

## Effect of Fast Food Advertising on Children

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### Abstract

Fast Food Advertising is vast and growing as a sophisticated industry. Children mostly prefer to eat fast food than they eat the food made by the parents in their home. As a result, of it, children gain weight and have many other problems. TV advertisements has a great impact on the children as they watch advertisements in the TVs and get easily influenced by them. Fast food affects the health of the children. Advertisements on TV, Internet, and mobile phones are being designed in such a way that their direct targets are small children as they are easily influencing. This study is designed to analyse the effects of fast food advertising on children. The sample for the study is based on the responses of the parents who have children in the age of 8-11 years. The sample size is 160 and spread across Delhi/NCR. Factor analysis has been used to decode the factors which interpret the effect of fast food advertising on the children. The findings of the study highlighted that evening outing were the preferred place of eating fast food by the respondents and kids love to eat fast food like patty, burger etc followed by the soft-drinks. Seven factors namely inculcate, trustworthy, defensible, pragmatic, kid's friendliness, mirage, and addictiveness were identified showing the effect of fast food advertising on the children of age group 8- 11 years. The bandwagon affect emerged as the most dominant factor with addictiveness as the least influencing factor. It also concluded that as the family get bigger there is a change in factor of fast food advertising that affect the kids.

### Introduction

Food is an essential thing for the growth and development of a child. Children cannot live without food. Good food refers to the variety of good food for giving good health. It contains nutrients. It contains a natural substance that a human body needs to grow healthy and grow properly. One has to choose the right quality of food which provides good health to the children. Food habits of the children are changing in today's scenario. People are not against their marketing strategy but yes they do business on Junk Food. Junk Food is packaged food that has low nutritional value. Actually, they don't have low nutrition value; in fact, they have very bad side effects on human body. 'I'm loving it' and "Khushiyon ki Home Delivery", these are the taglines of famous food franchises "Mc Donald" and "Dominos". They use these taglines to attract the Customers to consume more and more of their food that they sell

Children like to eat outside or fast food provided by the food carts and other shops which are not the right quality of food which they need to grow properly. Fast food is made up with high sugar, fat, salt content and has low nutrient, vitamin, and protein. In today's scenario television are the most commonly used in the overall of the India. Children are furious excited for watching television. Children who watch television for a very consistent period of time are more likely to gain weight, which is not going to reduce till they watch television for a few hours only. So, many children after watching the advertisements on television lose their ability to live without the thing shown in the advertisements

Obesity is a great problem for peoples who have that problem. People are generally considered obese when their body mass index (BMI), a measurement obtained by dividing a person's weight by the square of the person's height. Obesity means overweight. Fast food is the one of the main reason for increasing cases of people having the obesity. Fat peoples hated to be called Fat. But they don't hate Junk Food that is making them. In fact, they love eating all that stuff that are making harm to their body. MI is the tool used for same. It is used to calculate overweight and obesity in toddlers and grown ups

| BMI of Adults Age 20 and Older |                 |
|--------------------------------|-----------------|
| BMI                            | Classification  |
| 18.5 to 24.9                   | Normal weight   |
| 25 to 29.9                     | Overweight      |
| 30 +                           | Obesity         |
| 40 +                           | Extreme obesity |

Advertisements usually influence the mind-set of the audience in a way that the sale of the product makes a new high in market leading to high sales. Also, the advertisements that try to misguide children to increase the purchases often put up various questions.

A qualitative survey carried out by Cancer Research UK suggests that entertaining TV adverts for sweets, crisps and fast food have a real impact on primary school children, reinforcing the calls by health organisations for tougher advertising curbs in the forthcoming government childhood obesity strategy (Boseley , 2016). A huge amount is spent on product promotions by advertisers. This is a business in which the proprietors of an industry invest huge money in order to gain profits product selling. The main target of advertisers is children because they are influenced easily the population of society. They are seen to be so influenced by these ads that they almost doubled their consumption of these unhealthy snacks and foods.” Children are targeted due to their highly influential trait, i.e. taking everything at its face value by children.

Pre-schoolers who eat a lot of junk and fast food are obese to get the high risk of health problems. Childhood obesity is on the rise and one of the main reasons for this has been seen as excessive consumption of fast foods and junk foods. The main reason for the increase is junk food. There is no nutrition’s value in the fast food and in the soft drinks. Advertisements make a false representation in the mind-set of toddlers leading to making their childhood spent without any joy and materialistic happiness.

Also, Personality matters the most to live life happily. If a person is not physically fit, then his/her will not be good so far. There is a need for awareness among the people about the facts related to fast food, which is the most prominent reason of obesity in the whole world i.e. obesity

As a coin has 2 sides similarly fast food advertising too. If the positive side of the above said discussion, then it can also be said that advertisement helps in creating awareness among the consumer about the latest trend in the market. On the other side, it also influences children to urge for newer things which may or may not be useful to them.

### **Literature Review**

**Bowman, Gortmaker, Ebbeling, Pereira, & Ludwig, (2004)** studied the adverse effect of fast food consumption on the obesity. The aim of the study was to test the hypothesis; how fast food consumption adversely effects of obesity. Sample of 6212 children in the age group of 4 – 19 years was taken to examine the association between fast food consumption & dietary quality. The study found out that over 30% of the total Sample consumer’s fast food and is highly prevailing in both the genders. The researcher concluded that consumption of fast food among children in U.S had very bad effects on diet quality and increase the risk of obesity.

**Murty, Chowdary, & Rao,(2013)** tried to study the impact of advertisement on children’s including their eating habit. The objective of the study was to find the both beneficial and harmful effect media on children food habit. The study also identified how advertising industry can be regulating by forming laws. Researcher sampled 100 students between the age of 5-15 years and also interviewed so parents. The study was presented in the form of the pie chart. The research paper found that advertising effects, eating habit of today’s generation. Also, the role of law and parents can help in preventing children from the anti-health adds.

**(Pine & Nash)** tried to study by novel and ecological valid method and studied how the toy advertising effects the children, monitoring toy commercial and collecting television viewing data. The researcher interviews 83 children of age 4.8 years to 6.5 years who had written the letters to FATHER CHRISTMAS and interviewed regarding the nature of television viewing. Also, letters and similar data were analysed of 16 nursery children using questionnaire filled by parents. The children who watched more T.V requested branded item from FATHER CHRISTMAS also there was a positive relation between watching television alone and a number of requests. In Sweden, there advertising to children is not permitted asked few items from FATHER CHRISTMAS. The study concluded that children who watch more T.V while sitting alone may become consumers at very early age.

**Datar & Nicosia,(2013)** studied that increasing concern of fast food available in school leading to childhood. The study tried to estimate the effect of fast food on BMI and outcome on children of class 5. The main finding was that the fast food was robust to the amount of junk food present in the school. Also, the absence of any effect of overall consumption gives void finding for BMI and Obesity of the result.

**Currie, Vigna, Moretti, & Pathania,(2009)** analysed that the health consequences of alteration in the supply of junk food using exact location of restaurants. The study also asked how the supply of junk food affects obesity. The study was conducted on students of 9th grade who had a restaurant within 1/10th of a mile of the school. The presence of non-restaurants was uncorrelated with obesity and weight gain. Also, the future fast food restaurants were uncorrelated with same. Effect of fast food was minimum one order of magnitude, which shows that they are less focus on money spent on travel than of school children. They found a result that policies prohibiting restaurants near the school have more effect on obesity and similar policies restricting finding of fast food near residential areas have more effect on elders.

**Chan & Cai, (2009)** studied role of television advertising and effect on children and found out the prevalence of obesity and the growing increase of obesity in toddlers with the study related, political and social. The study suggested that most of the children are known of consequences but the advertisements were shown and designed in such a way that they were misguided. In other words, advertisers direct their advertisement to the children because of their influential nature.

**Reisch, Gwozdz, Barba, Lascorz, & Henauw,(2013)** studied rising childhood obesity. The study examined the effect of factors of consumer society, factors for childhood obesity and advertisement targeted to kid's five hypotheses were proposed and a large scale pan European study was done on childhood obesity. The study concluded that advertising has effect on children food knowledge and knowledge is unrelated to food preference.

**Chou, Rashad, & Grossman, (2005)** studied the effect of fast food advertisements on kids and reasons for adult being overweight. The result indicated that the if advertisements were reduce number of children of age 3-11 and 12-18 would show a decrease in weight of about 10 and 12 percent respectively.

**Story & French,(2004)** tried to examine advertising and market channel that tried to target children and teenagers in US. It also studied the impact of advertising on intake behaviour and what were the regulation and policies. It studied the multiple techniques and channels that were used to reach their target audience that is children and teenagers.

**Gaber & Wright,(2014)** tried to explore the factors that affect young children of Egypt to influence by fast food advertising on Facebook which is the most common social media. The study concluded that young consumer accepted fast food advertising on Facebook. Also increase in popularity of Facebook among young consumers. Marketers tried to make their advertisement more attractive on Facebook.

**Cezar,(2008)** tried to focus on food choice that were influenced by media, television advertising that focus on infants and toddlers. The study showed that children were exposed to a lot of food advertisement which effect young children food choices and poor food consumption. Parents were advised to restrict eating food with less nutrition and should limit the time that children are exposed to Television

### **Objective**

- To analyze the pattern of fast food consumption among the kids
- To analyze the effect of fast food advertisements on the kids
- To analyze the factors responsible for fast food preference.
- To analyze the change in factors when the number of kids in the family increases to two.

### **Research Methodology**

#### **Research Design**

The descriptive design has been the most suitable for the study. It clearly highlighted the effect of fast food advertising effect on children with further division by age group of children.

#### **Sample Extend**

The extent of our sample are the parents who reside in Delhi-NCR

#### **Sample Size**

The sample size of study is 160 parents who have kids above 8 years and below 12 years of age

**Collection of Data**

In order to seek the opinion of parents on fast food advertising effect questionnaire was framed. The questionnaire was used so that a large number of respondents can be reached within a small time. Questionnaires were sent via electronic mail as well as were distributed in the hard copy in order to cover get diverse and responses timely

**Tools of analysis**

**Descriptive Analysis**

Descriptive analysis has been used to understand the type & description of responses received. This is followed by the cross tabulation in order to analyse the demographic information from the questionnaire. Factor analysis has been used to decoded the factors that Effect fast food advertising on the children

**Factor Analysis**

Factor analysis is a statistical approach which helps in reducing and breaking down the data. It is basically used for identifying constructs and to find a relationship between scaled question in order to study the relationship among 160 respondents upon the effect of fast food advertising on children. To test certain primary test were taken,

- Study of KMO Measure of Sampling Adequacy was done to find whether there is enough correlation for all the variables
- Barlett's test of sphericity was taken into account to test overall significance of correlation matrices and it also to provide support for conducting factor test.

**Analysis and Findings**

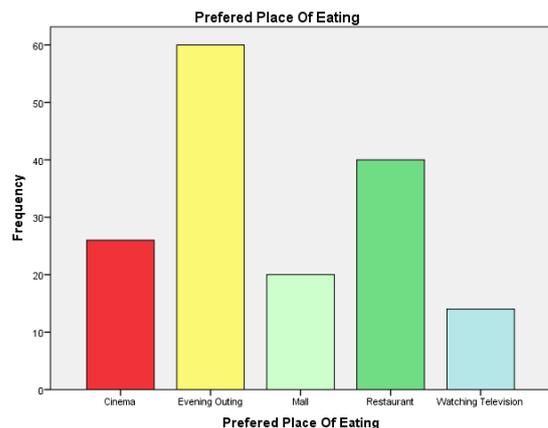
Structure of the analysis is, first descriptive analysis has been discussed based on the preferred place of eating of fast food, most preferred fast food and a comparison of hours' respondent watch television to the hour's respondent's child watch TV. It also discusses the behaviour of type of family on basis of number of day of eating fast food and amount spent on fast food. This is followed by sampling adequacy tests of KMO & Bartlett's and the Cronbach alpha for reliability of responses. Then factor analysis was done first on the whole of responses in order to get the factors responsible for effect of fast food advertising. Then the next section covers analysis on the basis of number of kid's responses.

**Table 1- Preferred Place for Eating**

| Particulars         | Frequency | Percent | Cumulative Percent |
|---------------------|-----------|---------|--------------------|
| Cinema              | 26        | 16.3    | 16.3               |
| Evening Outing      | 60        | 37.5    | 53.8               |
| Mall                | 20        | 12.5    | 66.3               |
| Restaurant          | 40        | 25.0    | 91.3               |
| Watching Television | 14        | 8.8     | 100.0              |
| Total               | 160       | 100.0   |                    |

Source: -Author Calculation

Chart1



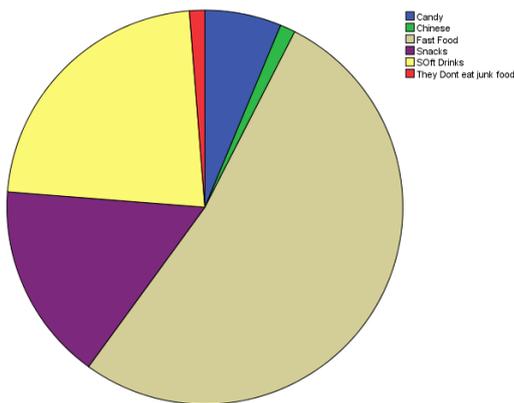
From the table 1, it can be seen that 37.5% of the respondents prefer to eat on their evening outings. This can be due to reason that during evening outings respondents find time to hangouts and spend time with family and hanging around. Next preferred place is the restaurants which is seen as the most sought after to meet friends & family long with the variety of food to choose. Restaurants can be placed where all family, friends can hang out together and can eat and choose among a large number of varieties of fast food. Same scenario is depicted by way of chart 1

**Table 2- Most Preferred Junk Food**

|                          | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------------|-----------|---------|---------------|--------------------|
| Candy                    | 10        | 6.3     | 6.3           | 6.3                |
| Chinese                  | 2         | 1.3     | 1.3           | 7.5                |
| Fast Food                | 84        | 52.5    | 52.5          | 60.0               |
| Snacks                   | 26        | 16.3    | 16.3          | 76.3               |
| Soft Drinks              | 36        | 22.5    | 22.5          | 98.8               |
| They Don't eat junk food | 2         | 1.3     | 1.3           | 100.0              |
| Total                    | 160       | 100.0   | 100.0         |                    |

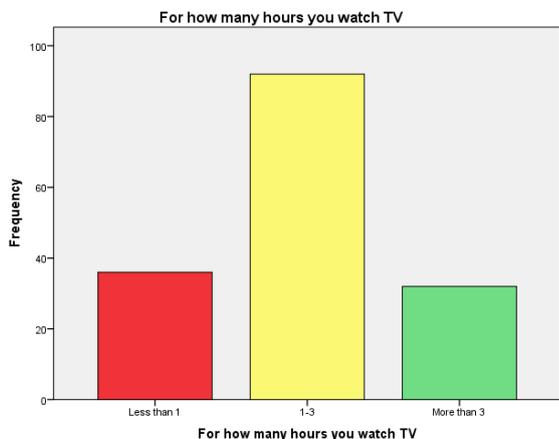
From the table 2, it can have observed that the 52.5% of the respondent's love having fast foods like pizza, burger etc this can be due to its readily available and easily accessible at all the places characteristics. Next preferred junk food are soft drinks as they can be refreshing that give a soothing and relaxing mood in summers. Same scenario is shown by the pie chart

Chart 2 Most Preferred Junk food



Source: - Author Creation

Chart 3



Source Author Creation

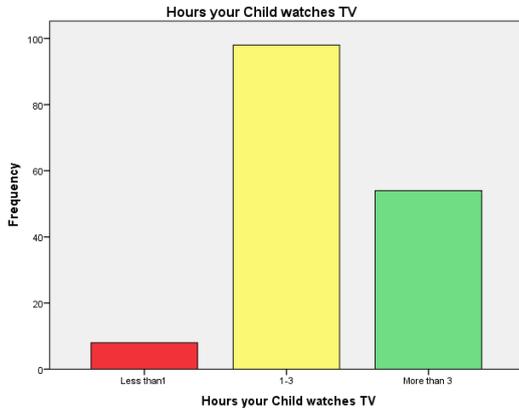
**Table 3- Hours the respondents watched television**

|             | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------|-----------|---------|---------------|--------------------|
| Less than 1 | 36        | 22.5    | 22.5          | 22.5               |
| 1-3         | 92        | 57.5    | 57.5          | 80.0               |
| More than 3 | 32        | 20.0    | 20.0          | 100.0              |
| Total       | 160       | 100.0   | 100.0         |                    |

Source Author Calculation

Table 3 and 4 shows the hour that the respondents watch TV whereas Table shows the hour that their child watches TV. It can be observed from the table that 1-3 hours of watching TV is similar in both the categories. Both parents and child get time to watch maximum for 1-3 hours, followed by less than 1 for parents and more than 3 for the children. This can be due to less free time for parents as they could also have some other work.

Chart 4



Source Author Creation

**Table 4-Hours the respondents child watched television**

|             | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------|-----------|---------|---------------|--------------------|
| Less than 1 | 8         | 5.0     | 5.0           | 5.0                |
| 1-3         | 98        | 61.3    | 61.3          | 66.3               |
| more than 3 | 54        | 33.8    | 33.8          | 100.0              |
| Total       | 160       | 100.0   | 100.0         |                    |

Source

Author

Calculation

**Table 5- Behaviour of families on days they eat outside and amount spent**

| Type Of Family  | In a week how many days you eat outside |     |     |             | Total |
|---|---|-----|-----|-------------|-------|
|   | less than 2                             | 2-4 | 4-5 | more than 5 |       |
| Nuclear<br>Amount spend per<br>month on fast food<br>100-500<br>500-1000<br>1000 and<br>above       | 16                                      | 10  | 0   | 0           | 26    |
|   | 0                                       | 28  | 12  | 0           | 40    |
|   | 2                                       | 18  | 10  | 4           | 34    |
|   | <b>Total</b>                            | 18  | 56  | 22          | 4     |
| Joint<br>Amount spend per<br>month on fast food<br><100<br>100-500<br>500-1000<br>1000 and<br>above | 4                                       | 0   | 0   | 0           | 4     |
|   | 2                                       | 6   | 0   | 0           | 8     |
|   | 0                                       | 14  | 2   | 0           | 16    |
|   | 0                                       | 4   | 24  | 4           | 32    |
| <b>Total</b>  | 6                                       | 24  | 26  | 4           | 60    |
| Total<br>Amount spend per<br>month on fast food<br><100<br>100-500<br>500-1000<br>1000 and<br>above | 4                                       | 0   | 0   | 0           | 4     |
|   | 18                                      | 16  | 0   | 0           | 34    |
|   | 0                                       | 42  | 14  | 0           | 56    |
|   | 2                                       | 22  | 34  | 8           | 66    |
| <b>Total</b>  | 24                                      | 80  | 48  | 8           | 160   |

Source Author Calculation

Table 5 gives a clear insight how the type of family effect the days in a week a family goes out to eat. It can be clearly seen that out of 100 nuclear families 56 families goes 2-4 days in a week to eat outside and out of 60 joint families 26 families goes to eat 4-5 days in a week. Secondly 500-1000 is the maximum amount spent in a month by a nuclear family whereas in case of joint family it is 1000 and above.

In order to check the whether the sample is significant for analysing the effect of fast food advertising on children, KMO and Bartlett’s test was conducted. If KMO is greater than 0.50, the sample is adequate. Also, the practical applicability of factor analysis is given by Bartlett’s whose value is to be significant

**Table-6 KMO and Bartlett's Test**

|  |          |
|--|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | .676     |
| Bartlett's Test of Approx. Chi-Square            | 2738.665 |
| Sphericity df                                    | 378      |
| Sig.   | .000     |

Source Author Calculation

The score was 0.67 indicated that the sample size was adequate for sampling. Barlett test of Sphericity was used to measure the significance of correlation matrices and it also provided support for validity of the factor analysis by giving value as .000

Reliability statistics was tested through Cronbach's Alpha. Table 7 shows the value of Cronbach 's Alpha which came to be 0.753 showing good reliability between the variables

**Table 7-Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .753             | 28         |

Source Author Calculation

### Analysis of Fast Food Advertising on Children

In order to do an analysis of the effect of fast food advertising on children, factors were identified and studied to get accurate results of a study that was desired. It was then further divided into the basis number of kids a family have in order to find does these factor play similar role as number of children in kid increase from one to two

#### Factor 1: Bandwagon Effect

The bandwagon effect is the way an individual perceives or interpret a thing. The bandwagon effect is seriously shown in kids while seeing an advertisement on TV. A total of five statements were combined in this factor showing a total variance of 23.457% represented by table 8.TV advertisements choose children favourite characters like Chhota Bheem, Motu Patlu etc which are popular among kids and can be used in order to influence the children behaviour. Children without thinking whether it is correct or not can force parents to buy and show mischievous behaviour.

#### Factor 2: Kids Friendliness

A total of four statements were combined in this factor giving a total variance of 13.835%. The results were bilateral as it showed advertisement don't provide relevant information to kids gets the maximum factor score on the other hand TV advertisements are informative for the kids getting a second highest factor score. This can be due to different categories of the act that are showcased on TV. Other statements combined were fast food being replacement of breakfast/lunch and dinner

#### Factor 3: Defeasible

10.007% of total variation was explained with three statements combining in this factor with the maximum factor score of the statement saying, the emotion of a child influences the consumption of fast food behaviour, followed by advertisement should be banned by law and advertisement is a waste of expenditure. Possible reason for it can be the persuasive or influencing factor of the advertisements which create mischievous behaviour among the kids.

#### Factor 4: Inculcate

Four negative statements were combined giving the variance of 6.907%. Influencing quality of the advertisements was the factor with maximum factor score followed by engaging, trustworthy, and entertaining nature of TV advertisements. A possible reason can be designing, viewing and planning of advertisements in such way that it's influence/persuade any individual. Special effects, commitments, could be some of the ways in which it is practiced

**Table 8- Factors identified of fast food advertising**

|  | Component |       |      |       |       |       |       |
|--|-----------|-------|------|-------|-------|-------|-------|
|  | 1         | 2     | 3    | 4     | 5     | 6     | 7     |
| Fast food is more loved by child than fruits and vegetables  | .761      |       |      |       |       |       |       |
| Fast food are also influenced by advertisements  | .686      |       |      |       |       |       |       |
| Mischevious.appeal.in.advertisements.lead.to.undesirable.behavior                                    | .525      |       |      |       |       |       |       |
| Your child forces you to buy things shown on advertisement no matter whether they are useful or not. | .504      |       |      |       |       |       |       |
| TV advertisements don't provide relevant product information to my kids                              |           | .860  |      |       |       |       |       |
| TV advertisements are informative for my kids  |           | .812  |      |       |       |       |       |
| TV.advertisements.provides.relevant.product.information.to.my.kids                                   |           | .694  |      |       |       |       |       |
| Fast food can be the replacement of Breakfast/lunch/dinner.  |           | -.502 |      |       |       |       |       |
| All Advertisement related to kids should be banned by law  |           | -.452 |      |       |       |       |       |
| Advertisement play an important role in society formation  |           | -.717 |      |       |       |       |       |
| Consumption of fast food depends upon emotion  |           |       | .777 |       |       |       |       |
| All advertisements should be banned order of law   |           |       | .744 |       |       |       |       |
| Advertising expenditure is a waste.  |           |       | .499 |       |       |       |       |
| My kids get easily influenced by the advertisements.   |           |       |      | -.802 |       |       |       |
| TV advertisements are entertaining and funny for my kids   |           |       |      | -.788 |       |       |       |
| Kids find TV advertisements Trustworthy  |           |       |      | -.787 |       |       |       |
| TV advertisements are engaging for kids  |           |       |      | -.769 |       |       |       |
| Advertisements has no utility or role to play in society   |           |       |      |       | .842  |       |       |
| Fast food is addictive.  |           |       |      |       | -.409 |       |       |
| Kids Like to have product advertised on TV   |           |       |      |       | .744  |       |       |
| Advertisement promotes good values in kids.  |           |       |      |       |       | .766  |       |
| There is a need to regulate content of advertisement   |           |       |      |       |       | .762  |       |
| Children takes everything at face value as shown in advertisement                                    |           |       |      |       |       | .551  |       |
| TV advertisements are not beneficial for my kid  |           |       |      |       |       | -.492 |       |
| TV advertisements hamper or influence child behavior   |           |       |      |       |       |       | -.815 |
| Advertisement influences child to buy a particular product   |           |       |      |       |       |       | -.746 |
| Youth diversion towards western food and clothing is due to Advertisement                            |           |       |      |       |       |       | -.513 |
| I find the products advertised on TV are trustworthy   |           |       |      |       |       |       | .487  |

Source: - Author Calculation

**Factor 5: Addictiveness**

A total of 5.332% variance shown in factor five. Advertisement having no role in society formation being the maximum factor, followed by the kids liking to have product advertised on television and being addictive leading to addictedness of product and fast food for children.

**Factor 6: Pragmatic**

Four statement were combined in order to get factor 6 giving a total variance of 4.701% where the promotion of good value in kids got the maximum factor score, followed by regulation of advertisements shown on television and children taking everything at face value. It can be due as children don't

analyses or it can be said they don't know what is true or false they just accept it how it is shown to them.

Factor 7: Mirage

The combination of four statement gave rise to factor seven giving a total variance of 4.173% where the trustworthiness of advertisement getting the maximum score followed by the diversion and influence of advertisements on the kids.

**Analysis of Fast Food Advertising on Children with Family Having One Kid**

Table 9 helps in interpreting the factors effecting the fast food advertising on children with the families having one ki

**Table 9- Factor identified for family with one kid**

| Statements   | Component |      |       |      |      |       |      |
|--|-----------|------|-------|------|------|-------|------|
|  | 1         | 2    | 3     | 4    | 5    | 6     | 7    |
| There is a need to regulate content of advertisement   | .865      |      |       |      |      |       |      |
| Fast food is more loved by your child rather than fruits and vegetables.                             | .647      |      |       |      |      |       |      |
| Fast food is addictive.  | .617      |      |       |      |      |       |      |
| Your child forces you to buy things shown on advertisement no matter whether they are useful or not. | .601      |      |       |      |      |       |      |
| Advertisement promotes good values in kids.  | .497      |      |       |      |      |       |      |
| Children takes everything at face value as shown in ad   | .461      |      |       |      |      |       |      |
| TV advertisements provides relevant product information to my kids                                   |           | .834 |       |      |      |       |      |
| TV advertisements are informative for my kids  |           | .816 |       |      |      |       |      |
| TV advertisements provides relevant product information to my kids                                   |           | .690 |       |      |      |       |      |
| TV advertisements are not beneficial for my kid  |           |      | .805  |      |      |       |      |
| Advertising expenditure is a waste.  |           |      | .735  |      |      |       |      |
| All Advertisement related to kids should be banned by law  |           |      | .471  |      |      |       |      |
| I find the products advertised on TV are trustworthy.  |           |      | -.418 |      |      |       |      |
| TV advertisements are engaging for kids  |           |      |       | .790 |      |       |      |
| Kids find TV advertisements Trustworthy  |           |      |       | .730 |      |       |      |
| TV advertisements are entertaining and funny for my kids   |           |      |       | .721 |      |       |      |
| My kids get easily influenced by the advertisements.   |           |      |       | .697 |      |       |      |
| Consumption of fast food depends upon emotion  |           |      |       |      | .789 |       |      |
| All advertisements should be banned order of law   |           |      |       |      | .573 |       |      |
| Advertisement play an important role in society formation  |           |      |       |      | .442 |       |      |
| Kids Like to have product advertised on TV   |           |      |       |      |      | .883  |      |
| Advertisements has no utility or role to play in society   |           |      |       |      |      | .754  |      |
| Mischievous appeal in advertisements lead to undesirable behavior among kids                         |           |      |       |      |      | -.619 |      |
| Advertisement influences child to buy a particular product   |           |      |       |      |      |       | .878 |
| TV advertisements hamper or influence child behavior   |           |      |       |      |      |       | .796 |
| Fast food are also influenced by advertisements  |           |      |       |      |      |       | .657 |
| Youth diversion towards western food and clothing is due to Advertisement                            |           |      |       |      |      |       | .585 |
| Fast food can be the replacement of Breakfast/lunch/dinner.  |           |      |       |      |      |       | .495 |

Source: - Author Calculation

### **Analysis of Fast Food Advertising on Children with Family Having One Kid**

Table 10 helps in interpreting the factors affecting the fast food advertising on children with the families having one kid.

#### **Factor 1: Inculcate**

26.336% of total variance explained by the factor in which the TV advertisement content need to be regulated getting the maximum factor score followed by the fast food more loved by children than healthy foods and being addictive to them. It can be due to reason that children take everything at face value and can become addicted to it

#### **Factor 2: Trustworthiness**

12.400% of the total variance explained by the statement where the TV ads providing relevant information to my kids getting the maximum factor score followed by the informative characteristics of the advertisements

#### **Factor 3: Defeasible**

11.082% of the total variance explained by the factor defeasible in which TV ads not being beneficial, waste of expenditure and banning of the advertisement make the factor justify with the statements

#### **Factor 4: Pragmatic**

Four statement were combined in order to get factor 4 giving a total variance of 7.323% where the TV advertisements being engaging got the maximum factor score, followed by trustworthiness and entertaining nature of ads which influence the child behaviours

#### **Factor 5: Kids Friendliness**

Four statements were combined giving a total variance of 6.424%. The results were bilateral as TV advertisement should be banned and TV advertisements promoting the formation of society second highest factor score, followed by fast food consumption depends upon the emotions.

#### **Factor 6: Mirage**

A total of 4.495% of total variance is shown by this factor combining three statements where, kids liking to have product advertised on television getting the maximum factor score followed by mischievous appeal giving an undeserved behaviour amounts kids and advertisement playing no role in society as it can create a mirage image in mind which make them force to buy the things.

#### **Factor 7: Addictiveness**

A total of three statement were combined to get the variance as 4.180% and make factor 7. Fast food being the replacement of breakfast, lunch dinner being the maximum factor, followed by the addictiveness of fast food showing that they can be so much addictive leading to the replacement of breakfast, lunch dinner etc.

|  | Component |       |       |      |      |      |      |
|--|-----------|-------|-------|------|------|------|------|
|  | 1         | 2     | 3     | 4    | 5    | 6    | 7    |
| TV advertisements are informative for my kids  | .869      |       |       |      |      |      |      |
| Advertisement promotes good values in kids.  | .842      |       |       |      |      |      |      |
| TV advertisements are not beneficial for my kid  | -.795     |       |       |      |      |      |      |
| There is a need to regulate content of advertisement   | .693      |       |       |      |      |      |      |
| All Advertisement related to kids should be banned by law  |           | .947  |       |      |      |      |      |
| Advertisement play an important role in society formation  |           | -.730 |       |      |      |      |      |
| All advertisements should be banned order of law   |           | .648  |       |      |      |      |      |
| Fast food can be the replacement of Breakfast/lunch/dinner.  |           | .527  |       |      |      |      |      |
| Advertising expenditure is a waste.  |           | .449  |       |      |      |      |      |
| Your child forces you to buy things shown on advertisement no matter whether they are useful or not. |           |       | .922  |      |      |      |      |
| Advertisements has no utility or role to play in society   |           |       | -.613 |      |      |      |      |
| TV advertisements provides relevant product information to my kids                                   |           |       | .511  |      |      |      |      |
| I find the products advertised on TV are trustworthy.  |           |       | .404  |      |      |      |      |
| Fast food are also influenced by advertisements  |           |       |       | .919 |      |      |      |
| TV advertisements are engaging for kids  |           |       |       | .812 |      |      |      |
| Consumption of fast food depends upon emotion  |           |       |       | .701 |      |      |      |
| Kids find TV advertisements Trustworthy  |           |       |       | .606 |      |      |      |
| Youth diversion towards western food and clothing is due to Advertisement                            |           |       |       | .535 |      |      |      |
| Kids Like to have product advertised on TV   |           |       |       |      | .916 |      |      |
| Children takes everything at face value as shown in ad   |           |       |       |      | .694 |      |      |
| TV advertisements hamper or influence child behavior   |           |       |       |      | .838 |      |      |
| Advertisement influences child to buy a particular product   |           |       |       |      | .629 |      |      |
| TV advertisements are entertaining and funny for my kids   |           |       |       |      |      | .974 |      |
| My kids get easily influenced by the advertisements.   |           |       |       |      |      | .926 |      |
| Mischievous appeal in advertisements lead to undesirable behavior among kids                         |           |       |       |      |      | .475 |      |
| Fast food is more loved by your child rather than fruits and vegetables.                             |           |       |       |      |      |      | .902 |
| Fast food is addictive   |           |       |       |      |      |      | .791 |
| TV advertisements provides relevant product information to my kids                                   |           |       |       |      |      |      | .620 |

Source: - Author Calculation

*Factor 1: Kids Friendliness*

Four statements were combined giving a total variance of 24.646 %. The results were bilateral as TV advertisement are informative to kids gets the maximum factor score on the other hand TV advertisements promote good value in kids getting second highest factor score, followed by advertisement is not beneficial and there is need to regulate the content This can be due to different categories of the act that are showcased on TV, the first factor has been renamed as Kids Friendliness

*Factor 2: Defeasible*

A total of five statements were combined in this factor giving a total variance of 19.819 %. Advertisement related to kids should be banned getting the maximum factor score followed by advertisement playing an important role in society formation. Other statements combining in the second factor included fast food can be replacement of breakfast, lunch and dinner and advertisement being waste of expenditure to form factor four renamed as Defeasible

*Factor 3: Bandwagon Effect*

To form factor three, four statements were combined giving a total variance of 11.528 %. The maximum factor score is of them statement saying that child forced to buy whatever is shown in advertisements followed by the relevancy and the trustworthiness character of the advertisement

*Factor 4: Pragmatic*

Five statement were combined in order to get factor 4 giving the total variance of 10.116%, where the influencing character of the advertisements got the maximum factor score. It can be due to the fake things that could be shown by the advertiser in order to sell his/her product, followed by characteristics of advertisement which make them trustworthy and engaging for the kids leading to diversion towards western culture.

*Factor 5: Inculcate*

Four statements were combined giving the variance of 8.526%. Kids liking to have the product which they see on advertisements getting maximum factor score followed by hampering and influencing child behaviours to buy the products as children take everything at face value without analysing what is right or not.

*Factor 6: Mirage*

A total of 7.395% of the variance was concluded by combining three statements, where TV advertisements being entertaining getting the highest factor score followed by fast food being addictive and advertising providing relevant information to my kids. This can be due entertaining nature of advertisement can make a virtual image of being perfect and making them addictive to children

*Factor 7: Addictiveness*

A total of three statement were combined to get the variance as 4.481 % and make factor 7. Fast food being loved more than vegetable getting maximum factor score, followed by the addictiveness of fast and advertisement providing relevant information to kids.

Table-11 Comparison of Number of Kids Fast food and Advertisement related Factors

| <b>Number Of Kids One</b> | <b>Number Of Kids Two</b> |
|---------------------------|---------------------------|
| Inculcate                 | Kids Friendliness         |
| Trustworthiness           | Defeasible                |
| Defeasible                | Bandwagon Effect          |
| Pragmatic                 | Pragmatic                 |
| Kids Friendliness         | Inculcate                 |
| Mirage                    | Mirage                    |
| Addictiveness             | Addictiveness             |

*Source: - Author Creation*

A comparison of the factors on the basis of people having one kid and two kids, suggests that out of seven, four factor changes as number of kids increases of number of kids from one to two. This could be because those parents are more cautious when they have their first child. They take of each small thing like what they eat what they are watching etc. But when they have their second child, they already have experience about each and everything which make them less cautious as compared to first which leads to change in this factor

### Conclusion

The study was conducted in order to throw light on effect of fast food advertising effect on children. The study showed that in total there were seven factors which affect the fast food advertising on children. It concluded that bandwagon effect was the most prominent factor which effected the children because it perceives or interpret a thing in a such a way which makes a mirage in mind of the children that it would be interesting that they want to have the fast food so eagerly that they would force their parents to buy fast food and things shown on advertisements whether they are useful or not. On the other hand, addictiveness being least. It was also observed that as number of kids increase from one to two four out of seven change this position that is their relevance changed. This could be because of the reason that parents are more cautious when they have their first child. They take care of every small things and keep a full supervision on their child. With this experience of having a kid, they learn & understand lot many things. This experienced nature leads to relaxation of few norms for the second kid, which may be reason that these factors change.

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