



A Empirical Study on the Eating Habits and Healthcare Influenced by Food Advertisement

Amulya G.T¹, Swati Kulkarni¹

¹Assistant Professor, College-SB College of Management Studies.

E-mail Id: amulya.amulya666666@gmail.com, swatikulkarni704@gmail.com

Abstract

Advertising is an integral part of today's business. It is in the last few years that advertising has developed into a major industry. It is a method of communication to promote a product and to attract the prospective consumers. Advertisement may generally have their impact on consumer as their consumption behavior is affected. The situation is in such a way that they can't imagine the world without advertisements. The consumers use advertisements to buy the products for all their needs and wants in their day to day activities. Multiple channels and techniques are used to reach large number of consumers. However advertisements affect the food consumption behavior of children and adults too. Advertisement takes place at multiple levels in the food marketing. Eating habits and food consumption is directly and indirectly related to obesity, diabetes, cancers and heart diseases. Food advertising is frequently promoting less nutritious foods, and short term exposure results in children increasing their food consumption. This article focuses on the misleading food advertisement in India to prove that they are an indirect factor contributing to the increase in the level of obesity and other health disorders among the children and adults.

Keyword: Advertising, multiple channels, misleading, health care, nutritional value.

Introduction

Advertising is an art of seeking the attention of prospective consumers to promote the sale of a particular product or service through slogans, attractive pictures, demonstration etc. The art of advertising was modified during the industrial revolution. Today there are various mediums of advertisement such as radio, television, press, sign boards etc. Advertising needs are high degree of competent and professional skills. Advertisement is a boon for the society as we can differentiate the best food items and fake items.

Advertising by itself is not a problem but when they make unrealistic claims and are misleading, they can become a problem. Children are the easiest target for the various food promotional activities as they have an inclusion of gifts with such food items like toys, scale, box etc.

Children usually get attracted towards these gifts and force their parents to buy the food products. Various celebrities and sports stars also promote food items, consumption of these products have an impact on both children and adults which indirectly affect the dietary pattern. Advertising is bane not only for the role it plays in selling the products but also the way it impact our society.

Objectives

- a) To understand the concept of advertisement
- b) To study the impact of food advertisement on children obesity
- c) To study the different mediums of advertisement
- d) To analyze the pros and cons of food advertisement

Research Methodology

This study is based on both primary data was collected based on through survey method with the sample size of 36. Secondary data is collected by the research articles and journals of advertisement. Primary data is collected by conducting survey.

Advertisement Mediums

It is important to understand the different mediums of advertisement. The advertising mediums can be classified under five main heads:

Print Advertising

It is the oldest and best source of media for advertising in an effective way. It is the type of advertising which adopt physically printed media. Print advertising includes-Newspaper advertisement, magazine advertisement, Brochures, yellow pages, direct mail.

Broadcast Advertising

It is also known as On-air advertising. It is the combination of both audio as well as visual information. It is an effective way of advertising that grabs the attention of the viewers. Broadcast advertising includes-Television advertisements, Radio advertisement.

Outdoor advertising: It is also known as out-of-home advertising. This is economical in nature. Advertisement can be made for targeted customers in an effective way. Outdoor advertising include- Banners, Flags, Wraps, bill boards.

Digital advertising: It is also called as online marketing. Advertisements which are digitally displayed on the internet or other digital devices are known as digital advertising. Digital advertising include- internet, mobile phones.

Advertisement as a Boon

Food advertisement act as an essential source of information and tool of communication to criticism consumption of unhealthy food habits and items.

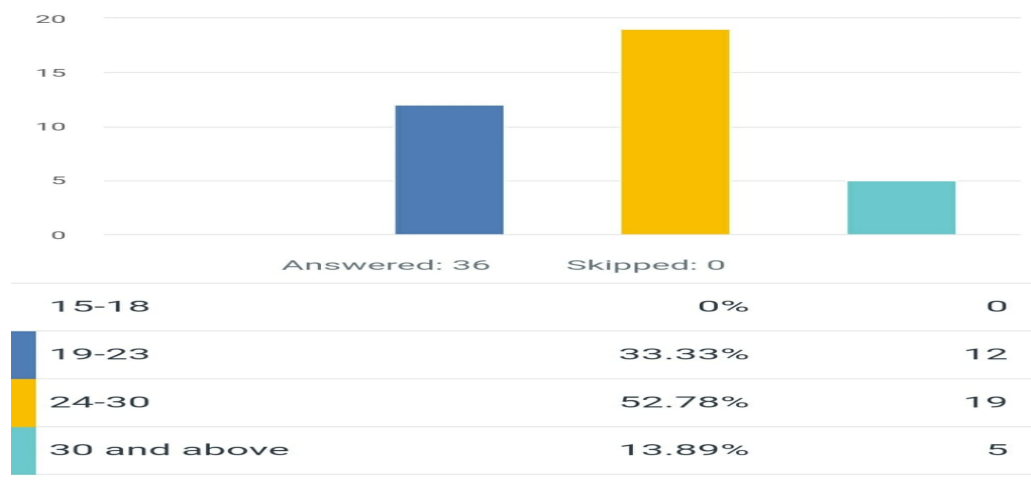
1. It helps to introduce new products and create awareness about the product in the Market
2. Helps to Increases brand Market
3. Helps in educating people morally
4. Attract the consumer and Increases sales of the company
5. Helps to reach maximum customers

Bane of Advertisement

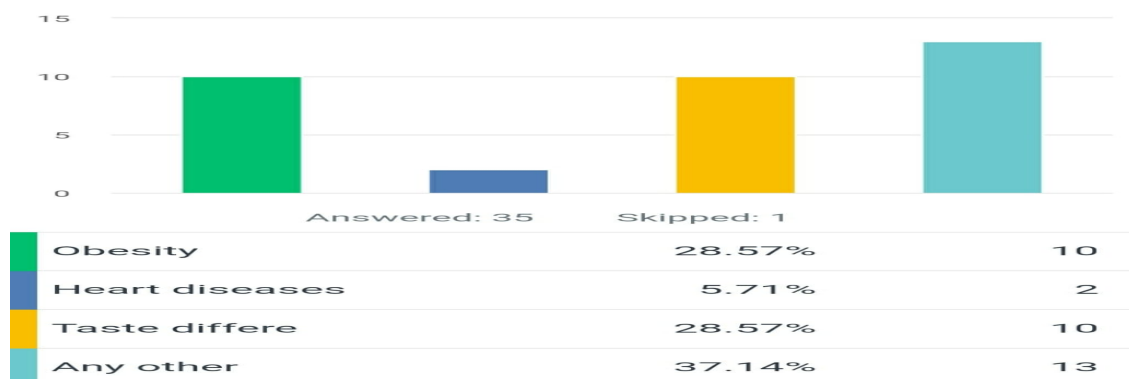
1. It confuses the customer
2. Taking the people away from reality and into the realm of artificiality
3. It causes decay of social values by adding bad pictures
4. Misleading claims about their products
5. Corrupt the values of young people and promote social evils.
6. It creates the possibilities of wrong purchase

Analysis and Interpretation

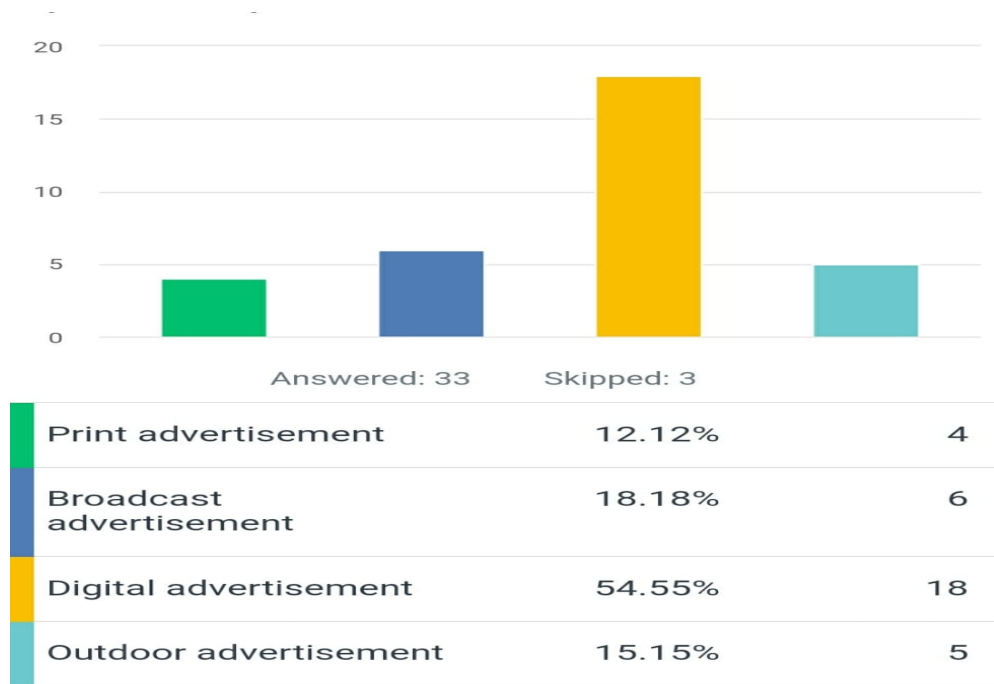
Age of the respondents fall between 24 years to 30 years among various age group



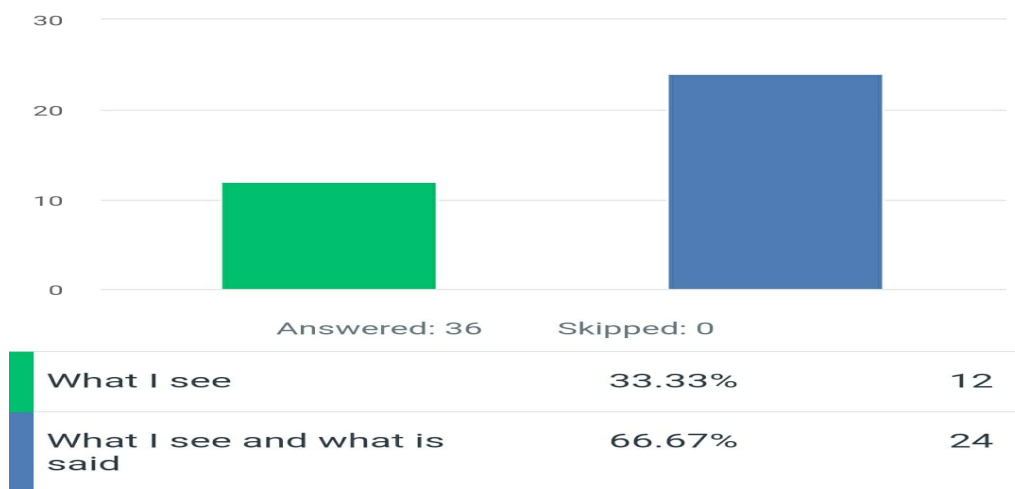
The perspective of the respondent agreed that obesity and taste difference are two among the advertised food that have effect on obesity, heart diseases, taste difference and others



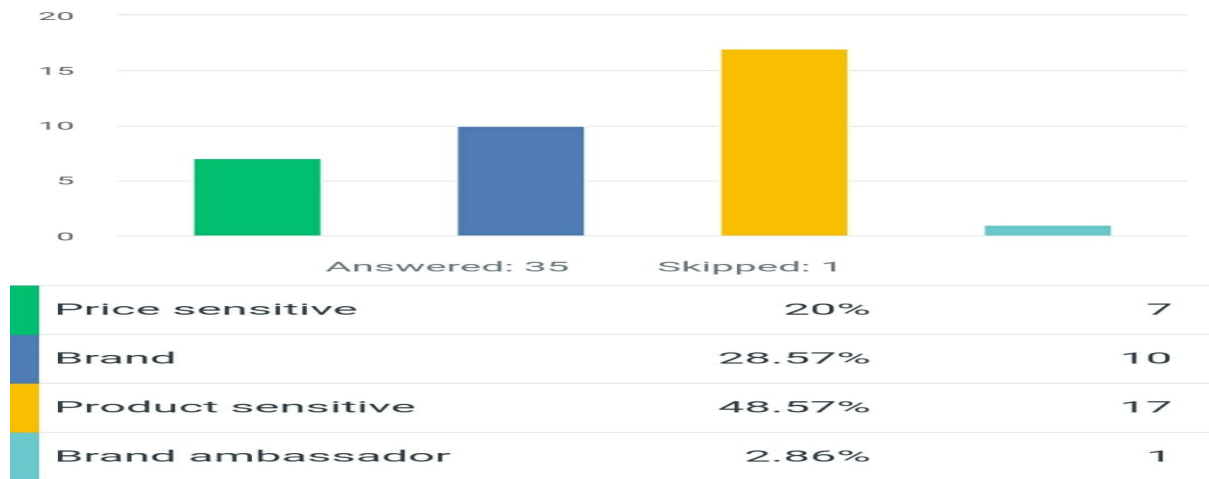
Among printing, broadcasting, outdoor and digital advertisement, digital advertisement media is highly influencing the respondents to purchase a product



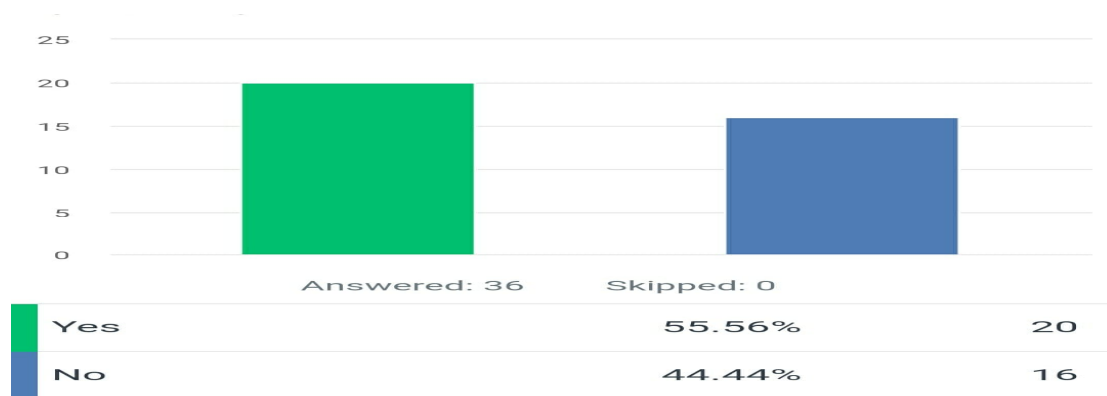
What I see and what I said is the major positive attitude towards food advertised



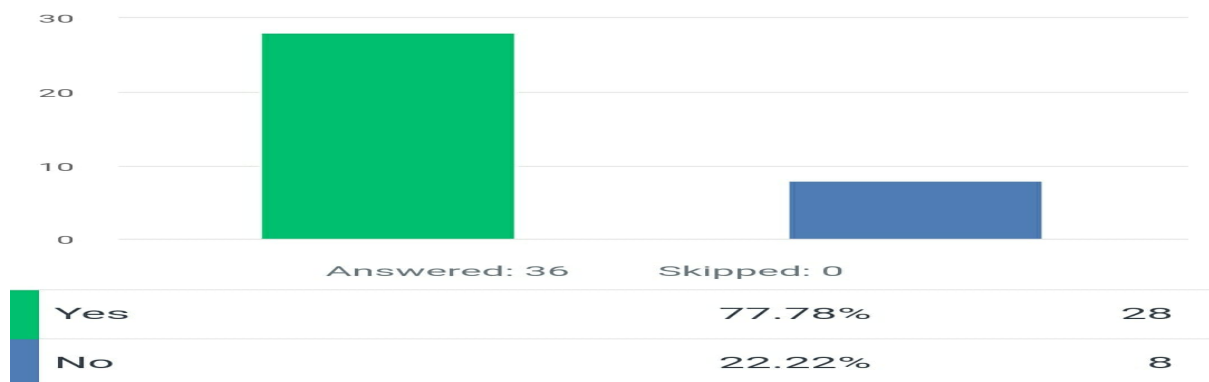
Respondents are majorly concerned of product sensitivity in the food advertised



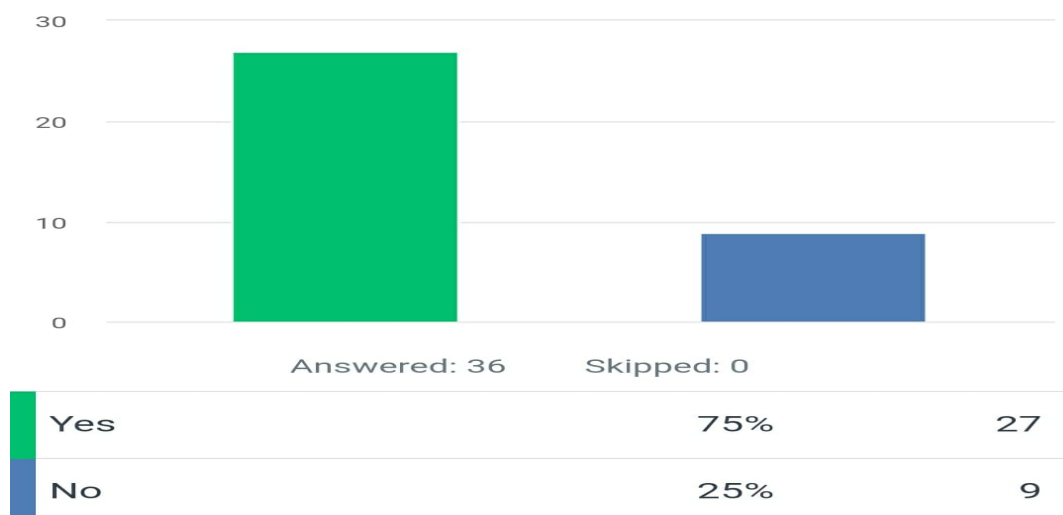
55% of the respondents agreed that they are mainly influenced by the words which are used in advertisement while buying the food advertised



Advertisement are watched by more than 70% of the respondents in my survey



More than 70% of the respondents consider the nutritional benefits before they consume the food advertised.



Finding

The findings are drawn based on the analysis of the questionnaires in the current research. The following are the findings which are identified through interpretation of data of each question.

1. The broad casting advertisements have more communication effect in terms of attracting customers when compare to other mediums of advertisements.
2. The attitude of customers towards advertisements is highly positive and less irritation level.
3. Obesity and taste difference are found slightly high among advertised food, very low effect on heart diseases.
4. The respondents with the habit of eating advertised food are considering the nutritional benefits below consuming.
5. Depending on the income level and standard of living the customers are mainly concerned with the price of the product before they buy.

Suggestions

1. Food advertised should be knowledge gaining and true in its terms.
2. Misleading food advertisement shall not be entertained.
3. Consumers shall have awareness regarding the products advertised before consuming/ purchasing.
4. The marketers shall see to it that the price shall be affordable to all level of income people.
5. Digital advertisement is leading the activity of inducing customers to purchase products and thus reduce the activities of company with relate to marketing and sales.

Conclusion

The area of advertising has undergone a tremendous change in last few decades. Television has always remained the preferred choice of advertisers. The food industry have considered children and adults as a major market force, as a result, children and adults are targeted aggressively by food advertisers. The wide range of food advertising techniques and channels are used to reach children and adults. Even though consumers are more concerned on nutritional benefits they are

even more concerned on price and the words used in advertisement. By advertising nutritional and healthy food we can create a healthy relationship between marketers and consumers.

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