencing children to purchase Junk foods. (Female) = Showing as Junk food purchase will bring Entertainment'. (-4.028) + Showing as Junk food purchase will increase Self esteem (-2.451) + Easy Slogan for remember (-0.521) + Recommendation by Celebrity (-0.241). Based on classification results, out of 140 female children, 127(90.7%) parents have been correctly classified and out of 183 male children, 183 (100%) parents have been correctly classified. Overall, 96% of original grouped cases were correctly classified.

CONCLUSION

The above analysis and discussion states that television advertisement factors significantly influence children's purchase decisions, contributing to unhealthy eating habits and increased junk food consumption. The major factors influencing the male children to purchase the Junk foods which are advertised through Television advertisement were, Showing Emotional Attachment on relations, Showing Convenience to use, Highlighting the Brand, Highlighting of Low Price and Showing Innovative/Unique way of Consuming Junk foods. Factors

influencing the female children to purchase the Junk foods which are advertised through Television advertisements were Showing Junk food purchase will bring Entertainment, Showing Junk food purchase will increase Self esteem and Recommendation by their favorite Celebrity or characters. The suggestions were to implement stricter regulations on Junk food advertising, especially during children's peak viewing hours, Encourage healthy eating habits through public awareness campaigns and education, Educate parents on the impact of advertising and provide guidance on healthy food choices.

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