

1 Food and Beverage Advertising Influence Children's Food 2 Choices: An Assessment of Advertising on Bangladeshi TV 3 Channel

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6

7 **Abstract**

8 Food advertising to children is a frequent burning question that is at the center of the debate.
9 And the purpose of this paper is to critically investigate the assertions and the indication.
10 Several issues are examined: the children's understanding of advertising, the content of
11 advertising to children, children's food choice and behavior, and the effect of advertising on
12 food choice. Recognized conclusions are the following: that children understand the function
13 of advertising from the age of 5â??9 years, although there are some limitations on how
14 effectively they apply this knowledge; that children play an active role in food choice in
15 families; that children's dietary preferences and habits are well-established before advertising
16 is understood; and that advertising's role in children's food choices and preferences is
17 multi-factorial and complex. The sample of 100 respondents was selected through random
18 sampling all over the country. The study found that food promotion by TV advertising affects
19 children's food preferences, knowledge, and behavior.

20

21 **Index terms**— advertising, food advertising, child health, tv channel, dietary preferences, food choices.

22 **1 Introduction**

23 The area of marketing to children has received much public health attention in recent years. The study presented a
24 paper on food choices concerning television (TV) advertising targeted to children. This study also represents the
25 ways of promoting their product and influenced the child. There is a wide-ranging debate over the role of the food
26 and advertising industries, how they influence food choice, and the extent that this interacts with personal choice.
27 Children's food promotion is dominated by television advertising. When children like a commercial, the chance
28 that they also like the brand and ask their parents to buy the brand are greatly enhanced (Moniek Buijzen
29 and Patti M. Valkenburg, 2002). There is plenty of evidence that children notice and enjoy food promotion.
30 It showed that promotion is just one part of the complex process of advertising and that measuring its effects
31 on children's behavior. The research examined possible effects on what children know about food, their food
32 preferences, their actual food behavior, and their health outcomes. The increase in childhood obesity is gaining
33 the full attention of health care professionals, health policy experts, children's advocates, and parents (Anderson
34 and Butcher, 2006). The aggressive marketing and advertising of high caloric food products targeting children
35 have been identified by the World Health Organization (2003) as a probable causative factor contributing to
36 the epidemic of childhood obesity. (Randy and Aaron Brewster, 2007). Food advertising affects food choices
37 and influences dietary habits. Food and beverage advertisements should not exploit children's inexperience or
38 credulity. Messages that encourage unhealthy dietary practices or physical inactivity should be discouraged, and
39 positive, healthy messages encouraged. Governments should work with consumer groups and with the industry
40 (including the advertising sector) to develop appropriate approaches to deal with the marketing of food to children
41 (Sonia, 2005).

5 B) OBJECTIVES OF THE STUDY

42 2 II.

43 3 Literature Review

44 Advertising is often studied within a framework that identifies advertising appeals as basically either rational
45 or emotional (Solomon, 2004). Rational advertising stems from traditional information processing models
46 emphasizing that a consumer is believed to make logical and rational decisions about products, primarily by
47 showing product benefits such as product quality, value, or performance (Albers-Miller and Stafford, 1999).
48 Advertisements extolling the characteristics of a food product such as taste/flavor (e.g., chocolaty, fruity, sweet)
49 or texture (e.g., crunchy, crisp) are examples of logical appeals. These appeals are also referred to as informational,
50 utilitarian, or product quality appeals (Randy and Aaron Brewster, 2007). Countries differ in their approach to
51 the regulation of television advertising. Some rely solely on statutory regulations (i.e., those enshrined in-laws or
52 statutes, or rules designed to fill in the details of the broad concepts mandated by legislation); others preferring
53 self-regulation (i.e., rules put in place by a self-regulatory system whereby industry actively participates in,
54 and is responsible for, its regulation). In many cases, both forms of rules coexist. The principle underlying
55 many regulations is that advertising should not be deceitful or misleading. Most national regulations recognize
56 children as a special group in need of special consideration and stipulate that advertising should not be harmful
57 or exploitative of their credulity (Dr. Corinna Hawkes, 2004).

58 Nutrition during childhood and adolescence is essential for growth and development, health, and wellbeing.
59 Further, eating behaviors are established during childhood track into adulthood and contribute to longterm
60 health and chronic disease risk. Numerous studies have consistently documented that dietary intake patterns of
61 American children and adolescents are poor and do not meet national dietary goals (Mary Story and Simone
62 French, 2004).

63 Children themselves have been found to believe that alcohol advertising can cause alcohol consumption (Barrie,
64 Anders, and Maria, 2009).

65 Hitchings & Moynihan (1998) found that 9 to 10year-old English children could recall seeing adverts in the
66 past two weeks in seven different food product categories. It confirms that in both developed and developing
67 countries: (i) there is a great deal of food promotion to children, particularly in the form of television advertising;
68 (ii) this is typically for highly processed, energy-dense, unhealthy products with evocative branding; and (iii)
69 that children recall, enjoy and engage with this advertising. Thus it is clear that children worldwide are being
70 exposed to an unhealthy diet through food promotion. (Gerard, Laura, Kathryn, Martine, and Stephen, 2006).

71 Children in early childhood usually prefer familiar contexts and non-threatening fantasy animals, while children
72 in middle childhood like to watch more adventurous and fast-paced media content and more complicated, socially-
73 oriented characters (Valkenburg and Cantor, 2000).

74 Less saturated fat; more fruits and vegetables; attractive food labeling; and incentives for the marketing and
75 production of healthier products. In working with advertising, media, and entertainment partners, there is a
76 need to stress the importance of clear and unambiguous messages to children and youths. Global 'health and
77 nutrition literacy' requires a vast increase in attention and resources (Caraher, M., Landon, J. & Dalmeny, K.
78 2006).

79 The prominent emotional appeals used in food advertisements (e.g., fun or happiness, play, fantasy or
80 imagination, social enhancement) strongly appeal to children's needs, desires, and early developmental stages.
81 As such, they are vulnerable to these messages. Child health care professionals can teach parents and children to
82 understand the appeals used in food advertising and why children are targeted aggressively by food companies.
83 Parents aware of these appeals are better equipped to discuss television commercials with their children and
84 teach them to be wise consumers of television and other media advertising (Hindin, T.J., Contento I.R, Gussow,
85 and J.D. 2004).

86 4 a) The Rationale of the study

87 Currently, in Bangladesh, child health is a concerning issue. However, there is no current study on this topic.
88 That is why we tried to find out the role of the food and television advertising, how they influence food choice,
89 and the extent that this interacts with personal choice.

90 5 b) Objectives of the study

91 By conducting this research, we attempted to determine the nature and extent of how Bangladeshi TV channel
92 food and beverage advertising influence children's food choices. The specific objectives are: ? To examine the
93 children's understanding of advertising. ? To investigate the content of advertising to children. ? To inquire
94 about the effect of advertising on food choice. ? To find out how children play an active role in food choices in
95 families. ? To explore the consequences of food or beverage been chosen by children and how it becomes harmful
96 for them.

97 c) The Methodology of the study Both secondary and primary data are collected for conducting the research
98 work.

99 6 d) Data Collection

100 Primary data is collected through questionnaire surveys to discover the impact of food and beverage advertising
101 on children's food choices. Both closed and open-ended questions are used in the questionnaire. The questionnaire
102 is finalized after proper pretesting. The language of the questionnaire is simple and easily understood.

103 Secondary data is collected from content analysis and proper literature review. Secondary sources are related
104 books, journals, magazines, research papers, other publications, and websites, and advertisements.

105 7 Research Questions

106 We selected six closed-ended questions and one open-ended question for the survey. IV.

107 8 Selection of Samples

108 The samples for the questionnaire are selected through random sampling. The samples are taken from Bangladeshi
109 TV channels advertisements for content analysis. For the questionnaire survey, respondents are randomly selected
110 from all over the country. We have chosen random sampling with an age group of 20-50. The respondents were
111 100. The questionnaire was distributed online and in person. There were seven questions, among which six are
112 multiple-choice questions, and the one is open-ended question. The survey helped us to find out the impact of
113 different types of TV advertising on children's food choices.

114 V.

115 9 Data Analysis and Interpretation

116 Data analysis and interpretation are carried by the above research objectives. Data analysis includes analysis,
117 editing, classifying, and tabulating the collected data. However, because of the nature of the study, analysis and
118 interpretation are descriptive.

119 10 a) Conceptual Content Analysis

120 Conceptual analysis is a technique that treats concepts as classes of objects, events, properties, or relationships.
121 This method involves precisely defining the meaning of a given concept by identifying and specifying the conditions
122 under which any phenomenon is (or could be) classified under the notion in question. Fourteen food-based
123 Bangladeshi TV channel advertising of the years 2015-2019 were taken and analyzed. Content analysis founded
124 on the following parameters Food Presentation, dialogues, Music, Artist/Model, Appearance of kids, unusual
125 sound effect, Animation, target audience.

126 These advertisements are telecasting on all most every Bangladeshi TV channel. All of these advertisements
127 persuade children's food choices and influences dietary habits. We found that children are interested in taking
128 food and beverage items after enjoying these advertisements.

129 The following advertisements have a significant influence on food and beverage consumption.

130 Any Time Doodles: Three boys are failing simultaneously in calculating, balling, and singing because of
131 hunger, and they call their mother. At this moment, their mother gives them Any Time Doodles. At last, the
132 advertisement shows that when they eat it, they become successful.

133 11 Bloop Ice Cream:

134 In this advertisement, one lady lost her things. She asks her mother about it. But her mother cannot tell
135 about that. At this moment, the lady's younger sister comes from school and takes a Bloop Ice Cream from the
136 refrigerator and says her elder sister always to take Bloop Ice Cream when lost something. She listens to her
137 sister and starts to take Bloop Ice Cream and, at last, found her lost things.

138 Choco Bean: In this advertisement, two children (one is a boy, and another is a girl) are sitting in a park.
139 They do not talk to one another. But when they take Choco bean, they become friends.

140 Cocobis Chocolate Filled Biscuit: In this advertisement, children dreamed that after consumption of Cocobis
141 Chocolate Filled Biscuit, they would become gigantic. And animal, plant, vehicle everything would become little
142 than those children who have taken Cocobis Chocolate Filled Biscuit. There is another attraction for children,
143 and it is a free toy as gift.

144 Complan: In this advertisement, one child acting as a tiger with his father. When his mother calls him for
145 taking milk, he says, 'tiger never drinks milk.' After listening to this mother add a new flavor of Complan with
146 milk. Then the boy is attracted to the added taste of Complan and comes secretly and drinks the glass of milk.
147 After that, his mother tells him, you say a tiger never drinks milk, so why you took it? Then he answered if the
148 taste is appeasement tiger drinks it. Not only the boy, the advertisement shows that his father is also taking
149 Complan because of taste.

150 Fresh Full Cream Milk Powder: It is the story of a boy. When he was a child, his father dreamed that he
151 would be a cricketer. But he lost his father. Then his mother entangled the dream of his father. The boy started
152 to journey to fulfill his mother's dream. At last, he can complete his mother's desire. The boy is no one; he
153 is a great cricketer Tamim Iqbal. The advertiser shows that they always besides these children with Fresh Full
154 Cream Milk Powder.

15 FACTORS OF ADVERTISING AFFECT CHILDREN'S FOOD PREFERENCES, KNOWLEDGE, AND BEHAVIOR

155 Frutika Junior Juice: After finishing school, a mother comes to take her child. The mother asks her child,
156 did he any mischief at the school. He said that he could only read in school and did not have any naughtiness.
157 But after eating the Frutika Junior Juice, he was honestly a quote. He said he could not read. Sagar could have
158 been able to read. He scratched the chalk on the Sagar's bench. The Advertisement means that after taking
159 Frutika Junior Juice, every child tells the truth. Horlicks: One girl sends the football on the net though she is
160 confronting a crucial situations, boys are jumping in the pond, some boys are trying to act as like as senior, some
161 boys are competing for riding bicycles, some are practicing band, and they uploaded these adventurous activities
162 in Google. Their mother serves them Horlicks, and she says that it is very essential for their growth and taller,
163 sharper and stronger.

164 **12 Krackers King Chips:**

165 There are many kids who participate in this advertisement. In this particular advertisement, one boy is acting
166 as king and the rest of others courtier. The king wants some special inventions from the researcher. And the
167 researcher gives him Krackers King Chips. When the king and courtier are taking it, they lost in a fantasy
168 kingdom.

169 Meridian Chicken Chips: From the beginning of this advertisement, everybody is running to catch of cock.
170 But No one can. At the last moment, one child comes and tells, do not run behind the cock. If you want to take
171 taste real chicken, take Meridian Chicken Chips. After knowing this, everybody starts to take Meridian Chicken
172 Chips. Mr. Noodles: Two kids (one is a boy, and another is a girl) are swinging. The girl is vexing the boy
173 calling 'chicken'. But when the girl provides her tiffin (chicken flavor Mr. Noodles), the boy forgets everything,
174 and becomes happy. Pran ChocoChoco: There are many children who participate in this advertisement. And
175 they divided into two parties. One is the groom's side, and another one is the bride's side. The advertiser shows
176 that the children of the bride side are busy preparing food, and Pran ChocoChoco is the main ingredient of every
177 kind of food. The last scene is everyone is satisfied to take these items. Pran Lollipop: One child play hides and
178 seeks with his mother in this advertisement. But after showing Pran Lollipop, he comes back automatically to
179 his mother.

180 **13 Pran Magic Cup Lichi:**

181 In this advertisement, one child (girl) consumed Pran Magic Cup Lichi. After taking this item, she becomes a
182 magician, and another child (boy) saw it. He also started to take Pran Magic Cup Lichi and becomes a magician.

183 Thus we found that TV advertising builds an anticipatory mind setup that influences the children heavily, so
184 they decide to take that food and beverage.

185 **14 b) Statistical Analysis TV advertising affects children's food preferences, knowledge, and behavior**

186 Figure 1

187 The pie chart delineates that 74 percent of parents believe there is a great impact on food promotion by TV
188 advertising on children's food preferences, knowledge, and behavior. At the same time, 19 percent assume it
189 may sometimes, and only 7 percent regard there is no effect of TV advertisements on children's food preferences,
190 knowledge, and behavior.

191 **15 Factors of advertising affect children's food preferences, knowledge, and behavior**

192 Figure 2

193 The chart illustrates the 61 percent of respondents confide that the factors of TV advertising which attract
194 the children most are food presentation. The second highest majority trust artist or model enthral in this case
195 which shows the 17 percent. While 14 percent strongly conceive dialogue is the main factor. And 8 percent of
196 parents suppose that the mentioned three factors do not allure the children.

197 Greater reported exposure to food and beverage advertising on TV channels significantly related to reported
198 frequency of food consumption Figure ?? The pie chart depicts greater reported exposure to food and beverage
199 advertising on TV channels significantly related to the reported frequency of food consumption that is agreed by
200 52 percent of respondents. Twenty-nine percent guardians impose; sometimes children are influenced by greater
201 reported exposure. But in this same question, 17 percent of people decide children are not convinced by exposure
202 to food and beverage advertising on TV channels. Only 2 percent of respondents deny all of the mentioned
203 alternatives. Consumption of some types of food and beverage more significantly related to food advertising
204 exposure on TV than other media

205 Figure 4

206 The consumption of some types of food and beverage more significantly related to food advertising exposure
207 on TV than other media, and 69 percent of parents admit this statement. But 16 percent confess that other

210 media decoy the children's food choices. As well as 13 percent of people think that sometimes TV channels cope
211 with other media. Rest of the respondents, which shows that only 2 percent presume the narrated alternatives
212 are not valid with this question.

213 **16 Children play an active role in food choice in families**

214 Figure 5

215 The pie chart represents 53 percent of respondents agree that children seriously play a significant role in their
216 food choice in families. Thirty-five percent believe this proportion is rough. And parents support children play
217 their role normally and sometimes inactive at 8 percent and 4 percent, respectively.

218 **17 Figure 6**

219 This chart displays that 61 percent of parents perceive advertisers make a profit by using children's food and
220 beverage choices. At the same time, 18 percent do not admit this view. But 17 percent of people agree that
221 sometimes advertisers use children's sentiment for gaining profit. Only 4 percent of respondents do no choose
222 any position.

223 **18 VI.**

224 **19 Pediatricians Opinion**

225 In this method, we conducted interviews with three pediatricians, and we got their views on the research topic.
226 They answered the open-ended question. They believe that foods and beverages promoted by TV advertisements
227 not always protein enriched. That is why it may hamper psychic development and reduce the creativity of
228 children. As a result, they are suffering from many kinds of malnutrition diseases such as obesity, anemia, a
229 dental problem, skin infection, throat pain, pneumonia, diarrhea, diabetes, and so on. This type of promotion
230 also leads to addiction. As a consequence, children are reluctant to take a balanced diet in their daily routine.
231 Obesity problems may cause diabetes and heart diseases in the future.

232 **20 VII.**

233 **21 Limitation of the Study**

234 The size of the sample has to be reduced because of the paucity of time and required budget. It is a significant
235 limitation of our current research. We consider the issue in evaluating the consequence of the study. Another
236 abridgement is there is no research evidence about this study in Bangladesh. That is why we did not get expected
237 much more support from the previous analysis. Apart from examining many times, there are some limitations
238 in the question paper so the respondent could not ascertain those questions. In some cases, these reasons make
239 the analysis difficult.

240 **22 VIII.**

241 **23 Conclusion**

242 The findings from this study provide guidance for child health care professionals and other child advocates in
243 designing measures that counter food advertising messages directed at children. Food promotion is affecting,
244 particularly on children's preferences, purchase behavior, and consumption, and this sentiment is used by TV
245 advertisers to make a profit. We tried to present the evidence which proved that advertising affects food choice
246 and influences dietary habits. From the overall study, we found that food and beverage advertising on Bangladeshi
247 TV channels influence children's food choices. And it always becomes harmful to the physical and psychological
248 development of children.

249 IX.

250 **24 Recommendations**

251 1. The replication of the research would be possible with a comparatively large sample size. 2. It would be
252 investigated that nowadays why other media compete with Bangladeshi TV channels. 3. It would be explored
253 why advertisers use emotional appeals in commercials aimed at teenagers. 4. The budget should be increased
254 for further research. 5. Further research might be on why there is no regulatory framework for the promotion of
255 TV advertising.

256 Year 2020

257 Volume XX Issue XVI Version I (A) ¹

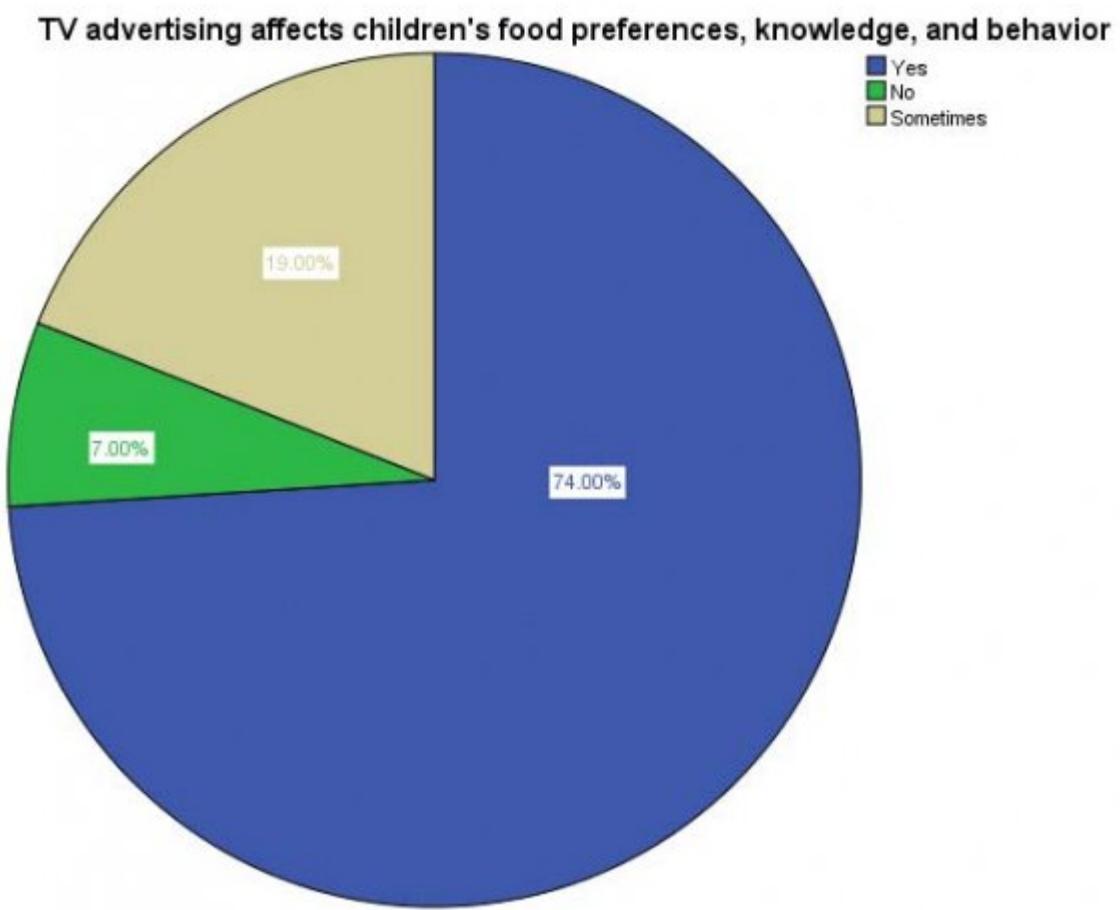


Figure 1: -

Factor of advertising affects children's food preferences, knowledge, and behavior

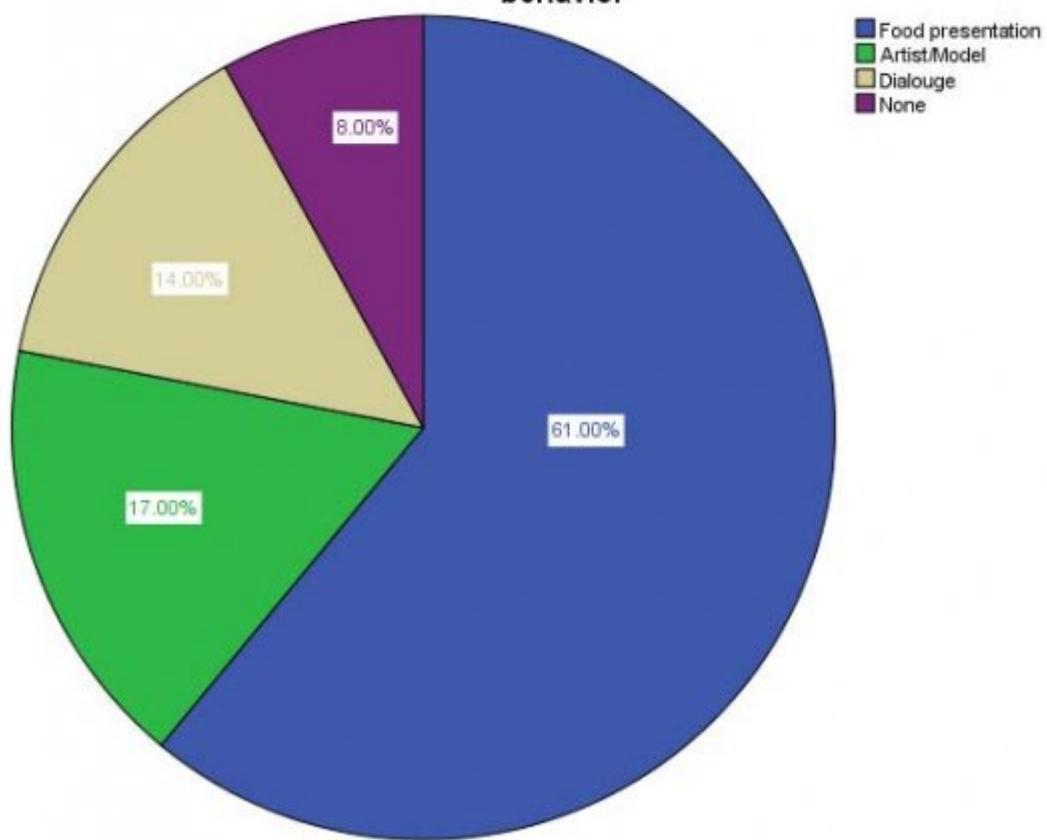


Figure 2:

TV channels significantly related to reported frequency of food consumption

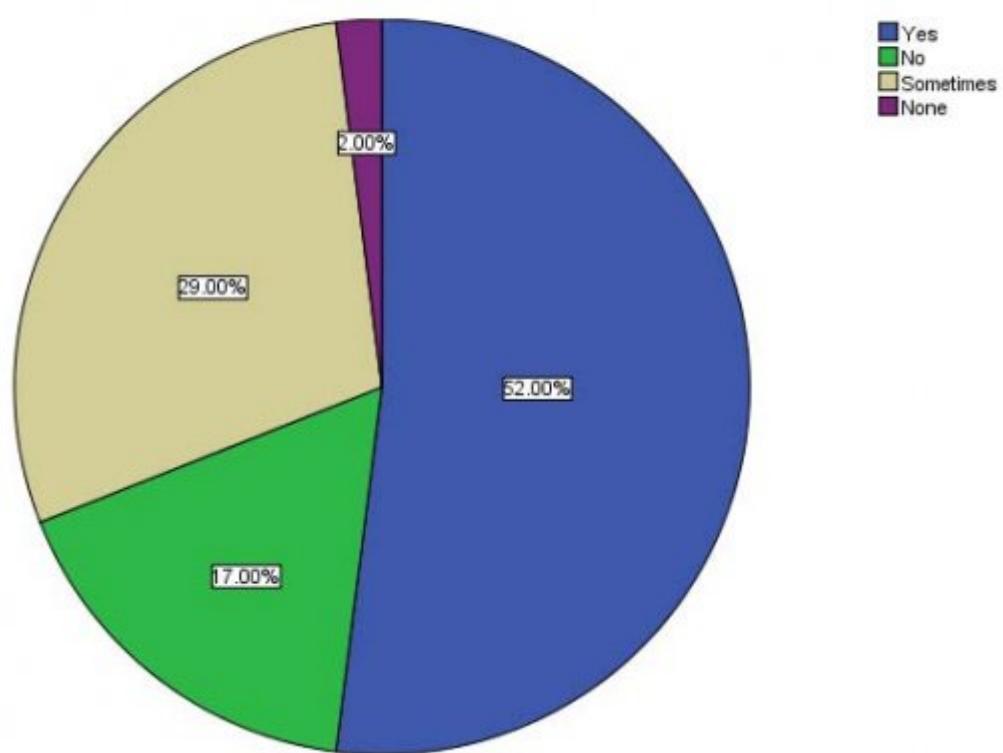


Figure 3: -

Food advertising exposure on TV than other media

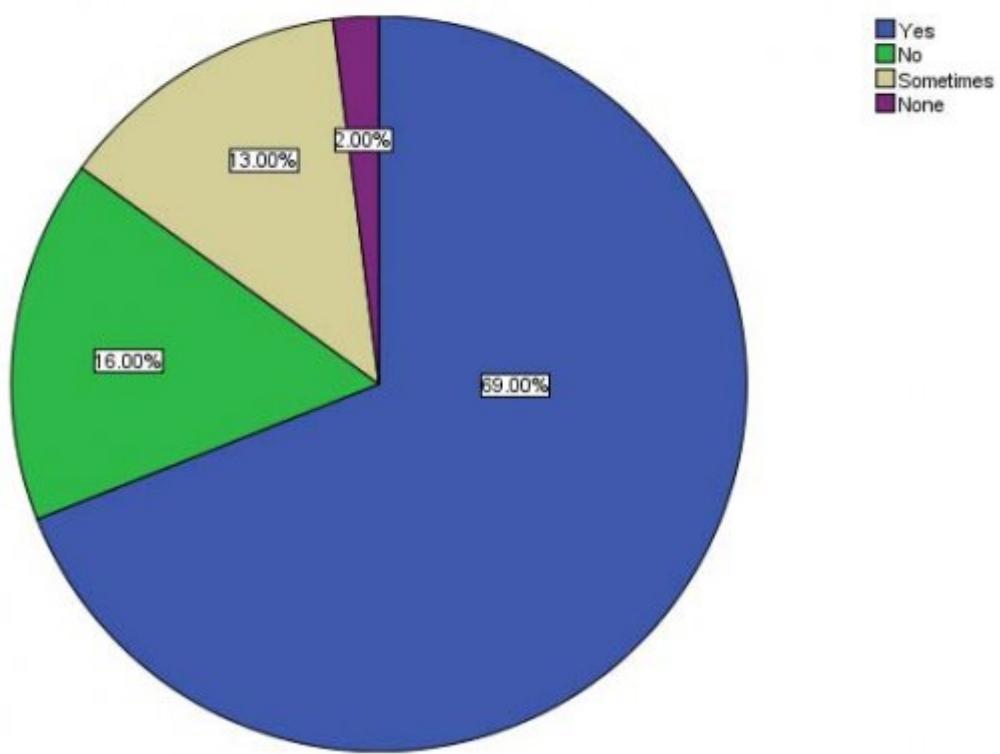


Figure 4: -

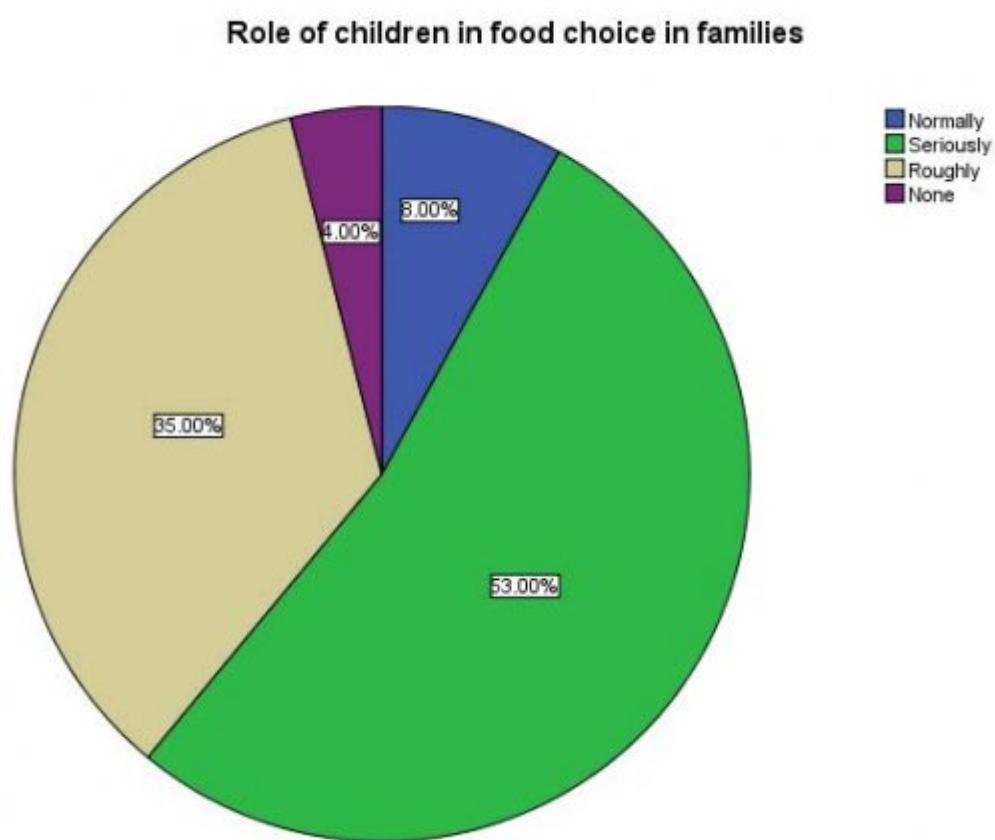


Figure 5:

258 .1 Appendix

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