



# PARENTAL VIEW ON IMPACT OF MEDIA ADVERTISEMENT ON JUNK FOOD AMONG CHILDREN (WITH SPECIAL REFERENCE TO COIMBATORE CITY)

<sup>1</sup>Dr. M. Kalimuthu, <sup>2</sup>V. Mithun

<sup>1</sup>Associate professor, Department of commerce with Professional Accounting,  
Dr. N.G.P. Arts and Science College, Coimbatore

<sup>2</sup>181PA061, Department of Commerce with Professional Accounting,  
Dr. N.G.P. Arts and Science College, Coimbatore

---

## ABSTRACT

Today we live in a world of advertisements, wherever we go, whatever we do, advertising is with us. The paper describes the impact of media advertisement on Junk Foods among children in their parental view. The research is done with the sample size of 120 respondents who live in Coimbatore. The study uses convenient sampling technique and tools used are simple percentage analysis technique and tools used are Simple Percentage Analysis, Likert scale and Rank Analysis. The methods used for data collection are primary and secondary data, the primary data is collected using questionnaire and secondary data is collected from books, and websites. The suggestion is being given to overcome the impact over the junk food among children.

**KEY WORDS** :Advertisement, Junk foods, Parental View, Children

---

## INTRODUCTION

Today we live in a world full of advertisements. Wherever we go, whatever we do, advertising is with us. Suppose we live in a society without advertisements, what would our life be like of course, it must be blind, dull and even aimless? What makes advertising so indispensable to our life. The media : the second god. It is every where and now here.

As far the media is concerned, what “advertisement” brings to mind TV adoration commercials newspaper advertisements, magazine next advertisement, outdoor signs, supermarkets displays and packages, certainly all of these are advertising of different media. In advertising, we use these media to achieve a straight forward result: to improve the sales of a product. We can measure this intended result of bringing the products to the customers. But the effects of the remedial are elusive and powerful to measure.

Information is considered to be a most valuable resource in the present economy and society. The availability of information is more or less, a right of the society, because it stimulates all economic activity and growth. In case of marketing, it is of vital importance for passing information. Because, a

business is separated from its customer in several ways: distances, time, socio-economic gaps, information and interests. For effective and efficient marketing these gaps must be bridged. Therefore various promotional methods are primarily meant for closing these gaps.

Creativity in advertising today familiarizes you with the meaning of terms used in the business of advertising. A typical creative team might consist of a writer, an art director, commercials, and account planner, and an account manager who work together to produce ads, commercials, and other marketing communication. The team begins with a strategy that has been agreed upon by the agency and their client.

Creativity is an essential resource to survive in the market and for this reason we always look for it. Companies entrust their image to advertising agencies to realize ever more creative, innovative and amazing advertising.

To advertise does not mean to create and instruction manual to use a product, but to communicate innovative and clever ideas to increase your income.

Advertising must of funny, clever, unique, for this reason VP graphic design places the most



ambitious and creative minds at your disposal we want to offer to you the best advertising, this is your mission.

Newspapers are bought largely for their news value. As such they are appropriate for announcing new products and new addition to existing products. Because of the frequency of publication, they are also well suited to 'opportunity markets'.

In 1622, advertising was given a big boost with launching of the first English newspaper, the weekly news. The first advertisement in an English newspaper appeared in 1625.

People get their news from so many sources these days that newspapers are not as effective as they once were. This does not mean your newspaper ad won't be effective, but it does mean you need to plan your print ads more strategically. Some type of ads will be more effective than others. It will depend on your target audience, the type of products you offer and the ad is seen.

It made a modest beginning in September, 1962 at Delhi, where the first experimental television station was launched. The expansion of television network has been very fast and it is considered an effective medium today. The main feature of television is that it combines the advantages of both radio and cinema hence it is a powerful audio-vision medium.

Among the many factors that influence the nutritional habits of children food advertising contributes independently with 2% of explained variation, which is consistent with the findings on the effects of media in other areas. The final goal of advertising is the achievement of specific behaviour i.e. the purchase of a specific brand, where children, especially the really young ones that have no personal financial means, often pester their parents, possibly resulting in a family conflict. Since parents are responsible for the nutrition of the children and are an important factor in the children choice of food the purpose of his work was to search the attitudes of the parents about food adverts to children on television.

Parents play an important role in the choice of food, the nutritional habits and the health of their children, depending on their financial situation and education, employment status, habits involving meals and mealtime, availability of food in their home and their convictions regarding nutrition. Their influence is, however, especially with older children, strongly interdependent with the influence of the children's peers and the media, having a "bounce back" effect on food consumption in the household, even in those families that tend to eat healthy food.

## REVIEW OF LITERATURE

The United Nations Economic and Social Commission for Asia predicted that by (2020) Fifty percent of total population would be urban; half of that population would be from Asia. So fast food organization had been taking it as an opportunity to serve Asian developing countries like Pakistan that had considered as an attractive segment of market.

RUBIN et al. (2019) examined the performance of a company president versus an unknown professional spokesperson in creating positive attitudes toward the advertisement. They found that a president's judgments of trustworthiness improved his rating for an advertisement.

LA FERLE AND CHOI (2018) Concluded that expertise interacts with attractiveness so that the favorable impact and found a positive impact of high attractiveness for both condition.

## STATEMENT OF THE PROBLEM

The task of the marketer/manufactures is to mould consumer perception so as to occupy the position in the market for the purpose; the manufacturer/marketer advertises according to children's food habits to reach the customers through various medium of advertisement. There are several medium of advertisement of children's food habits advertisement to attract the customer; an attempt is being made to know which is more popular and preferred by the consumer. The factors which influence the customer to purchase the children food product through medium of advertisements like television, newspaper and E-Shopping. Therefore the researcher makes an effort to study on the effectiveness of children's food habits advertisement in media.

## OBJECTIVES OF THE STUDY

- To know about the impact of advertisement on junk food among children in parent's point of view.
- To study the children's preferences for junk food in parent's point of view.
- To know about the level of satisfaction toward junk food in parent's point of view.

## RESEARCH METHODOLOGY

Research methodology is the specific procedure or technique used to identify select, process and analyses the information about a topic. In this research paper, the methodology selection allows the reader to critically evaluate a study's overall validity and reliability.



### Sampling Techniques

Convenience sampling technique is used for the study.

### Sample Size

The sample size for the study is 120 respondents.

### Methods of Data Collection

Structured Questionnaire is used to collect the data from the respondents.

### Sources of Data

The study is based on primary and secondary data. The primary data had been collected from the respondents through questionnaire and secondary is collected from articles, books, magazines and newspapers.

### Tools Used for Analysis

- Simple percentage analysis
- Likert scale
- Rank analysis

### LIMITATION OF THE STUDY

- The study says only about the parent's view, it doesn't say from the children's point of view
- The study is taken only on junk foods consumption, it doesn't say about the consumption of healthy food.
- Due to time constrains the number of respondent taken for the study is limited to 120.
- The study confined to Coimbatore city only hence the result does not apply to other areas.

### FINDINGS

#### SIMPLE PERCENTAGE ANALYSIS

- Majority 41% of the respondents are 21–30 years of age.
- Majority 54% of the respondents are under graduate.
- Majority 35% of the respondents are College Level.
- Majority 37% of the respondents are Employee.
- Majority 62% of the respondents are two children.
- Majority 54% of the respondent's children watch advertisement through Television.
- Majority 40% of the respondents children prefer to watch cartoons.
- Majority 32% of the respondent's children's favourite junk food is candies.
- Majority 56% of the respondents say that easily accessible medium of advertisement is Television.
- Majority 52% of the respondents buy sweets,

chocolates and cakes once or twice per day.

- Majority 60% of the respondent's children watch junk food advertisement sometimes.
- Majority 44% of the respondent's children enjoy the taste of the junk food.
- Majority 32% of the respondents say softdrinks are popular junk food advertised on media.
- Majority 38% of the respondents say the problem is unhealthy.
- Majority 71% of the respondents say that children will become addictive to that product.
- Majority 48% of the respondents say children are exposed 10 times on daily basis.

### LIKERTSCALE

- Likert scale value is 3.0 is greater than the mid value (3). Hence the majority of the respondents are Neutral to advertisement aimed at children's.
- Likert scale value is 3.2 is greater than the mid value (3). Hence the majority of the respondents are Neutral of having junk food on daily basis.
- Likert scale value is 3.3 is greater than the mid value (3). Hence the majority of the respondents are Neutral to prefer junk food over healthy food.

### RANKANALYSIS

- It resulted that children prefer free gifts as it is in I rank

### SUGGESTIONS

- ✓ Junk food should create its own distinct image of the products and attracts maximum numbers of children.
- ✓ Characters or cartoons from children programs should be restricted in advertisements and awareness about balanced diet should be spread through advertisements.
- ✓ Parents have to control their children from watching advertisement while eating and drinking.
- ✓ Parents must educate their children about advantages of eating healthy and disadvantages of unhealthy food.
- ✓ The Government should insist on companies to print statutory warnings on junk food.

### CONCLUSION

Advertisement is integral part of the industry which wants its product to be reached to the Customer and then converts those customers into consumers. But in this process they should not forget that it's their social responsibility to take care of the future of the



country which are been targeted tactfully to earn profits.

Parents should make the kids more aware of the surrounding and starts taking proper and logical decision. Parents should be aware that advertising is going on, and it's influencing their children more than they think. Also government's role is important here. It can do it by implementing proper food laws and harmonization of various laws into single unified law.

## REFERENCE

1. *The United Nations Economic and Social commission for Asia predicted that by (2020) Fifty percent of total population would be urban; half of that population would be from Asia.*
2. *Rubin v Mager C and Friedman H (2019) president versus spokesperson in television commercials journal of advertising research, 22, 31 – 33.*
3. *LA FERLE AND CHOI (2018): The importance of perceived endorser credibility in south Korean advertising journal of current issues & research in advertising, 27(2), 67-81.*
4. *MEHTA (2017), 'How advertising response modeling (ARM) can increase ad effectiveness'. Journal of advertising research 34, No3, p62-74.*
5. *SARANYA, P.V. SHANIFA, N. SHILPA SUSAN (2016), "National energy competition" The Hindu Business.*
6. *KAHLE AND HOMER (2015) Physical attractiveness of the celebrity endorser: A social adaptation perspective. Journal of consumer research. 11(4), 954-961.*

## WEBSITE

1. [www.goole.com](http://www.goole.com)
2. [www.indian journal of marketing.com](http://www.indian journal of marketing.com)
3. [www.script.com](http://www.script.com)
4. [www.newspaper.com](http://www.newspaper.com)
5. [www.television.com](http://www.television.com)