

Influence of Audio-visual Aids in the Choice of Food among Children and Youngsters

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ABSTRACT

The impact of audio-visual aids in the choice of food among children and youngsters were assessed. Several questions were asked from them. It has been found that there were significant difference between the North Indian food, Punjabi food, Gujarati food and South Indian food ($P=0.005$). They have different food choices which affect them through certain reasons. Apart from it, children and youngsters are target of specialized food (fast food) marketing and advertising efforts. The eating behaviour while watching television had highest coefficient of variation (1.65), eating of food while watching movie/match (1.49) and awareness of parents about children's food habit (1.36) respectively. However, food markets have an interest to follow their choices to make more profitable business. In recent era youngsters spending power of purchasing food choices and interest of outing have impacts the food market increasingly with the wide variation in their choice. Interestingly, parents (85.67%) like their food habits and they like to have proper food (68.33%) in afternoon. In this scenario, food market is used multiple techniques e.g. A.V-aids, effective presentation and different taste to attract youngsters etc. Moreover, specific TV program enhance food choice by (84.67%). The purpose of this article is to examine impact of food advertising, eating behaviour which includes healthy and unhealthy food.

Key words: Food, Audio-visual aid, Children, Youngsters;

Nutrients are essential in diet of childhood and adolescent from the health point of views. Because, this is time for growth and development their requirement and demand of nutrients such as protein, fat, CHO, minerals and vitamins are definitely enhanced as compared to rest of their life. On the other hand, it is associated with their physical, social, motor and moral, mental development, as well as long term healthy body and beware of chronic diseases risk. Several studies reveals that present diet pattern intake for childhood and adolescents do not meet their dietary requirement. Recent data shows that youngsters are more eager to eat food out as compared to previous days; they are fascinated to eat fast-food, soft drinks and food which are low in nutrient rich in fat, sugar and oil. Therefore, childhood and adolescents obesity, over weight are major concerned to food related diseases and also effects their study, career, talent and physical efforts as well as other problems i.e. Diseases, eye's sight effect, diabetes,

mellitus, peptic ulcers, liver diseases (Pednekar, 2008). Above, trends may seriously affect future health and healthy life style of youngsters. As, it can apparently be seen that, in today's trend of life, media, economic status of family and several other reasons have influenced youngsters eating demands. Now-a-days, children and youngsters are targeted by food market. They try to fulfil their demands and requirements as reported by Goyal and Singh (2007). It has been seen that, children and adolescents are paying more money for eating out as compared to previous days.

Therefore, the food market is booming across the world. Moreover, there are many factors which reflect to it. Among them media plays significant role in it. Media is a major concerned in recent scenario to advertise their products very efficient, attractive and preventative way itself. More often than not, they actively associated with youngsters and making advertisement with leading young politician, actors etc. However, they are

fascinated to advertise their food products through, newspaper, leaflet, pamphlet, fashion world, food magazines and television together with radio advertisement (Sharma and Agarwal, 2011).

In contrast, government is trying to reach out the population's demand of food by enrich a facility to former, nutrition education, and evaluation so that quality of food received by public but results of above fact is very provoking because advertising agencies are targeting youth to develop habits of eating out side. After discussion and interview, it is estimated that over half of youth and children are influenced by getting coupon, small gifts, home delivery and sampling packaging of food. Knowing the fact, that mostly youth encouraged by their counter parts, atmosphere, siblings, finance availability, support from parents, branded shops, awareness and preferences of food together with fact that two major factors involved children - positive experience with the branded food and secondly liking of parent and their demarcation of branded food. Foods marketers are well known that children and youth have considerable purchasing behaviour that influences their mind easily to take those foods which they were selling. It depends on the children's age group. Preschool children's food choices and demands are different than the adolescents (Sharma and Agarwal, 2011).

It has been seen that preschool children made more requests than the elder ones and they stimulate from advertisement more than their own judgement. As the age passed, their choices have changes as it affects from cognitive development their understanding of food taste and also cognitive ability of the food.

METHODOLOGY

Three hundred children (6-12 years) were selected randomly from the nursery and primary schools for this study in order to assess the impact of audio-visual aids in the choice of food in the vicinity of Gwalior city of Madhya Pradesh State. The questions were asked as presented in table 1. The simple statistics was applied to calculate the coefficient of variation (Panse and Sukhatme, 1954) in order to know the variation in attitudes of children with respect to particular question.

RESULTS AND DISCUSSION

It has been observed that, during the early adolescents children's can't concentrate to eat one food.

They always want to change their taste or thinking about the multidimensional taste. Together with the fact that they also influence through those advertisement which has been created and presented by their favourite hero's, actress or leading personality. Knowing the fact that multiple channels' also facilitate youth to reach their test and develop their purchasing behaviour. Moreover, youth oriented marketing channels are eager to make school marketing products, organising kids club, and youth targeted promotions such as scholarship, other destinations to travel holiday, greetings, tracking, rock climbing etc. Which attract them to buy those products?

Audio visual aids: Theatres and televisions are largest approach to reach youth for developing their purchase behaviour. Mostly children are being occupied with their way of representation because they spend larger amount on it. In recent scenario, it has been noted that both parents are working so children have lot of time to spend at home alone. Thus, they used to engaging their time for watching television so that the early age children watching television more than two hour and it increase as age passes but declines during adolescents because their priority to make career first as compared to other things. In this circumstance, youngster who belongs to lower income group is watching T.V. more than the other. It has been found that there were significant difference between the North Indian food, Punjabi food, Gujarati food and South Indian food ($P=0.005$). They have different food choices which affect them through certain reasons. Moreover, children and youngsters are target of specialized food (fast food) marketing and advertising efforts. The eating behaviour while watching television had highest coefficient of variation (1.65), eating of food while watching movie/match (1.49) and awareness of parents about children's food habit (1.36). Variations among questions and their percent of liking has been presented (table 1); where all the questions had non-significant variation among food habits of children except the kind of food of the states namely; Punjabi food (32.00%), South Indian (27.67), North Indian food (Uttar Pradesh) (24.00%) and Gujarati food (16.33%). Thus, they have greater expose to food advertisement almost everywhere. The most frequently advertised food products was the high fat and sugar food that includes candy, cakes, cookies and pastries, chock lets and soft drinks. Despite the fact, that there were no advertisement for fruits and

Table: Influence of Audio-visual aid in the choice of food among children and youngsters

Questionnaires	No.	(%)	CV	LS
What is your eating behaviour while watching T.V.?			1.65	P=0.405 ^{NS}
More food	291	97.00		
Less food	05	1.67		
Normal diet	04	1.33		
Does your parent aware about your habit?			1.36	P=0.33 ^{NS}
Yes	257	85.67		
No	30	10.00		
Can't say	13	4.33		
Which food you frequently eat while watching movie/match			P=0.366 ^{NS}	
Wafer	272	90.67		
Fast food	25	8.33		
Normal food	03	1.00		
Does your food choice is influenced by advertisement?			0.89	P=0.193 ^{NS}
Yes	197	65.67		
No	83	27.67		
Can't say	20	6.67		
How many times you eat food without audio visual aids?			P=0.233 ^{NS}	
Once	80	26.67		
Twice	09	3.00		
None	211	77.33		
Are you aware of negative effect of watching or listening of audio-visual aids on your health?	0.88	P=0.186 ^{NS}		
Yes	201	67.00		
No	50	16.67		
Can't say	49	16.33		
At what time you prefer to eat proper food			0.96	P=0.215 ^{NS}
Morning	80	26.67		
Afternoon	205	68.33		
Evening	15	5.00		
Does aggressive movie/serial affect your eating behaviour?			P=0.146 ^{NS}	
Yes	70	23.33		
No	185	61.67		
Can't say	45	15.00		
Does specific TV program enhance your food choice?			1.34	P=0.325 ^{NS}
Yes	254	84.67		
No	35	11.67		
Can't say	11	3.67		
How would you like to eat food			0.59	P=0.099 ^{NS}
With family member	53	17.67		
With friend	166	55.33		
Alone	81	27.00		
Would you like to eat food in a corner food plaza?			P=0.210 ^{NS}	
Yes	208	69.33		
No	29	9.67		
Can't say	63	21.00		
Do you like to eat food during lunch break?			0.85	P=0.177 ^{NS}
Yes	189	63.00		
No	90	30.00		
Can't say	21	7.00		
How would you like to sit for eating?			0.58	P=0.097 ^{NS}
On floor	89	29.67		
On dining table	48	16.00		
Standing	163	54.33		
What kind of food you like to eat			0.11	P=0.005 ^S
North Indian food	72	24.00		
Punjabi food	96	32.00		
Gujarati food	49	16.33		
South Indian	83	27.67		

CV: Coefficient of variation,
S-Significant, NS: Not significant.,

*Two tailed P value showing significance level,
LS-Level of significance*

vegetables and healthy eating food habits.

The studies revealed that, nutritional analysis where found that 90% of food advertisement belongs to those food which are rich in high fat, sugar, salt and less nutrients. The results from the above studies also indicate that as the school authority has also provide facility to open fast food canteen in school scenario which motivate children to eat those food. In spite of eating their lunch box food which are rich in nutrients and less in sugar, fat, salt and taste. In a recent report also reveals that selling machines, is one of big contributor which sale mostly soft drinks and chocklet. Apart from that it is also found that growing trend of fast food trader in schools, colleges or around them and making many offers which create an atmosphere to become addict with those food. On the other hand, there are many types of direct and indirect way of advertisement which motivates them to get involves with attractive competitions, sponsorship, free text book covers, teaching aids etc. Interestingly, parents (85.67%) like their food habits and they like to have proper food (68.33%) in afternoon. In this scenario, food market is used multiple techniques e.g. AV-aids, effective presentation and different taste to attract youngsters etc. Moreover, specific TV program enhance food choice by (84.67%).

Nutritional analysis revealed that mostly visible advertisements belongs to those food markets which have insufficient amount of nutrients or less adequate for their age/sex; neither rich in vegetables nor in fruits. There is many other visible way which influence children such as arrangement of school trips programs, children's birth day party, membership cards, kids clubs free membership vouchers, as a way to communicate children and maintain an ongoing relationship with them. Internet supplies many ideas to involve with those food marketing and give opportunity for gathering in one place. It influences those children who are alone at home during working hour of their parents. Electronic advertising environment and online information have become an integrate part of their involvement because they supply free study materials for preschool children to make up their mind. A variety of studies indicated that the effects of food advertising on children's food behaviours and food preferences are common features in now-a-days as compared to previous time. However, studies suggested that audio visual food advertising aids are

associated with children and children have favourable positive attitudes towards the advertised products. Further, youth and childhood obesity have big impact to their choice of food. Children whose liking of fast food always have deficiencies of micronutrients and water because of high intake of sugar, sweetened soft drinks, fruit juices had adverse effect on their health. In this technological era, children and youngsters were major market force. The most of the advertisement has obvious impact on their mind. It observed that now a day children behaving very aggressively and have no patient at any cases; they never follow etiquettes, discipline, manner, respect, from their elders. The principal goal of food advertising and marketing is to influence children to brand awareness, brand preferences, brand loyalty of food. In this way, they promote youth to eat out and have not sufficient amount of calorie and nutrients.

Collectively, all advertising techniques and promotional campaigns targeting youth were highly successful in encouraging eating fast food and branded food. Several cross-sectional and longitudinal studies have clearly and strongly reveals that exposure of advertising activities are three times responsive for changing children's food habits. Numerous studies have shown that food marketer heavily responsible to gain success in children's mind. Experimental studies of dieticians have consistently reveals that, children exposed to food advertising prefer and choose advertised food products more frequently than those not exposal to advertisements. Number of studies also reveals that, there are strong association between number of hours of watching television and parent's acceptance about fast food and availability of food are increasingly influence children's food habits.

Nutritional analysis has found that young children are more susceptible to accept effects of marketing than adults, together with the fact that young children's understanding is to accept advertised food whether those foods are insufficient in nutrients. They attract young / adolescents to strong emotive messages in advertisements. Food marketers are never care about future bad effects to children's health. They only think about their profit. After having observation on youngsters, it is realized that to make social welfare efforts and community group which evaluate youth and their unhealthy effects of the eating habits or to

demonstrate them about bad impacts which influence their internal organs and resistant power, haemoglobin percentage and badly emotionally occupied their mind from food marketers etc.

CONCLUSION

Overall food habits which are motivated by AV-aids have definitely negative impact on children's health. During observation, I found that they like all kinds of fast food as compare to traditional foods. While getting used to eat traditional foods; parents should take keen attention on children's eating habit. i.e. what kind of cereals, pulses and vegetables they like. Then, they

should prepare substitute of fast food-based on the traditional cereals. This will give them healthy food and life style. Secondly, parents also need to have knowledge about all nutrients which individual gets from their foods and what type of nutrients are essential of children's growth and development; as well as development of physical, mental, moral activities and capability of their work.

Thirdly, it is also important to give brief knowledge of the acute and chronic diseases and how they recover from therapeutic diet and what type of precaution individual should take to avoid infection and other diet related disease.

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