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IMPACT OF TELEVISION ADVERTISEMENTS OF JUNK FOOD ON CHILDREN WITH SPECIAL REFERENCE TO SALEM CITY

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ABSTRACT

Advertisement is a vital marketing tool as well as powerful communication medium. Today, children believe television advertisements to be informative and most children respond to them favourably, it is also important to recognize that children are being exposed to so many food messages each day. Television is a major contributing factor in influencing children's junk food purchases. When children watch young adults in good shape eating junk foods in the advertisements they assume that it is good for health. They are unaware of the fact that junk food does not contain nutritional value. Children increased their consumption of junk foods after seeing these television advertisements. Hence the present study focuses on the interest of the children towards television advertisements and their preference for junk food items. The current study depends upon the non-probability sampling namely, convenience sampling. A total of 450 sample respondents were selected for the study. The findings of the study revealed that the preference for junk food increase due to their exposure to advertisements in television and it is the parents who have to take care of them by explaining the pros and cons of consuming the junk food.

KEYWORDS

advertisements, junk food, children.

INTRODUCTION

In the highly competitive and globalized market, advertisements are present everywhere. It is a vital marketing tool as well as powerful communication medium. The basic objective of any advertisement is to stimulate sales, direct or indirect by trying to make tall claims about product performance. Today, children believe television advertisements to be informative and most children respond to them favourably. They remain glued to the television and enjoy what they see. The degree of impact of advertising on adults may be problematic but the outcome is devastating for children. Advertisers of television used to appeal to the parents earlier but now they appeal directly to children who do not have the emotional or cognitive tools to evaluate what's being sold to them. Television is no more just a source of entertainment for children. They showcase the must haves for a child making them a consumer even before they have reached the age of 3. They are exposed to an overwhelming amount of advertising as there is little regulation controlling the programme to advertisement ratio. Thus the influence of the media on the psychosocial development of children is profound.

THE PHILOSOPHY OF MARKETING TO CHILDREN

Companies recognize there is more to the children's market than the immediate purchases made. This is because children represent three distinct markets: primary, influence, and future. The primary market is the money actually spent by children themselves. They receive this money through allowance, birthday money, and others types of currency gifts.

Children's power over their money has induced many companies to introduce items to children that they could afford and produce these items in a series and make the children to buy more and more. Also, if children are satisfied with that product, they will then persuade their parents to buy the product for them.

The second market, the influence market, is where children direct parental expenditures. Requests for snack foods have become the main determinant of what is actually purchased by the household simply because the request gives direction to a purchase that otherwise might be postponed or not even considered by a busy or working parent.

Children cannot influence parental spending unless their parents let them. There are two ways that children can determine parental spending. Direct influence is a child's request, demand or hint, often beginning with words "I want..." It is also present when there is joint decision making- when a child participates in the purchase with other family members. Then, there is indirect influence- when parents are aware of the product which their child likes they buy them without being asked or told by the child.

The third market is the future market. This is based on the premise that children will be full-time consumers as they grow older and become even more independent. When a company successfully nurtures children as customers before children actually have the power to buy their products, they often create loyal future customers that will remember their product name or brand in the future.

THE IMPACT OF TELEVISION ADVERTISING ON CHILDREN

One of the greatest factors that influences a child's eating habits is what that child sees on the television. Since television is the most widely used advertising medium, it is important to recognize that children are being exposed to so many food messages each day. Television is a major contributing factor in influencing children's junk food purchases and fueling the obesity epidemic.

Food advertising aimed towards children has spun out of control. It has been infiltrating schools, sports arenas, the web, newspapers, and mainly television, where advertising has become available on a constant basis, especially since the boom of 24-hour-a-day children's programming on cable and satellite television. Children are now exposed to over 40,000 television ads a year, doubling since 1970. Ads for high-fat, high-salt foods have doubled since the 1980s, while commercials for healthy foods are in short supply.

Junk food advertisements influence children greatly leading to an increased demand for junk food by children. When children watch young adults in good shape eating junk foods in the advertisements they assume that it is good for health. They are unaware of the fact that junk food does not contain nutritional value. Children increased their consumption of junk foods after seeing these television advertisements. Children seem to be more swayed by this trend and pizzas, burgers, noodles, wafers/chips, colas, ice-creams, etc. have become their all time favourites. Candy, soft drink, and sweetened cereals are traditional kids' products that are constantly in the spotlight. These types of products have expanded their sales and offerings greatly in the past few years. Snack food shelves are bigger than ever, especially for candy and potato chips, two of the unhealthiest choices for kids. Also, the range of these products has increased rapidly. The number of different types of candies is endless, and our society has every flavor of potato chip imaginable.

REVIEW OF LITERATURE

Advertising to children is the act of marketing or advertising products or services to children, as defined by national legislation and advertising standards. There is no universal definition of a child (although UNESCO - the United Nations Educational, Scientific and Cultural Organization, defines early childhood as ages 0–8 years). Children are otherwise defined according to national jurisdictions. For the purposes of advertising law, the definition of a child varies from one jurisdiction to another. However, 12 is commonly used as a cut-off point, on the basis of the widespread academic view that by the age of 12 children have developed their behavior as consumers, effectively recognize advertising and are able to adopt critical attitudes towards it.

Television advertising to children is rapidly becoming a major concern. Children who watch a lot of television, want more toys seen in advertisements and eat more advertised food than children who do not watch as much television. Aleathia Cezar (2008) in his study concluded that children are exposed to high amounts of food advertisements which affect young children's food choices and poor food consumption. The study suggested that parents should restrict eating food with poor nutrition content and also limit television viewing time, remove television sets from children's bedrooms, monitor the shows children are watching and to watch television with the children.

Ramesh Kumar (2011) in his study concluded that the advertisements in television take an important role in purchasing the junk food and other items not useful to the children. Advertisements create an unrealistic expectation in the minds of the children. They give high preference to children's taste and preference, which is unhealthy and not useful to the children. There is a significant association between the nagging of children and their age and income of the parents. All children irrespective of their parents' income and age, nag their parents to purchase the product with a free offer after or while watching television. The children give preference to animation programs and in case of a free offer, the children give first preferences to sticker collection followed by toys. When compared to taste, colour, happiness and attractive packages of the products, the children give first preference to attractive packages followed by its colour.

NEED FOR THE STUDY

Marketers are striving to attract children through various advertising media as they are emerging as strong consumer segment which has a high influence on the parents buying decision with respect to items of own consumptions and also items for common consumption of the family. In this way, the exposure to unhealthy foods through television advertising has been linked to increased preferences for junk food. Hence the present study focuses on the interest of the children towards television advertisements, their preference for junk food and factors in the television advertisements of junk food influencing children

STATEMENT OF THE PROBLEM

Children are influenced by the junk food advertisement gimmicks and get tempted to try out the products. The easy to eat and lip smacking tastes of junk food allure children to be away from healthy vegetables and homemade nutritious food. The frequent consumption of junk food worsens the health status of children. So in a city like Salem where children can easily get the junk food items at every nook and corner of the street it is imperative to know the impact of consumption of junk food due to television advertisements on children.

OBJECTIVES OF THE STUDY

1. To study the interest of the children towards television advertisements.
2. To study the children's preference for junk food.

HYPOTHESES OF THE STUDY

1. There is no significant association between the gender and age of the children and interest in watching television advertisements.
2. There is no significant association between the gender and age of the children and their preference towards the junk food items advertised in the television.
3. There is no significant association between the gender and age of the children and the factors influencing them in the television advertisements of junk food.

METHODOLOGY

The study is basically an empirical research using survey method to analyse the children's preference for junk food and the factors influencing children in the television advertisements of junk food. Parents were the basic sampling unit for the present study as they are the primary care takers of children. Primary data was collected, through a pre-tested and well drafted questionnaire, from the parents within the geographical focus of Salem City. A total of 450 sample respondents were selected for the study. The current study depends upon the non-probability sampling namely, convenience sampling. Hence it is a non-random selection of available elements from the study defined population.

TOOLS USED FOR ANALYSIS

The data collected from the respondents were presented in the form of tables and were analysed with the help of simple percentage and ANOVA.

RESULTS AND DISCUSSION

Indian marketers are increasingly targeting children because they find children are the only market segment that do not change their preferences rapidly and are easy to influence through advertisements. In this context, the present study focuses on the interest of the children towards television advertisements and their preference for junk food.

1.1 DEMOGRAPHIC PROFILE

A. DEMOGRAPHIC PROFILE OF THE CHILDREN

The demographic profile of the children depicts the personal profile such as gender of the child, age of the child, type of family to which the child belongs and the number of siblings the child has.

TABLE 1.1a: DEMOGRAPHIC PROFILE OF THE CHILDREN

Variable	Particulars	No. of Children	%
Gender	Male	233	51.78
	Female	217	48.22
Age (Years)	2-6	140	31.11
	7-11	310	68.89
Type of Family	Nuclear	252	56.0
	Joint	198	44.0
No. of Siblings	None	91	20.22
	1	232	51.56
	2	121	26.89
	3 and above	6	1.33

Source: Primary data

Table 2.1a shows the social status of the children where four demographic variables namely Gender of the child, Age of the child, Type of family of the child and Number of siblings the child has are considered. Gender of the child shows that a majority 51.78 percent of the children are male. Age of the child classified under

three groups shows that a majority of 68.89 percent are between the age group 7-11 years. A majority of 56 percent of the children belong to nuclear family. A majority of 51.56 percent of the children have one sibling.

B. DEMOGRAPHIC PROFILE OF THE PARENTS

The demographic profile of the children depicts the educational status of the parents, occupational status of the parents and annual income of the parents.

TABLE 1.1b: DEMOGRAPHIC PROFILE OF THE PARENTS

Variable	Particulars	No. of Parents	%
Educational Status of the father	Illiterate	7	1.56
	Primary school	17	3.78
	Higher secondary	81	18.0
	Graduate	274	60.89
	Post Graduate	71	15.77
Educational Status of the mother	Illiterate	22	4.89
	Primary school	55	12.21
	Higher secondary	196	43.56
	Graduate	138	30.67
	Post Graduate	39	8.67
Occupational Status of the father	Private Employee	124	27.56
	Government Employee	85	18.89
	Business	238	52.89
	Any other	3	0.66
Occupational Status of the mother	Private Employee	221	49.11
	Government Employee	88	19.56
	Business	42	9.33
	Any other	99	22.0
Total Annual Income (Rupees)	Less than 1,00,000	131	29.11
	1,00,000-3,00,000	235	52.22
	3,00,000-5,00,000	72	16.0
	Above 5,00,000	12	2.67

Source: Primary data

Table 2.1b depicts the economic status of the parents namely the educational status, occupational and annual income of the parents. Educational status of the father shows that majority of 60.89 percent of them are graduates. Educational status of the mother shows that maximum of 43.56 percent of them are educated upto higher secondary level. The occupational status of the father shows that a majority of 52.89 percent of them have their own business and occupational status of the mother shows that a maximum of 49.11 percent of them are private employees. The total annual income of the parents shows that maximum of 52.22 percent of the parent's annual income lie between Rs.1,00,000 - Rs.3,00,000.

1.2 GENDER OF THE CHILD AND LEVEL OF INTEREST IN WATCHING TV ADVERTISEMENTS

TABLE 1.2: GENDER OF THE CHILD AND LEVEL OF INTEREST IN WATCHING TV ADVERTISEMENTS

Gender	Frequency	Very much interested	Interested	Neither interested nor disinterested	Little bit interested	Not at all interested	Total
Male	No.	46	120	45	17	5	233
	%	52.3	54.3	48.4	42.5	62.5	51.8
Female	No.	42	101	48	23	3	217
	%	47.7	45.7	51.6	57.5	37.5	48.2
Total	No.	88	221	93	40	8	450
	%	19.55	49.11	20.67	8.89	1.78	100

From the Table 1.2, it could be observed that out of 88 children who have been very much interested in watching television advertisements, 52.3 per cent of them were male children and 47.7 per cent of them were female children. Out of 221 children interested in watching television advertisements, 54.3 per cent of them were male children and 45.7 per cent of them were female children. On the other hand, out of 93 children who were neither interested nor disinterested in watching television advertisements, 48.4 per cent of them were male children and 51.6 per cent of them were female children. Out of 40 children little bit interested in watching television advertisements, 42.5 per cent of them were male children and 57.5 per cent of them were female children. Among 8 children not at all interested in watching television advertisements 62.5 per cent of them were male children and 37.5 per cent of them were found to be female children. With a view to understand the significance of relationship between gender of the children and interest in watching television advertisements the following hypotheses have been framed and tested by performing analysis of variance (ANOVA):

Null Hypothesis H₀: There is no significant association between gender of the child and interest in watching television advertisements.

TABLE 1.2a: GENDER OF THE CHILD AND LEVEL OF INTEREST IN WATCHING TV ADVERTISEMENTS - ANOVA

Source of variation	SS	DF	MS	Computed value of F	p value	Table value	Result
Between Groups	0.69	4	0.17	0.68	0.60	2.46	Not Significant
Within Groups	111.67	445	0.25				
Total	112.36	449					

It is understood from the Table 1.2a, the computed value of F stating the relationship between gender of the child and interest in watching television advertisements was found to be 0.68 while the probability value and table value were 0.60 and 2.46 respectively. Since the computed value of F is lesser than the table value and p value is greater than 0.01, it falls in the acceptance region. Hence, the null hypothesis is accepted Thus, it is concluded that there is no significant relationship between gender of the child and interest in watching television advertisements.

1.3 AGE OF THE CHILD AND LEVEL OF INTEREST IN WATCHING TV ADVERTISEMENTS

TABLE 1.3: AGE OF THE CHILD AND LEVEL OF INTEREST IN WATCHING TV ADVERTISEMENTS

Age	Frequency	Very much interested	Interested	Neither interested nor disinterested	Little bit interested	Not at all interested	Total
2 to 6 years	No.	19	65	38	18	0	140
	%	21.6	29.4	40.9	45.0	0.0	31.1
7 to 11 years	No.	69	156	55	22	8	310
	%	78.4	70.6	59.1	55.0	100.0	68.9
Total	No.	88	221	93	40	8	450
	%	19.55	49.11	20.67	8.89	1.78	100

From the Table 1.3, it is evident that out of 88 children very much interested in watching television advertisements, 21.6 per cent of them were very young children while 78.4 per cent of them were young children. Out of 221 children interested in watching television advertisements, 29.4 per cent of them were very young children and 70.6 per cent of them were young children. On the other hand, out of 93 children who were neither interested nor disinterested in watching television advertisements, 40.9 per cent of them were very young children and 59.1 per cent of them were young children. Out of 40 children little bit interested in watching television advertisements, 45.0 per cent of them were very young children and 55.0 per cent of them were young children. All the 8 children not at all interested in watching television advertisements were found to be young children.

With a view to understand the significance of relationship between age of the children and interest in watching television advertisements the following hypotheses have been framed and tested by performing analysis of variance (ANOVA):

Null Hypothesis H₀: There is no significant association between age of the child and interest in watching television advertisements.

TABLE 1.3a: AGE OF THE CHILD AND LEVEL OF INTEREST IN WATCHING TV ADVERTISEMENTS – ANOVA

Source of variation	SS	DF	MS	Computed value of F	p value	Table value	Result
Between Groups	3.29	4	0.82	3.93	0.00	3.51	Significant @ 1%
Within Groups	93.15	445	0.21				
Total	96.44	449					

According to the Table 1.3a, the computed value of F stating the relationship between age of the child and interest in watching television advertisements was found to be 3.93 while the probability value and table value were 0.00 and 3.51 respectively. Since the computed value of F is greater than the table value and p value is less than 0.01, it falls in the rejection region. Hence, the null hypothesis is rejected and concluded that there is a significant relationship between age of the child and interest in watching television advertisements.

1.4 GENDER OF THE CHILD AND PREFERENCE TOWARDS THE JUNK FOOD ITEMS ADVERTISED IN THE TELEVISION

Null Hypothesis H₀: There is no significant association between gender of the child and preference towards the junk food items advertised in the television

TABLE 1.4: GENDER OF THE CHILD AND THE PREFERENCE TOWARDS THE JUNK FOOD ITEMS ADVERTISED IN THE TELEVISION

Factors	Source of Variation	SS	DF	MS	Computed Value of F	P value	Table Value	Result
Snacks	Between Groups	1.32	1	1.32	0.24	0.62	3.94	NS
	Within Groups	2447.62	448	5.46				
	Total	2448.94	449					
Candies, Sweets, Gums and Chocolates	Between Groups	0.47	1	0.47	0.12	0.73	3.94	NS
	Within Groups	1716.75	448	3.83				
	Total	1717.22	449					
Ice-creams /Milk shakes	Between Groups	0.92	1	0.92	0.23	0.63	3.94	NS
	Within Groups	1765.40	448	3.94				
	Total	1766.32	449					
Soft drinks	Between Groups	10.78	1	10.78	3.04	0.08	3.94	NS
	Within Groups	1587.58	448	3.54				
	Total	1598.36	449					
Fruit juices	Between Groups	11.53	1	11.53	2.85	0.09	3.94	NS
	Within Groups	1814.60	448	4.05				
	Total	1826.12	449					
Health supplements	Between Groups	1.87	1	1.87	0.39	0.54	3.94	NS
	Within Groups	2176.39	448	4.86				
	Total	2178.26	449					
Ready to eat foods	Between Groups	0.00	1	0.00	0.00	0.98	3.94	NS
	Within Groups	1932.49	448	4.31				
	Total	1932.49	449					
Fried fast foods	Between Groups	11.89	1	11.89	2.30	0.13	3.94	NS
	Within Groups	2311.38	448	5.16				
	Total	2323.26	449					

According to the Table 1.4, the computed value of F stating the relationship between gender and preference for snacks has been found to be 0.24 while the computed value of F stating the relationship between gender and preference for candies, sweets, gums and chocolates has been found to be 0.12. The table value of F in both of these cases was found to be 3.94. Since the computed values have been lesser than the table values, they fall in the acceptance region. Hence, the null hypothesis is accepted and is concluded that there is no significant relationship between gender and preference for snacks and also the relationship between gender of the child and preference for candies, sweets, gums and chocolates is not significant.

It is further understood that the computed value of F stating the relationship between gender and preference for ice-creams/milk shakes is found to be 0.23 whereas the table value is 3.94. Since the computed value is less than the table value, it falls in the acceptance region and hence the null hypothesis is accepted and the alternative hypothesis is rejected. The relationship between gender of the child and preference for soft drinks has been measured by F which is computed to be 3.04 whereas the table value is 3.94. Since the computed value is less than the table value it falls in the acceptance region. Hence, the null hypothesis is accepted and concluded that there exists no significant relationship between gender of the child and preference towards ice-creams/milk shakes and soft drinks advertised in the television.

The computed value of F stating the relationship between gender and preference for fruit juices has been found to be 2.85 while the computed value of F stating the relationship between gender and preference for health supplements has been found to be 0.39. The table value of F in both of these cases was found to be 3.94. Since the computed values have been lesser than the table values, they fall in the acceptance region. Hence, the null hypothesis is accepted and is concluded that there is no significant relationship between gender and preference for fruit juices and also the relationship between gender of the child and preference for health supplements is not significant.

It is further understood that the computed value of F stating the relationship between gender and preference for ready-to-eat foods is found to be 0.00 whereas the table value is 3.94. Since the computed value is less than the table value, it falls in the acceptance region and hence the null hypothesis is accepted and the alternative hypothesis is rejected. The relationship between gender of the child and preference for fried fast foods has been measured by F which is computed to be 2.30 whereas the table value is 3.94. Since the computed value is less than the table value it falls in the acceptance region. Hence, the null hypothesis is accepted and is concluded that there exists no significant relationship between gender of the child and preference towards ready –to-eat food and fried fast food advertised in the television.

1.5 AGE OF THE CHILD AND THE PREFERENCE TOWARDS THE JUNK FOOD ITEMS ADVERTISED IN THE TELEVISION

Null Hypothesis H₀: There is no significant association between age of the child and preference towards the junk food items advertised in the television

TABLE 1.5: AGE OF THE CHILD AND THE PREFERENCE TOWARDS THE JUNK FOOD ITEMS ADVERTISED IN THE TELEVISION

Factors	Source of Variation	SS	DF	MS	Computed Value of F	P value	Table Value	Result
Snacks	Between Groups	1.87	1	1.87	0.34	0.56	3.94	NS
	Within Groups	2447.07	448	5.46				
	Total	2448.94	449					
Candies, Sweets, Gums and Chocolates	Between Groups	2.93	1	2.93	0.76	0.38	3.94	NS
	Within Groups	1714.29	448	3.83				
	Total	1717.22	449					
Ice-creams /Milk shakes	Between Groups	0.01	1	0.01	0.00	0.97	3.94	NS
	Within Groups	1766.31	448	3.94				
	Total	1766.32	449					
Soft drinks	Between Groups	0.62	1	0.62	0.17	0.68	3.94	NS
	Within Groups	1597.74	448	3.57				
	Total	1598.36	449					
Fruit juices	Between Groups	1.79	1	1.79	0.44	0.51	3.94	NS
	Within Groups	1824.33	448	4.07				
	Total	1826.12	449					
Health supplements	Between Groups	3.86	1	3.86	0.79	0.37	3.94	NS
	Within Groups	2174.40	448	4.85				
	Total	2178.26	449					
Ready to eat foods	Between Groups	0.18	1	0.18	0.04	0.84	3.94	NS
	Within Groups	1932.31	448	4.31				
	Total	1932.49	449					
Fried fast foods	Between Groups	7.92	1	7.92	1.53	0.22	3.94	NS
	Within Groups	2315.34	448	5.17				
	Total	2323.26	449					

According to the Table 1.5, the computed value of F stating the relationship between age and preference for snacks has been found to be 0.34 while the computed value of F stating the relationship between age and preference for candies, sweets, gums and chocolates has been found to be 0.76. The table value of F in both of these cases was found to be 3.94. Since the computed values have been lesser than the table values, they fall in the acceptance region. Hence, the null hypothesis accepted and it is concluded that there is no significant relationship between age and preference for snacks and also the relationship between age of the child and preference for candies, sweets, gums and chocolates is not significant.

It is further understood that the computed value of F stating the relationship between age and preference for ice-creams/milk shakes is found to be 0.00 whereas the table value is 3.94. Since the computed value is less than the table value, it falls in the acceptance region and hence the null hypothesis is accepted and the alternative hypothesis is rejected. The relationship between age of the child and preference for soft drinks has been measured by F which is computed to be 0.17 whereas the table value is 3.94. Since the computed value is less than the table value it falls in the acceptance region. Hence, the null hypothesis is accepted and it is concluded that there exists no significant relationship between age of the child and preference towards ice-creams/milkshakes and soft drinks advertised in the television.

The computed value of F stating the relationship between age and preference for fruit juices has been found to be 0.44 while the computed value of F stating the relationship between age and preference for health supplements has been found to be 0.79. The table value of F in both of these cases was found to be 3.94. Since the computed values have been lesser than the table values, they fall in the acceptance region. Hence, the null hypothesis is accepted and concluded that there is no significant relationship between age and preference for fruit juices and also the relationship between age of the child and preference for health supplements is not significant.

It is further understood that the computed value of F stating the relationship between age and preference for ready-to-eat foods is found to be 0.04 whereas the table value is 3.94. Since the computed value is less than the table value, it falls in the acceptance region and hence the null hypothesis is accepted and the alternative hypothesis is rejected. The relationship between age of the child and preference for fried fast foods has been measured by F which is computed to be 1.53 whereas the table value is 3.94. Since the computed value is less than the table value it falls in the acceptance region. Hence, the null hypothesis is accepted and concluded that there exists no significant relationship between age of the child and preference towards ready to eat foods and fried fast foods advertised in the television.

1.6 GENDER OF THE CHILD AND FACTORS INFLUENCING CHILDREN IN TELEVISION ADVERTISEMENTS OF JUNK FOOD

TABLE 1.6: GENDER OF THE CHILD AND FACTORS INFLUENCING CHILDREN IN TELEVISION ADVERTISEMENTS OF JUNK FOOD

Gender	Frequency	Physical Action	Lively music	Rhyming Sound effects	Animation	Celebrity	Witty And Stylish Imagery message	Total
Male	No.	106	37	56	30	3	1	233
	%	63.1	57.8	42.4	51.7	12.0	33.3	51.8
Female	No.	62	27	76	28	22	2	217
	%	36.9	42.2	57.6	48.3	88.0	66.7	48.2
Total	No.	168	64	132	58	25	3	450
	%	37.33	14.22	29.33	12.89	5.56	0.67	100

Table 1.6 depicts that out of 168 children who have been influenced by the physical action in the television advertisements, 63.1 per cent of them were male children and 36.9 per cent of them were female children. Among 64 children who have been influenced by lively music of television advertisements, 57.8 per cent of them were male children and 42.2 per cent of them were female children. Out of 132 children who have been influenced by rhyming sound effects of television advertisements, 42.4 per cent of them were male children and 57.6 per cent of them were female children while among 58 children who have been influenced by the animation of television advertisements 51.7 per cent of them were male children and 48.3 per cent of them were female children. Out of 25 children influenced by celebrity of the television advertisements, 12.0 per cent of them were male children and 88.0 per cent of them were female children. It is observed that out of 3 children influenced by witty and stylish imagery messages of television advertisements 33.3 per cent of them were male children and 66.7 per cent of them were female children.

With a view to understand the relationship between gender of the child and its factors influencing towards watching television advertisements, the following hypotheses have been framed and tested by performing analysis of variance (ANOVA):

Null Hypothesis H₀: There is no significant association between gender of the child and factors influencing towards watching television advertisements.

TABLE 1.6a: GENDER OF THE CHILD AND FACTORS INFLUENCING CHILDREN IN TELEVISION ADVERTISEMENTS OF JUNK FOOD - ANOVA

Source of variation	SS	DF	MS	Computed value of F	P value	Table value	Result
Between Groups	7.60	5	1.52	6.44	0.00	3.21	Significant @ 1%
Within Groups	104.76	444	0.24				
Total	112.36	449					

It is understood from the Table 4.57 that the computed value of F stating the relationship between gender of the child and factors influencing towards watching television advertisements was found to be 6.44 while the probability value and table value were 0.00 and 3.21 respectively. Since the computed value of F is greater than the table value and p value is less than 0.01, it falls in the rejection region. Hence, the null hypothesis is rejected. Thus, it is concluded that there is a significant relationship between gender of the child and factors influencing towards watching television advertisements.

1.7 AGE OF THE CHILD AND FACTORS INFLUENCING CHILDREN IN TELEVISION ADVERTISEMENTS OF JUNK FOOD

TABLE 1.7: AGE OF THE CHILD AND FACTORS INFLUENCING CHILDREN IN TELEVISION ADVERTISEMENTS OF JUNK FOOD

Age	Frequency	Physical Action	Lively music	Rhyming Sound effects	Animation	Celebrity	Witty And Stylish Imagery messages	Total
2 to 6 Years	No.	41	18	54	21	6	0	140
	%	24.4	28.1	40.9	36.2	24.0	0.0	31.1
7 to 11 Years	No.	127	46	78	37	19	3	310
	%	75.6	71.9	59.1	63.8	76.0	100.0	68.9
Total	No.	168	64	132	58	25	3	450
	%	37.33	14.22	29.33	12.89	5.56	0.67	100

According to Table 1.7, out of 168 children who have been influenced by the physical action in the television advertisements, 24.4 per cent of them were very young children and 75.6 per cent of them were young children. Among 64 children who have been influenced by lively music of television advertisements, 28.1 per cent of them were very young children and 71.9 per cent of them were young children. Out of 132 children who have been influenced by rhyming sound effects of television advertisements, 40.9 per cent of them were very young children and 59.1 per cent of them were young children while among 58 children who have been influenced by the animation of television advertisements 36.2 per cent of them were very young children and 63.8 per cent of them were young children. Out of 25 children influenced by celebrity of the television advertisements, 24.0 per cent of them were very young children and 76.0 per cent of them were young children. It is observed that 3 out of 3 children influenced by witty and stylish imagery messages of television advertisements were young children. With a view to understand the relationship between age of the child and its factors influencing towards watching television advertisements, the following hypotheses have been framed and tested by performing analysis of variance (ANOVA):

Null Hypothesis H₀: There is no significant association between age of the child and factors influencing towards watching television advertisements.

TABLE 1.7a: AGE OF THE CHILD AND FACTORS INFLUENCING CHILDREN IN TELEVISION ADVERTISEMENTS OF JUNK FOOD - ANOVA

Source of variation	SS	DF	MS	Computed value of F	p value	Table value	Result
Between Groups	2.65	5	0.53	2.51	0.03	2.46	Significant @ 5%
Within Groups	93.80	444	0.21				
Total	96.44	449					

From the Table 1.7a it is evident that the computed value of F stating the relationship between age of the child and factors influencing towards watching television advertisements was found to be 2.51 while the probability value and table value were 0.03 and 2.46 respectively. Since the computed value of F is greater than the table value and p value is less than 0.05, it falls in the rejection region. Hence, the null hypothesis is rejected. Thus, it is concluded that there is a significant relationship between age of the child and factors influencing towards watching television advertisements

FINDINGS

- A maximum of 49.11 percent of the children are interested in watching television advertisements. The gender of the children reveals that a majority of 62.5 percent of the male children are not at all interested in watching television advertisements. The age of the children reveals that a majority of 78.4 percent of the children between 7-11 years are very much interested towards television advertisements.
- A maximum of 37.33 percent of the children are influenced by the physical actions in the television advertisements of junk food. Based on the gender and age of the child a majority of 88 percent of the female children and 76 percent of children between the 7-11 years are influenced by the presence of celebrities in the television advertisements of junk food.

RESULTS OF ANOVA

- There is no significant association between gender of the child and interest in watching television advertisements.
- There is a significant association between age of the child and interest in watching television advertisements.
- There exists no significant association between gender of the child and preference for junk food items advertised in the television.
- There is no significant association between age of the child and preference for junk food items advertised on television.
- There is a significant association between gender and age of the child and factors influencing towards watching television advertisements of junk food.

SUGGESTIONS

- Children are interested towards television advertisements as various factors like their favourite cartoon characters, attractive music, etc., are there in the advertisements to attract them. So, it is the duty of the parents to see what their children are watching in television and if they are highly influenced by the advertisements then they should try to explain them the pros and cons of that product by using it.
- The interest of the children varies with respect to their age, advertisers need to come out with new innovative and creative strategies beyond the usual tactics such as celebrity endorsers, attractive product design and packaging, freebies, branded entertainment, repetition etc. They need to give a lot of thought into designing advertisement content with respect to the age of the child and the product that is sold to them.
- The study reveals that the use of celebrities in the television advertisements of junk food influence children to a great extent. Advertisers must see that celebrities are used to promote healthy eating in children are they are considered as the role models in the young minds.

CONCLUSION

To conclude, children are the easy targets for the advertisements. They come across many advertisements in their day-to-day life which increase their preference for the advertised product. Especially, for junk food product they do not care whether these products are good for their health or not. So it is important that parents should educate children about the harmful effects of the junk food and prevent them from the health consequences because of consuming junk food.

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