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Effects of television advertisement on selected junk food among teenagers (with special reference to Coimbatore city)

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Abstract

Advertisement is a form of communication for marketing. Advertisements helps us to become aware of the products. Nowadays teenagers are watching to all types of advertisement on the various media like Television, Radio, Banner and Internet etc., and so with the help of media the producers are trying to make the teenagers to buy junk foods and other things. By admiring the advertisement most of the teenagers starts to consume the junk food. This research links to junk food consumption of teenagers in Coimbatore city. The study is based on primary data collection. A total of 200 questionnaire was collected and the statistical tools like Percentage analysis, Chi- square, Ranking analysis and ANOVA was used for analysis.

Keywords: Advertisement, teenagers, junk food

1. Introduction of the study

The advertisement world is getting bigger each day every minute and every second of the day. Producers are finding creative writers or designers to show their products attractive and so both parents and students are greatly addicted by the media. Television is one such media through which advertisements directly affect teenagers eating habits and their food consumption.

The effects of television advertisements on knowledge, attitude and behaviour have generated considerable concern. Impact of the television advertisement particularly concentrates on those products such as medications and foods etc. Food is most frequently advertised product category on television. The advertisements play an important role in promoting the junk foods in which the sale has been increasing rapidly. The teenagers are not exposed about the product. With the help of advertisement only they get knowledge about the product in which their purchase decision is highly depend on impact of advertisement.

1.1 Objectives of the Study

1. To know about the influence of advertisement on junk food among teenagers.
2. To study the teenagers preferences for junk food.
3. To know the factor influencing for the purchase of junk food.
4. To know about the level of satisfaction towards junk food.
5. To offer valuable suggestions based on the findings.

1.2 Scope of the Study

The study has aimed to know the attitude of teenage towards Television advertisements to understand their buying response, particularly of junk food items. The most preferred junk food by teenagers is seen and whether they are aware about the junk food and to know the future trend of junk food are seen in this study. The study is conducted in the Coimbatore city.

1.3 Statement of the Problem

Junk food is the term given to food that is high in calories but low in nutritional content. Today junk food has become famous trend among all ages. Junk food consumption, convenience, taste etc.

makes people to depended on its function without realizing the possible effect or dangers that could affect human health. The advertisement plays an important role and does people are attracted and they buy various types of junk food not considering their health as an important factor.

1.4 limitation of the study

1. This is only based on Television advertisements on junk food.
2. The study is limited only in Coimbatore City.
3. Primary data were collected through questionnaire and all the information furnished by the respondent is considered to be true.
4. Only 200 teenagers were taken for the study.
5. The result may vary in future due to change in teenage customer mind set.

1.5 Research Methodology

1.5.1 Data collection

The study is based on both primary and secondary data.

1.5.2 Primary data

Primary data were collected through structured questionnaire. Questionnaires were distributed to the respondents directly. From the answered questionnaires, the opinions of the respondents were ascertained.

1.5.3 Secondary data

Secondary data is based upon second hand information. In this study, secondary were collected from Magazines, Text books, Newspapers, Journals, Websites etc.

1.5.4 Sample size

For this study 200 teenagers were selected to know about the effect of tv advertisement on selected junk food.

1.5.5 Sampling design

For the study non random sampling method is used.

1.5.6 Statistical techniques of data collected

The followings are the statistical techniques used for the study is simple percentage analysis, Chi-square analysis, Ranking analysis, ANOVA.

2. Review of Literature

Saranya, P.V. Shanifa, N. Shilpa Susan (2016) [10], says the present scenario flashes light on many adult diseases, have their roots in childhood and adolescence. This is due to lack of knowledge and awareness regarding bad food habits. To find the association between knowledge of adolescents regarding the effects of junk food on health and the selected demographic variables. The result revealed that 13% of adolescents had inadequate knowledge, 69% has moderate knowledge and 18% has adequate knowledge regarding effects of junk food on health.

Vidya, Damayanthi M. Sharada, Shashikala Manjunatha (2015) [8], This study Junk food simply means an empty calorie food; it lacks in micronutrients such as vitamins, minerals, or amino acids, and fiber but has high energy (calories). During school-age years, children begin to establish habits for eating and exercise that stick with them for their entire lives. If children establish healthy habits, their risk for developing many chronic diseases will be greatly decreased. The family, friends, schools, and

community resources in a child’s environment reinforce lifestyle habits regarding diet and activity.

A. Joglekar (2014) [7], Suggestion on this report was study Junk food has popular among children and adolescents. It has little or no nutritional value. Junk food became popular among children and adolescent due to its attractive appearance, taste, convenient, low cost and easy to consume. Several studies carried out on adolescent’s physical performance support the statement. Keeping this view in mind the present study was designed to assess the physical performance of adolescent boys and girls who are habitual of junk food.

Owen, Lewis, Auty, & Buijzen (2013) [4], This study Despite the increasing relevance of non-advertising promotion of food addressed to children on TV and other mass media, there is limited evidence regarding the effects of these promotional action son children. In the particular case of the brand placement, the vast majority of the studies have focused on the examination of adults’ attitudes and effects.

Ashakiran & Deepthi R (2012) [2], defines that ‘Eat healthy and live healthy’ is one of the essential requirements for long life. Unfortunately, today’s world has been adapted to a system of consumption of foods which has several adverse effects on health. Lifestyle changes has compelled us so much that one has so little time to really think what we are eating is right! Globalisation and urbanisation have greatly affected one’s eating habits and forced many people to consume fancy and high calorie fast foods, popularly known as ‘Junk foods’.

3. Data Analysis and Interpretation

3.1 Simple Percentage Analysis

3.1.1encourage to Buy Junk Food

Encourage to buy	No of respondents	Percentage
Advertisement	36	18
Friends &Relatives	67	33.5
Lot of Variety	63	31.5
Tempting	17	8.5
Availability	17	8.5
Total	200	100

Source: Primary data

Interpretation

The above table 3.1.1 represents the factor which encourage to buy junk food. It is clear from the table that the respondents are encourage to buy junk food by advertisement were 36 having 18.0 percent, the respondents are encourage to buy junk food by friends & relatives were 67 having 33.5 percent, the respondents are encourage to buy junk food by lot of variety were 63 having 31.5 percent, the respondents are encourage to buy junk food by tempting were 17 having 8.5 percent, the respondents are encourage to buy junk food by availability were 17 having 8.5.

3.2 Chi-Square

3.2.1 Association between Family Income and Spending Per Month for a Junk Food.

Null hypothesis H0:

There is no association between income and spending per month for a junk food.

Alternative hypothesis H1:

There is association between income and spending per month for a junk food

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.908 ^a	12	.076
Likelihood Ratio	28.659	12	.004
Linear-by-Linear Association	.030	1	.863
No of Valid Cases	200		

a. 5 cells (25.0%) have expected count less than 5. The minimum expected count is 2.34.
Level of significance =5%

Interpretation

The above table 3.2.1 reveals the association between family income and spending per month for junk food applying Pearson Chi-Square method. It is evident from the table that the value is .076 which is higher than 5% (0.05) level of significance. Hence the null hypothesis is rejected and found that there is a significant association between family income and spending per month for junk food.

3.3 Ranking Analysis

3.3.1 Rank for the Purchase of Junk Food

Particulars	Mean rank	Rank
Taste	3.14	2
Variety	3.10	3
Quality	2.56	5
Inexpensive	2.91	4
Ready	3.30	1

Source: Primary data

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	14.730	3	4.910	2.392	.070
Within Groups	402.290	196	2.052		
Total	417.020	199			

Source: Primary data

Interpretation

The above table 3.4.1 represents the analysis of variance between family income and spend per month for junk food. The table shows that the F- value obtained is 2.392 with the P. value of .070 which is higher than 5% (0.05) level of significance. Hence the null hypothesis is rejected and found that there is a significant relationship between family income and spend per month for junk food.

4. Findings, Suggestion and Conclusion

4.1 Findings of Percentage Analysis

- The maximum no of respondents are male at 60%.
- The no of respondents belong to the family income of 20,001-30,000 at 40.5%.
- The maximum no of respondents belong to the nuclear family at 68.5%.
- The maximum no of respondents family size was 3-5 members at 50.5%.
- The no of respondents are encourage by the friends& relatives to buy junk food at 33.5%.
- The no of respondents prefer the television as an effective media for junk food advertisement at 32.5%.
- The no of respondents prefer celebrities advertisement at 32%.
- The no of respondents watch the advertisement occasionally at 44.5%.
- The no of respondents liked the sandwiches at 23.5%.
- The no of respondents thought that the junk food is cheaper at 31.5%.
- The no of respondents liked the soft drinks at 30%.

Interpretation

The above table 3.3.1 indicates the rank for purchase of junk food. The factor ready was ranked first with the mean rank of 3.30, the factor taste was ranked second with the mean rank of 3.14, the factor variety was ranked third with the mean rank of 3.10, the factor inexpensive was ranked fourth with the mean rank of 2.91 and the factor quality was ranked fifth with the mean rank of 2.56.

3.4 Anova

3.4.1 Comparison between Family Income and Spend Per Month for Junk Food

Null hypothesis H0:

There is no association between family income and spending per month for a junk food

Alternative hypothesis H1:

There is association between family income and spending per month for a junk food

- The no of respondents eat junk food once in a week at 33.5%.
- The no of respondents usually eats junk food for dinner at 34.5%.
- The no of the respondents purchase junk food in malls at 23.5%.
- The no of the respondents are spent Rs 101-250 per month for junk food at 28%.
- The no of the respondents are think about price for junk food is expensive but reasonable at 32%.
- The no of the respondents are think about the junk food is good and fattening at 40.5%.
- The no of the respondents are safety level of junk food is partially aware at 51.5%.

4.2 Findings of Chi-Square

- There is no relationship between income and spend per month for a junk food.
- There is no relationship between family size and encourage you to buy for a junk food.

4.3 Findings of Rank Analysis

- The respondents gave first rank to ready at 3.30.
- The respondents gave second rank at taste at 3.14.
- The respondents gave third rank at variety 3.10.

4.4 Findings of Anova

- There is a significant relationship between family income and spending per month for junk food.
- There is a significant relationship between family size and junk food prefer the most.

4.5 Suggestions

- The nutrient value and quality of the junk food may be increased.
- The price of the pizza and burger may be fixed at low costs.
- The teenagers should be aware about the chemical level present in the junk food.
- The consumption frequency must be maintained in which it avoids health hazards.
- The advertisements should be made in such a way in which it educates about the products.

5. Conclusion

From the study it is concluded that the junk food is consumed by the teenagers because of its taste, variety etc., and they are partially aware about the junk food safety level and nutrient factors. They think that the junk food is good but fattening. The television advertisement helps to attract the teenagers and play an important role in the buying behaviour of teenagers. As the price of some junk food like fries, soft drinks etc., is low compared to fresh juices and healthy foods due to low price also the teenagers preferring junk food. And the future trend for the junk food is increasing day by day as it is liked by most teenagers and children's.

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