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

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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.

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

sample of 50 school going children belonging to an age group of 6-12 years. For the analysis of TV advertisement broadcasted on kids channel were observed and noted for 3 months during study period and categorized accordingly.

A table was designed according to categorized food advertisement with four options to tick on *i.e.* used at home, not used at home, seen on TV, not seen on TV, to record the effect on consumption pattern by TV advertisement.

To conduct this study a questionnaire was prepared for getting the views of mother and their kids on the purchasing choices, eating habits and liking about TV advertisement. It was mainly directed towards what kind of impact does the advertisement has on the impressionable minds and how advertisement decide their buying and eating habits.

A 24 hour recall method was also included as the part of questionnaire, to calculate the mean intake as well as the percentage intake of advertised food in the diet of the subject.

RESULTS AND DISCUSSION

Meal consumption pattern and effect of T.V. advertisement among kids:

On the analysis of all TV advertisement broadcast on various kids channel it was found that the overall 64 advertisement including various categories like biscuits, wafers, drink concentrate, toffees, chocolates and many others food items. Most of these advertisements were seen and liked by the subject and the kids generally dislike few advertisements that may include the teaching. It was also noted that most of the food advertisement which were seen by the kids were used at their homes on regular basis which may include cream biscuits, toffees, chocolates, health drinks, wafers, convenience food items, jams and sauces. It was also found that 26 % of subjects were affected from teeth problems and 2% from the weak eyes disorder, due to unhealthy practices among the kids.

As the Graph1 clearly depict that the all the subjects consumed meal while watching TV. Most common time of meal consumption while watching TV was dinner followed by evening snacks. A few of them took all the meals while watching TV. The most preferred snack while watching TV was found to be packed potato chips because of the easy availability. As the kids spent most of their time in watching TV so the outdoor playing activity was also seen decreasing among them. 48% of the subjects were going sometimes to play outdoor games while 6% of them never went to play outdoor games.

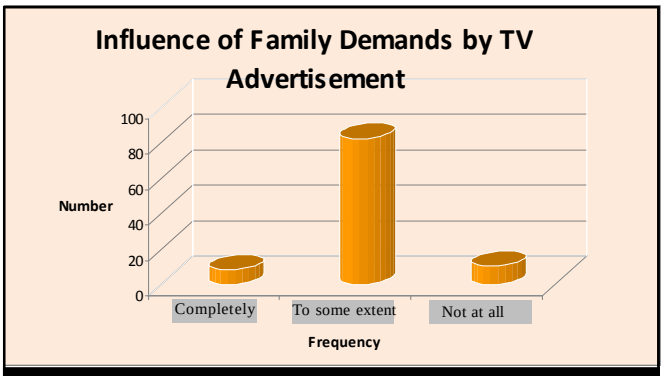

Fig. 1 : Meal consumption pattern of subject while watching TV

Mother's opinion on TV advertisements:

Mother's interest in TV advertisement also affected the purchasing style of the kids. The result shows that 34% of the mother's took interest in the broadcasted TV advertisement on various kids channel and 26% of them said that it is all right to have such TV advertisement.

Graph2 represents that 82% of the family demands were influenced by the TV advertisement to some extend while 8% of the families had complete influence on their purchase and demand for new products. For these demand around 52% of the mother never refused their child for purchasing newly advertised products.

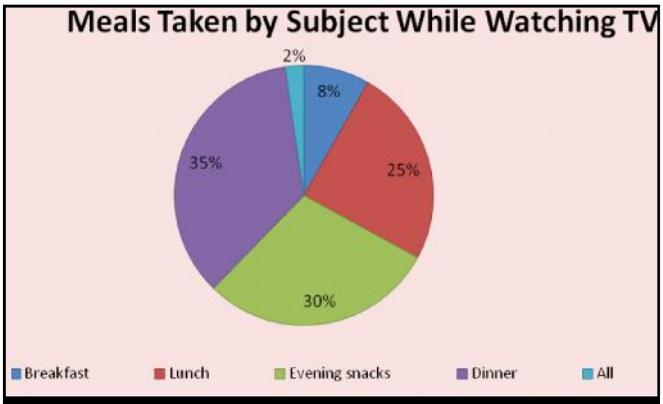

Fig. 2 : Influence of TV adertisement on purchasing demand of family

On the opinion of the advertisement impact on their kids, 54% of mother thought that the advertisement had both positive and negative effects on their kids so according to them TV advertisement had more of the neutral impact on their kids. Only 18% of the mother thought that the TV advertisements had completely negative effect on their kids.

On the need to change in TV advertisement broadcast on TV channel, only 32% of the mother thought

that there is a need to bring change in it, and most of them targeted advertiser themselves to make changes for the advertisement aimed specially for the kids channel.

Mean daily dietary intake of the respondents age wise distribution:

The mean daily nutrients intakes of the respondents were presented in three different tables according to the age and nutrient requirement of the respondents. The mean daily intake of energy in Table 1 is 1563.9±461.2 while in Table 2 and 3 it was noted to be 1727.04±514.5 and 1676.2±440.0, which was lower than the RDA. The lower energy intake was due to irregular meal pattern in the respondent's daily diet. The protein intake was adequate among both the groups as suggested in RDA by ICMR. The mean daily intake of fat was 57.5±11.7, 62.15±23.9, 51.9±12.5 in Table 1, 2 and 3, respectively *i.e.* 230%, 282.2% and 235.9% of the RDA suggested by ICMR (1990). The high fat consumption was due to high preference for fried foods like chips, pizza, samosa etc. the average daily intake of carbohydrate was 225.6±62.2 in subjects belonging to 6-9 years. It was due to low cereals and pulses intake in the daily diet of subjects. Among the various calculated vitamins and minerals it

Table 1: Mean intake of nutrients by respondents (6-9 years)

Nutrient	RDA	Mean± standard deviation (n=24)	Deviation	Percentage
Energy	1820 Kcal	1563.9± 461.2	-283.1	85.9
Protein	35.5 gms	47.8 ±33	12.3	134
Carbohydrate	363.25 gms	225.6±62.2	-137.65	62.1
Fat	25gms	57.5±11.7	32.5	230
Calcium	400 mg	678.7±545.7	278.7	169
Iron	22 mg	8.5±6.4	-13.5	38.6
Vitamin A	1100 mg	792.8±815.8	-370.2	72.0
Thamine	0.9 mg	0.7±0.1	-.02	77.7
Vitamin C	40 mg	25.3±7.5	-14.7	63.25

Table 2: Mean intake of nutrients by respondent (Boys 10-12yrs)

Nutrient	RDA	Mean± Standard deviation (n=15)	Deviation	Percentage
Energy	2190 Kcal	1727.04±514.5	-462.96	78.8
Protein	54 gms	45.7±13.9	-83	84.6
Carbohydrate	444 gms	302.7±253	-141.3	68.1
Fat	22 gms	62.15±23.9	40.15	282.2
Calcium	600 mg	784.25±418.2	184.25	130.7
Iron	34 mg	10.2±5.1	-23.4	30
Vitamin A	1000 mg	728±593.8	-272	72.8
Thamine	1.1 mg	1.1±0.3	0	1
Vitamin C	40 mg	35.7±34.3	-4.3	89.2

Table 3: Mean intake of nutrients by respondent (Girls 10-12yrs)

Nutrient	RDA	Mean± standard deviation (n=11)	Deviation	Percentage
Energy	1970 Kcal	1676.2±440.4	-293.8	85
Protein	57 gms	44.3±19.0	-12.7	77.7
Carbohydrate	386 gms	257.8±63.4	-128.2	66.7
Fat	22 gms	51.9±12.5	29.9	235.9
Calcium	600 mg	604.7±148.2	4.7	10
Iron	19mg	8.3±2.8	-10.7	43.6
Vitamin A	1000 mg	713±773	-287	71.3
Thamine	1.0 mg	7.3±24.8	6.3	73
Vitamin C	40	30.9±23.4	-9.1	77.2

RDA: Recommended Daily Allowances

was found that respondents mean intake was mostly deficient in all of them except calcium. Adequate calcium intake was due to regular habit of consuming milk in the subject's diet.

Mean intake of nutritive contribution of the advertised food in the diet of the children:

The basic objective of any advertisement is to stimulate sales, direct or indirect by trying to make tall claims about the product performance, 9 in 10 food advertisements aimed at kids, sells high fat, high salt and high sugar or low- nutrients food.

The present study also showed that on calculating the percentage intake of advertised food products, it was found that on an average child consumed nearly 42% of their RDA requirement from these types of food items, which included-noodles, toffees, chocolates, biscuits and many other packed items.

In the study, it was found that with advancement of age the percentage mean intake were also increasing. This fact can be revealed by the data that among the respondents belonging to 6-9 years of age group the percentage mean intake was found to be 51.05% which was increased to 102.6% among the respondents of 10-12 years.

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