

Impact of T.V. advertisement shown on various kids channel of the health status of S”

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Accepted : February, 2009

ABSTRACT

Television advertisements directly affect children’s eating habits and their consumption pattern. The present study was conducted in order to examine television advertisement and children food consumption while watching TV and desire to purchase goods that they see on television. A questionnaire was prepared in order to study the children’s food consumption while shopping along with their parents. The result concluded on the basis of study was found that most of the food advertisement on various kids channel might include: biscuits, wafers, drink concentrate, toffees, and chocolates, convince foods, jams and sauces. The results also revealed that 98% of the respondents ate or drink while watching TV. The most common food products may includes the consumption of chips, chocolates and fried foods. It was also concluded that 82% of the families demand were influenced to some extend by TV ads and 52% of the mother’s never refuse their child to purchase new products. The mean intake of advertised food shows that 42% of the respondent’s diet was contributed by the advertised food *i.e.* junk food items.

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Key words : Cooling devices, Physiological weight losses, Vitamin C.

A television advertisement or commercial is a span of television programming produced and paid for by the organization that conveys a message. The vast majority of T.V advertisements today consist of brief advertising spots, ranging in length from few seconds to several minutes (Marketing dictionary, Barron).

Children’s reactions to advertisement can be very different from grown-ups. Kids have a short attention span and are extremely quick to criticize or reject advertising that does not fulfill their viewing criteria. If adults see a product advertised and don’t find it when they go shopping they forget about it. As children develop the ability to recognize and understand ads and their purpose they start making demands. (Prof. Swati Soni, 2007)

A recent research shows the link between viewing unhealthy food advertisements on television and overweight children. Researchers from the Harvard School of Public Health (HSPH) and Children’s Hospital, Boston, found out that each additional hour of television viewing was also independently associated with increased consumption of food commonly advertised on television. Analysis shows each extra hour of TV translates into 167 extra calories in diet According to this research, kids who spend more time watching television also eat more of the calorie-dense, low-nutrient foods advertised on television. (Hindustan Times, 2008).

A couple of years ago, people in the age group of 20-35 years used to suffer from diabetes, which is a cause of great concern. Fast food habits may lead to obesity

among children. Obesity is not a serious, but it is a prime precursor of much non-communicable diseases (NCDs) like diabetes, hypertension, cardiovascular diseases (CVDs), gallbladder ailments, cancer, psycho-social problems, breathlessness, sleep disorders, asthma, arthritis, weak bones and reproductive abnormalities (Health and environment, 2005).

Food aimed at children need to be regulated:

Korea has declared war against children’s obesity with the first prong of its attack focused on banning television commercials for junk food from time slots favored by children. Even before the implementation, however, opposition voices are being raised by advertisement agencies fearing a dent in their bottom line. Related interest groups are marking their time to join the fray, adding uncertainty to the plan to introduce a “junk food curfew” on air in March next year. A new law protecting children’s health – set to be effective March 22, 2008 – will ban food firms from promoting free toys and add-ins on television, radio and online advertisements. The objectives are to determine the relationship between food advertised on kids channel, food purchased and consumed by children, to assess the influence of TV advertisements on parents and their purchase practices, to assess the nutritive contribution of the advertised food in the diet of the children

METHODOLOGY

A survey was conducted on the randomly selected