



Impact of Advertising on the Ill Effects of Using Refined Oil on General Public: with Special Reference to Chennai

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ABSTRACT

Advertising occupies an important element in the organization of business unit, Government institutions, Non-Government institutions, Social institutions and the like. It is the process by which messages are made available to the targeted consumers. In modern economic terminology, it is the creation of value to the products and services. It is a part and parcel of the marketing process, its role toward purchasing behavior is of pivotal. In advertising the social messages, the advertisers face many problems that is not similar as advertising the products, because the advertisers of social message do not face financial challenges in terms of targets. Even then it is the obligation of the advertisers to effectively communicate the message for the better understandability of the people. This study will be to find whether the public has awareness over the advertisement on oils, to identify the public interest towards viewing social and health factors in the advertisement, to study the extent of the influence of social and health factors advertisement over and about usage of oil.

Keywords : Advertisement, awareness, edible oil.

1. INTRODUCTION

In an age of environmental disaster, population explosion, socio-cultural confrontation, tension and dissension; we need to review the present philosophy of transformation of the industrial economy. We cannot deny the fact that the present system of economic development, standing on the pillars of mechanized industrial economy, has helped sensing, serving and satisfying customers fantastically but at the same time have also been instrumental in inviting a number of social evils.

Advertising has persuasive and powerful influence on society (Philip Hesketh, 2010). It is a social process. It contributes substantially to social marketing. It has been found using this tool to inform and persuade prospects by both profit and non-profit making organization. The multi-dimensional role of advertisement makes it a powerful and impact generating tool. A number of marketing experts have studied the positive and negative influences of advertisement. It is found acting as a sharp-edged instrument which helps the marketing manager in promoting business at the different stages of the product life cycle.

Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. It includes not only business firms, but also museums, charitable organizations, social messages and Government agencies that direct messages to target public. Advertisement shall be one of the cost effective strategy which disseminate messages, whether to build brand preferences or to educate people to avoid hard drugs, control of population, prevention of aids, importance of education, child labour and so on.

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2. OBJECTIVES OF THE STUDY

This study will be based on the following objectives

- To find whether the public has awareness over the advertisement on oils.
- To identify the public interest towards viewing social and health factors in the advertisement
- To study the extent of the influence of social and health factors advertisement over and about usage of oil.
- To analyze and find out the best media to have influence of the people in Chennai city.
- To know the effectiveness of the existing advertising in promoting the concept of health factors through usage of right oil.

3. NEED FOR THE STUDY

Saturated fats cause heart disease. Unsaturated fats, especially polyunsaturated fats, balance hormones, strengthen the immune system, and prevent cancer, heart disease, diabetes, obesity, arthritis, and all types of inflammation. Some polyunsaturated fatty acids are so important to health that they are called essential fatty acids, or EFAs — you literally can't be healthy without them. Polyunsaturated vegetable oils are the safest fats for cooking, especially deep-fat frying, and they're the key ingredients in healthful salad dressings (Acharya, 2005). Canola oil, flax seed oil, soy oil, safflower oil, sunflower oil, and other polyunsaturated vegetable oils are today's true health foods. Worse, the vegetable oils that replaced India's saturated fats were not merely polyunsaturated; they were refined, hydrogenated, and full of trans fatty acids. Trans fatty acids or trans fats are formed when vegetable oils are hydrogenated or hardened to make margarine or shortening.

Trans fats are now recognized as a leading cause of heart disease, cancer, diabetes, and other chronic or fatal illnesses. A restaurant meal that in 1990's contained only 2.4 grams of Trans fats contains but it contains 19.2 grams today. To eat a food that contains 30 to 50 percent trans fats, reach for French fries, fried chicken, doughnuts, cookies, pastries, or crackers. Any processed food that contains hydrogenated or partially hydrogenated vegetable oil contains trans fats, and any home-cooked food containing hydrogenated fats does as well. To create awareness among the general public about the ill effects of oils, various advertisements have come out, but this study will focus on the impact of such advertisements on the general public with special reverence to obesity.

4. RESEARCH METHODOLOGY

According to Cooper (2006), business Research is an organized, database, systematic, critical, objective, scientific inquiry or investigation into a specific problem under taken, with the purpose of finding solutions to it? This research is organized in the sense that the researcher has clearly defined the problem through the above paragraph, rationale behind the study, has set research objectives in the introduction and the background of the study, and then analysis has been undertaken with the aim of finding answers for the set objectives in the earlier part of the study

In the present study both primary and secondary data have been used. The secondary data has been collected from the reports, magazines, newspapers, textbooks, websites and the like.

According to Kervin (2004), primary data are generated when a particular problem at hand is investigated by the researcher .Kervin (2004) described primary research as 'essentially the first publication of a piece of work'. The results of this study will be firsthand information for the researcher. Primary data has been collected from the people in Chennai city to check the awareness of advertising about the ill effects of oil and the consequences of that type of advertising in the society .According to Fink (2006), sampling is the process of selecting units from a population of interest so that by studying the sample we may fairly generalize our results back to the population from which they were chosen. Data is gathered through sampling techniques since it is usually not economically feasible for researchers to gather information from everyone. This is the reason why the researcher has chosen a sample for this study. The researcher has selected a sample (subset or portion) of the population of interest to represent the larger group. According to Arlene (2002), "A convenience sample is one in which the only criterion for selecting the sampling units is the convenience of the sampler. Availability sampling is where the researcher selects subjects on the basis of availability. And this study is based on the availability of the sample that is the consumers of edible oil in Chennai which comprises the sample size of 120.

5. RESULTS OF THE STUDY

5.1 Demographic profile of the study

Nearly 66% of the respondents are females while the remaining 34% of the respondents are males. Almost 32% of the respondents are in the age group 26 years to 30 years, while nearly 23% of the respondents are in the age group 31 years to 35 years, another 22% of the respondents are in the age group less than 25 years, whereas 13% of the respondents are in the age group more than 40 years and a few 12% of the respondents are in the age group 36 years to 40 years. While questioned on the family income level of the respondents almost 29% of the respondents are in the monthly income category of Rs. 10,000 to Rs. 20,000, whereas 22% of the respondents are in the monthly income category of less than Rs. 10,000, while 21% of the respondents are in the monthly income category of Rs. 21,000 to Rs. 30,000, another 17% of the respondents are in the monthly income category of Rs. 30,000 to Rs. 40,000 and finally 11% of the respondents are in the monthly income category of more than Rs. 40,000.

5.2 Influential media

When questioned about the media of influence, most of the consumers of edible oil are influenced by retailers' influence which forms about 23% of the total respondents a equal number of respondents that is 23% are influenced by Newspaper advertisements , while 18% of the respondents are influenced by Television , nearly 15% of the respondents are influenced by internet , 13% of the respondents are influenced by Doctor's advice and finally 6% of the respondents are influenced by Window display.

5.3 Awareness of facts about edible oil

While the consumers of edible oil where questioned about their awareness of the nutritional benefits or the hazards caused by edible oils , nearly 61% of the respondents are not aware of such things while the remaining 39% of the respondents are aware of the nutritional benefits or the hazards caused by edible oils. The surprising factor is more than the unawareness of the nutritional benefits or the hazards of edible oil among the consumers of edible oil in Chennai, almost 41% of the respondents are not at all interested in knowing such facts and information, while only 29% of the respondents are interested to a large extent and another 29% of the respondents are interested to some extent about the facts regarding the nutritional benefits or the hazards of edible oil. Although various kinds of fats are associated with edible oil, lead to obesity, most of consumers of edible oil in Chennai are not aware such things, which is clear from the survey that 77% of the respondents are not aware of the presence of saturated fats in the edible oil, while 73% of the respondents are not aware of the presence of poly saturated fats in the edible oil , whereas 65% of the respondents are not aware of the presence of mono saturated fats in the edible oil , nearly 67% of the respondents are not aware of the presence of trans fats in the edible oil , another 68% of the respondents are not aware of the presence of hydrogenated fats in the edible oil , whereas 62% of the respondents are not aware of the presence of omega fats in the edible oil , while 71% of the respondents are not aware of the presence of animal fats in the edible oil and another 67% of the respondents are not aware of the presence of vegetable fats in the edible oil .

6. CONCLUSIONS OF THE STUDY

The basic approaching of advertising is equally relevant to the achievement of non-business and non-profit which is known as non-commercial objectives. Non-commercial advertising may be undertaken by organizations, such as government departments, concerned with health, social welfare and education as well as other non-profit organizations and associations. The social advertisement includes health related advertisements, tax related advertisements, savings advertisements, nature disaster advertisements and caution advertisements (like the one on ill effects of usage of oil). So, the impact of advertising on our society is in a jumble form, depending on the functions and implementations of numerous campaigns. Our society and the marketing of products depend very badly upon advertising. The companies have become much dependent of advertising that even its negative impacts can never outweigh the many positive social and economic effects. Through this study on will know the impact of such advertisements on the health factors on the general public , and this study is done to suggest the advertisers of how such advertisements have to create a positive impact on the general public.

Domestic consumption of edible oils has been growing at 4.0-5.0 percent a year. The consumption in 2001-02 was around 25.75 million tons. Non-packaged oils account for nearly 50.0 percent of consumption in both urban and rural markets. In the remaining 50.0 percent contributed by packaged oils, branded oils constitute a small portion of approximately 10.0-15.0 percent. Newer oils which were not known before have entered the kitchen, like those of cottonseed, sunflower, palm oil or its liquid fraction (palmolein), soya bean and ricebran. These tend to have a strong and distinctive taste preferred by most traditional customers. The share of raw oil, refined

oil and vanaspati in the total edible oil market is estimated at 35%, 55% and 10% respectively. In order to derive maximum benefits from oil, it is beneficial to consume a mix of oils in order to maintain a balance between the three fatty acids. As using a combination of two oils may not be a practical thing to do, today a number of blended oils are available in the market. For instance, blends of ricebran and sunflower oils (brand names include Sunrise, Sundrop Heart, etc) are the best buys and are suitable even for frying. This study has clearly shown that most of the consumers of edible oil are not aware of vari-

ous nutritional facts about edible oil, various hazards attached to edible oil because of the presence of various types of fats. But the encouraging fact is that most of the consumers of edible oil willing to change the consumption habits if the information is conveyed to them through an effective media. So based on the output of the study further studies can be taken in detail to find out solutions to counter attack the problem of obesity caused of because of consumption edible oil without proper awareness.

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