



## Influence of T.V advertisements on children’s food and beverage preferences: A study from Goa

**Ms Radhamani Divakar**

Asst. Prof. in Commerce, Govt. College of Arts, Science & Commerce, Khandola- Marcela, Goa.

**Prof. Guntur Anjana Raju**

Head of the Department, Department of Commerce Goa University Taleigao- Plateau, Taleigao-Goa

**ABSTRACT**

*This study was conducted to examine the influence of T.V advertising on food and beverage preferences of children in urban and rural areas of Goa. A sample of 1000 children of 6-12 years of age across Goa was selected. It was found that children in urban as well as rural areas were influenced by television advertisements and purchased most of the advertised food products. Products of Dominos, McDonald and KFC which were expensive and available only in the city outlets had more demand in urban areas as compared to rural areas.*

**KEYWORDS :** Advertisements, food products, children, urban, rural.

**Introduction**

Food preferences develop primarily through learning processes (Birch 1999). Children learn about foods they like or dislike by being exposed to a variety of foods and experiencing the consequences and rewards of consuming these foods. Numerous studies indicate that repeated exposure increases liking of disliked foods (IOM 2006). Early parental modelling of both healthy and unhealthy food consumption, availability of different foods in the household and parental controls over food consumption all influence food preferences (See Birch 1999, IOM 2006).

**Literature review:**

School going children prefer to consume snacks more than once a day and if they over consume; they will get high energy from calories and unwanted quantity of carbohydrate, fat, protein and low vitamins and mineral. Children eat snacks so frequently that they refuse ordinary food and also suffer from malnutrition and obesity (Kanchana-chitra et al 2005)

Borzekowski & Robinson (2001) has stated a direct relationship between food advertisements children remember and number of foods like soft drinks, crisps & savoury snacks that children eat. Younger children are found to be more influenced by television as compared to older ones. While watching one remains physically inactive, this decreases metabolic rates and displaces physical exercise. Habitual TV viewers very often consume pre-prepared meals or fast food (Living stone S & Robson 2000) & thus suffer from overweight problem.

Scope of the study: This study examines the influence of T.V advertising on food and beverage preferences of children in the state of Goa. It makes a comparative analysis of urban and rural areas and the time frame of this study is from April 2014 to December 2014. T.V advertisements showing food products particularly confectionery items during the above period were considered.

**Objectives of the study:** This research was conducted with a view to examine the influence of T.V advertising on food and beverage preferences of children in Goa. To achieve the above objectives the following hypothesis were framed:

**Hypothesis:**

HO1: There is no significant difference in the influence of T.V advertising on food and beverage preferences of children in urban and rural areas of Goa.

HO2: There is a significant difference in the influence of T.V advertising on food and beverage preferences of children in urban and rural areas of Goa.

**Research methodology:**

The study is descriptive in nature. The primary data has been col-

lected from the respondents comprising of children in the age group of 6-12 years through well designed and tested questionnaire. The sample of 1000 respondents has been selected from the 2 districts of North and South Goa by using random sampling technique.

**Tools for the analysis:** Various T.V advertisements of food and beverages that influence children were selected. In order to test the hypothesis, children’s frequency of purchase were cross tabulated with the help of percentages and tested using chi square & fishers exact test.

**Demographic profile of respondents:-**

Out of 1000 respondents, 500 were from urban and 500 were from rural area. Male respondents were 563 (56.3%) and female were 437 (43.7%). 134 (13.4%) respondents were from age group of 6-7 years, 388 (38.8%) were in the age group of 8-9 years and 478 (47.8%) respondents were from the age group of 10-12 years. In terms of parents income, the average family income ranged from Rs.1, 20,000 to 10 lakhs .Pocket money obtained by children ranged from less than Rs.100 to more than Rs. 400.

**Result and discussion:**

The following table gives explanation on the analysis of the above mentioned aspects.

**Table 1: Area wise test result of T.V advertisements that influence children’s purchase of food and beverages in Goa.**

ADVERTISEMENTS	Chi square test		Fishers exact test		Sig/NS
	value	df	p value	p value	
Alpaliebe	9.308	4	.054		
Dominos	25.900	5	.000		Highly sig
Mc Donald	27.365	4	.000		Highly sig
KFC				.000	Highly sig
Maggie				.298	
Yippie				.656	
Cadbury				.232	
Cadbury Oreo				.406	
Kinderjoy				.052	
Horlicks				.094	

Boost				.386	
Complan				.371	
Bournvita				.563	
Quaker oats				.405	
Kellogs				.582	
Dabur				.012	Sig
Go cheese				.044	Sig
Amul				.106	
Baskin Robbins				.412	
Kwality walls				.660	
Sunfeast				.067	
Milano				.012	Sig
Glucose	11.773	3	.008		Highly sig
Nestle	13.027	4	.011		Sig
Coco cola	14.473	3	.002		Highly sig
Priya gold				.507	
Pepsi	6.843	3	.077		
Slice				.097	
Limca				.622	
Kissan				.000	Highly sig
Kurkure				.089	
Lays				.009	Highly sig
Balaji				.016	Sig
Uncle chips				.346	
Tang	3.042	1	.081		
Rasna	2.541	1	.111		
Act II				.250	
Knor soups				.504	
Foodles				.446	

Source : Primary Data.

### Significant at 5% level of significance.

The classified and cross tabulated data is given in table 1 .Based on cross tabulation it can be observed that Domino's pizza has more demand in urban areas (i.e. 50.6%) ,as compared to rural areas (i.e. 36.2%) while Dominos burgers have more demand in rural areas (i.e. 13.8%) while it is less in urban areas (i.e. 12.8%). Similarly Mc Donald burgers have more demand in urban areas (i.e. 26.6%) and pizzas have 24% demand in urban area while in rural area it is 20.2% for burgers and 22.6% demand for pizzas. KFC french-fries have more demand in urban areas (i.e. 29%) as compared to rural areas (i.e. 20.8%). Kissan jam is more popular in urban area with 45.2% demand and 34% demand in rural area while sauce has more demand in rural areas with 4.4% as against 4.2 % in urban areas.

Chi square test was applied to find out if there is any significant relationship between Dominos, Mc Donald, KFC and Kissan advertisements on children's purchase of food and beverage area wise. There is a significantly high relationship as the p values for all are .000 which is less than 0.01 at 5% level of significance. This shows that there is a significantly high relationship between children's purchase of Dominos, McDonald, KFC and Kissan products and area.

It was further found that Dabur honey has 23% demands while Chavanprash has 15.8% demands in urban areas where as in rural areas, honey has 21.8% demand and Chavanprash has 11.2% demand. Go cheese which has butter and cheese has more demand in rural areas as compared to urban areas. Demand for butter is 29.4% and cheese is 22.2% in rural areas as compared to 29% and 21.6% in urban areas. On the other hand Milano biscuit has 58% demand in urban areas and 48.8% demand in rural areas. Kissan jam which is more popular

among children has 45.2% demands in urban area and 34% demand in rural area. Similarly Balaji wafers are more in demand in rural areas (67.8%) as compared to urban areas (60.4%). Lays has more demand in rural areas (i.e. 72.4%) and 64.6% in urban areas.

Fisher's exact test was applied to find out if there is a significant relationship between Dabur, Go cheese, Milano, Kissan and Balaji advertisements on children's purchase of food and beverage and area. There is a significant relationship as the p value for Dabur & Milano is .012, Go cheese is .044 and Balaji is .016 which is less than 0.05 and for Kissan it is .000 and Lays is .009 which is less than 0.01 at 5% level of significance which shows that there is a significant relationship between children's purchase of Dabur, Go cheese, Milano, Lays and Balaji products and area.

Further study revealed that Glucose as a healthy drink is equally preferred by all children in urban and rural area. The demand is 44.4% in urban area and 43% in rural area. While glucose biscuits have more demand in urban area (i.e. 23.6%) and less i.e. 17% in rural area. A look into children's craze for chocolates reveal that 33% children in urban areas and 29.4% in rural areas like Nestle chocolates. Similarly 22.8% children in urban areas and 20% in rural areas liked Gems chocolates. Another fascination for children is soft drinks. Coca cola was found to play a dominant role in this market. It was found that 50% children in urban areas and 49% children in rural areas consume Coca cola.

Chi square was undertaken to find out the association between Glucose, Nestle & Coca cola advertisements on children's purchase and area. There is a significant relationship as p values were found to be .008 for Glucose, .011 for Nestle which are less than 0.05 and .002 for Coca cola which is less than 0.01 at 5% level of significance.

Chi square test was further applied on Alpaliebe, Pepsi, Tang and Rasna while Fisher's exact was applied on remaining advertisements namely Maggie, Yippie, Cadbury, Cadbury Oreo, Kinderjoy, Horlicks, Boost, Complan, Bournvita, Quaker Oats, Kellogs, Amul, Baskin Robbins, Kwality walls, Sunfeast ,Priya gold, Slice, Limca, Kurkure, Lays, Uncle chips. Act II, Knor soups and Foodles.

It was found that there is no association between influence of various advertisements on children's purchase of food and beverage and area as all the p values are greater than 0.05 at 5% level of significance.

### Conclusion:

From the analysis it can be seen that in case of 27 advertisements there is no significant relationship between influence of advertisements on children's food and beverage preferences and area. This shows that children are very much influenced by advertisements. They keep in mind what they see on television and buy these food products with their pocket money. Those children who are too small and do not get pocket money ask their parents to buy it for them. In today's world with both parents working they compensate for the lack of time by buying whatever their children ask them.

On the other hand 12 advertisements show a significant relationship between influence of advertisements on children's food and beverage preferences and area. Out of these advertisements Dominos, McDonald, KFC have products which are relatively expensive which takes away a substantial portion of the children's pocket money. As a result they may be purchased only sometimes or on an outing with their parents. As these product outlets are located in the cities they are out of reach to children in rural areas. Moreover we find that products which are expensive and unaffordable to be purchased frequently are avoided and the less expensive and tasty products are more in demand by children. Similarly in rural areas where cheap local products are available children tend to buy them rather than the expensive ones. With marketers undertaking wide publicity and advertising and making available products in small packets and at cheaper price there is only a thin line of difference between urban and rural demand.

Therefore we can conclude that there is no significant difference in the influence of advertisements on children's food and beverage preferences in urban and rural areas of Goa and thus HO1 is accepted and HO2 is rejected.

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