

Adverse Effects of Television Advertisements on Parents' Perception of Children's Preserved Food Products

OPEN ACCESS

Volume: 13

Special Issue: 1

Month: March

Year: 2025

E-ISSN: 2582-6190

Citation:

Bagyalakshmi, R.
“Adverse Effects
of Television
Advertisements on
Parents' Perception of
Children's Preserved
Food Products.”
ComFin Research,
vol. 13, no. S1-i1, 2025,
pp. 45–54

DOI:

[https://doi.org/10.34293/
commerce.v13iS1-i1-
Mar.8653](https://doi.org/10.34293/commerce.v13iS1-i1-Mar.8653)

Dr. R. Bagyalakshmi

*Assistant Professor, Department of Commerce (Banking and Insurance)
Erode Arts and Science College (Autonomous), Erode*

Abstract

Nourishment, dress and shield is the foremost important to human creatures. The primary vital portion is nourishment. We must take Solid and Natural Nourishment. These days emotional Changes take put within the society with respect to innovation, with the rapid transformation of media platforms, including television advertising, children's exposure to digital content has significantly increased. Youngsters, especially between the ages of 8 and 14, are maturing at a faster rate. Instead of engaging with older generations, they tend to spend a substantial portion of their time immersed in television and other digital media. This shift in behavior influences their perspectives, habits, and decision-making, shaping their preferences from an early stage. The rise of double pay of guardians, increment within the number of working ladies, decrease in family size, increment in number of tvs in family particularly in children's rooms, more commercial weight, entry of modern items within the advertise and over all, due to the nearness of gigantic tv environment, children are able to encounter utilization and obtaining of additive nourishment items at a much quicker rate than ever some time recently. Showcasing focused on at children frequently based on profoundly modern and manipulative brain research, has its fundamental center through tv promotions. The promotion of additive-laden food products has a profound effect on children's well-being, contributing to various health issues, including genetic disorders and an increased risk of cancer. Research consolidating insights from children, parents, and pediatricians reveals that frequent consumption of such food—strongly influenced by television advertisements—has led to higher obesity rates, frequent illnesses, and weakened immunity. Many children experience reduced resistance to infections due to regular intake of these processed food items, emphasizing the need for greater awareness and stricter regulations on unhealthy food marketing.

Introduction

The instruments by which publicizing influences eating conduct in children are vague and are likely to differ by relevant and person components. Be that as it may, later investigate utilizing utilitarian attractive reverberation imaging (fMRI) has uncovered that the ventromedial prefrontal cortices (vmPFC) in children's brains, capacities of which incorporate choice making, remunerate valuation and self-control, are actuated essentially more after observing tv nourishment promotions. The same investigate detailed that taking after nourishment advert introduction, nourishment choices by children were

made quicker and tended to support taste over wellbeing. In expansion to situational variables, eating conduct in grown-ups and children is coordinated by rash and intelligent choice making,⁶¹ and these discoveries recommend that nourishment promotions may decrease the degree to which children use reflective/inhibitory control frameworks, which are contrarily related with unsafe eating practices, and advance imprudent choice making, which is emphatically related with risky eating practices.

There's a significant burden of ailment and infection coming about from childhood overweight or weight and a clear require for arrangement makers to address this open wellbeing issue. There's clear prove that intense presentation to tv nourishment advertising increases quick dietary admissions, especially of unfortunate nourishments. Whereas there's a shortage of prove relating to the long-term impacts of nourishment promoting, diminishing presentation both on tv and by means of advergames is likely to improve children's nourishment choices, diminish admissions of undesirable nourishments, and move forward long-term wellbeing results.

Review of Literature

Hyunjae 'Jay' Yu (2007) conducted a think about on the impacts of T.V snack/fast nourishment notices and strife between guardians and children. It bargains with the assorted connections between strife and the different natural components encompassing children like mother's common demeanor towards publicizing, mother's business status, pay and nearness of kin. This think about tests the environmental hypothesis and tries to discover out whether it can be connected in publicizing inquire about.

Nathalie Dens, Patrick De Pelsmacker (2007) The ponder attempted by tries to discover out how publicizing and promoted nourishment influences guardians demeanor and concern for children's eating propensities and publicizing seeing and how observing is attempted. It was found that states of mind guardians show on sustenance and concentrated at which family clashes happen due to promoting are the most variables for undertaking prohibitive intercession of tv.

Singh TakurMahima, Khatri Puja (2008) endeavored to discover out whether child raising hones are distinctive from one culture to another and whether it is an imperative calculate that impacts the conduct of buy in families. It has been found that American guardians embrace limit in buying anything children inquire whereas Indian guardians buy anything is advanced by marketers and inquired by children. For Indian guardians children are their middle of consideration and tend to purchase anything is inquired by them without considering of the results.

PavleenSoni, Raghbir Singh (2012) The consider embraced by attempted to discover out the techniques for intercession of TV substance (for advertisements and programs) that are taken after by guardians For this a organized survey was given to 714 people within the age bunch of 15-24 a long time to discover out what sort of intervention is taken after by families in India. The comes about uncovered that Indian moms embrace intervention of notices in common & promotions of nourishment in specific. Moms intercede as per the age of children.

Objectives

1. To assess the demographic characteristics and the negative impact of consuming preservative-laden food products in the chosen study area.
2. To evaluate parents' perspectives on their children's responses to food advertisements, dietary habits, purchasing behavior, food preferences, and the associated health risks linked to the consumption of preserved food products.
3. To identify the factors influencing children's preserved food consumption pattern and its adverse effect in the selected study area
4. To offer suitable suggestions to the children and parents about pros and cons of Children's preserved food products and its adverse effects based on the findings of the study.

Methodology

The performance of Television Media can be measured by a number of Advertisements. Among these, impact is the most important one and its adverse effects on viewers have to be taken into consideration. The present study aims to analyse the adverse effects of television advertisements regarding preservative food products on children in Erode District of Tamil Nadu.

As per the recent data from FISSAI only one out of 15 food businesses running in the country is registered and remaining functions unregistered. In India there are 33 laksh registered food businesses running and in Tamil Nadu alone there 108,555 Food products are active up to date. In the study area there are 6458 products available and the researcher decided to limit the research into 1.Spice Products 2.Soft Drinks 3.Biscuits & Chocolates and 4.Health Drinks. Based on data available at Fssai dated March 31st 2017 there are 7237 registered units in Tamil Nadu in which 943 companies manufacture the selected preservative food products.

Result

Table No. 1 Age and Opinion about The Children's Psychological Problems and Food Choices (Chi-Square Test)

Factor	Computed χ^2 Value	Table Value	Degrees of Freedom	Observation
Age	24.859	15.507	8	Statistically relevant at the 5%

Sources: Computed

The table investigation illustrates that the computed chi-square measurement out performs the basic esteem, meaning measurable importance at the 5% level. Thus, the invalid speculation is discredited. The elective theory states, *"There exists a important association between age socio economics and perspectives on children's mental wellbeing challenges and dietary propensities among respondents in Crumble Locale."* Based on the comes about, it is induced that a strong linkage is show between age socio economics and recognitions of children's mental wellness and dietary inclinations in CrumbleLocale.

Table No.2 Residential Area and Opinion about The Children's Psychological Problems and Food Choices

S.No	Residential	No. of Respondents	Per	Avg	Range		SD
					Min	Max	
1	Urban area	238	39.00	3.63	1	5	1.19
2	Semi urban	165	27.10	3.59	1	5	1.21
3	Rural	207	33.90	3.42	1	5	1.23
Total		610	100.00				

Sources: Calculated

It can be recognized from the over table that the conclusion around the children's mental issues and nourishment choices and private region, The Urban region extended between 1 and 5 with an normal of 3.63, The Semi urban range extended between 1 and 5 with an normal of 3.59. On the other hand, The Country zone extended between 1 and 5 with an normal of 3.42. From the examination, it was celebrated that the conclusion around the children's mental issues and food choices of Urban extend of respondents were more than the other extend of respondents.

With an point to decide the degree of affiliation between the respondents' age bunches and their suppositions with respect to children's mental wellbeing issues and dietary inclinations inside the consider zone, a two-way table was developed, as portrayed within the taking after table.

**Table No.3 Residential Area and Opinion about
The Children's Psychological Problems and Food Choices**

(Two-Way Table)

S.No	Residential Area	Opinion about the Children's Psychological Problems and Food Choices					Total
		SA	A	N	DA	SDA	
1	Urban	61 (25.6%)	87 (36.6%)	48 (20.2%)	24 (10.1%)	18 (7.6%)	238
2	Semi urban	47 (28.5%)	47 (28.5%)	36 (21.8%)	26 (15.8%)	9 (5.5%)	165
3	Rural	44 (21.3%)	65 (31.4%)	50 (24.2%)	29 (14.0%)	19 (9.2%)	207
Total		152	199	134	79	46	610

Sources: Calculated

From the over table that the rate of oppose this idea level of conclusion approximately the children's mental issues and nourishment choices and private zone of the respondents was the most reduced (10.1%) among the respondents has a place to the Urban range and the same was the most elevated (15.8%) among the respondents has a place to the Semi urban region. Additionally, the rate of impartial level of supposition almost the children's mental issues and nourishment choices of the respondents was the most noteworthy (24.2%) among the respondents has a place to the Country region and the same was the most reduced (20.2%) among the respondents has a place to the Urban zone. On the other hand, the rate of concur level of supposition around the children's mental issues and nourishment choices of the respondents was the most noteworthy (36.6%) among the respondents are Urban region and same was the most reduced (28.5%) among the respondents are Semi urban zone.

In arrange to discover the relationship between the private range of the respondents and their supposition around the children's mental issues and nourishment choices, the taking after invalid speculation was surrounded and tried with the assistance of Chi-square test, and the result is appeared within the taking after table.

H0 : There is no significant relationship between residential area and opinion about the children's psychological problems and food choices of the respondents in Erode District

H1 : There is significant relationship between residential area and opinion about the children's psychological problems and food choices of the respondents in Erode District

**Table No. 4 Residential Area and Opinion About
The Children's Psychological Problems and Food Choices**

(Chi-Square Test Results)

Factor	Computed χ^2 Value	Table Value	Degrees of Freedom	Observation
Residential Area	19.279	15.507	8	Significant relevant at the 5%

Sources: Computed

Table 4: Chi-Square Test Analysis

The table examination demonstrates that the computed chi-square esteem outperforms the basic esteem, setting up factual importance at the 5% level. Subsequently, the invalid theory is rejected. The expressed theory states, "A noteworthy relationship exists between private region and

respondents' suppositions on children's mental wellbeing concerns and dietary inclinations in Break downArea." Based on the findings, it is concluded that residential location strongly influences perspectives on children's psychological well-being and food choices in Dissolve District.

Table 5 Strength of the Children and Opinion about the Children's Psychological Problems and Food Choices

S.No	Strength of the Children	No. of Respondents	%	Average	Range		S.D
					Min	Max	
1	One	250	41.00	3.59	1	5	1.21
2	Two	345	56.60	3.54	1	5	1.21
3	Three	15	02.40	3.60	1	5	1.24
4	Above three	0	00.00	0.00	0	0	0.00
Total		610	100.00				

Sources: Computed

It might be recognized from the over table that the supposition almost the children's mental issues and nourishment choices and quality of the Children, One gather of quality extended between 1 and 5 with an normal of 3.59, Moment bunch of quality extended between 1 and 5 with an normal of 3.54. On the other hand Third bunch of quality extended between 1 and 5 with an normal of 3.60. The analysis revealed that opinions regarding children's mental health issues and dietary choices were more prevalent among respondents with children in the third group compared to other categories.

To determine the extent of the association between the number of children and perspectives on their psychological well-being and food preferences among the selected respondents in the study area, a two-way table was constructed, as presented in the following table.

Table 6 Strength of The Children and Opinion about the Children's Psychological Problems and Food Choices

(Two-Way Table)

S.No	Strength of the Children	Opinion about the Children's Psychological Problems and Food Choices					Total
		SA	A	N	DA	SDA	
1	One	59 (23.6%)	88 (35.2%)	53 (21.2%)	29 (11.6%)	21 (8.4%)	250
2	Two	90 (26.1%)	104 (30.1%)	78 (22.6%)	50 (14.5%)	23 (6.7%)	345
3	Three	3 (20.0%)	7 (46.7%)	3 (20.0%)	0 (0.0%)	2 (13.3%)	15
4	Above three	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0
Total		152	199	134	79	46	610

Sources: Computed

From the over table that the rate of oppose this idea level of supposition almost the children's mental issues and nourishment choices and quality of the children of the respondents was the most reduced (0.0%) among the respondents has a place to three quality of the children and the same was the most elevated (14.5%) among the respondents has a place to Two. Additionally, the rate

of impartial level of conclusion almost the children's mental issues and nourishment choices of the respondents was the most noteworthy (22.6%) among the respondents has a place to Two of the children and the same was the most reduced (20.0%) among the respondents has a place to three of the quality. On the other hand, the rate of concur level of supposition around the children's mental issues and nourishment choices of the respondents was the most noteworthy (46.7%) among the respondents are three and same was the most reduced (30.1%) among the respondents are two of the children's quality.

In arrange to discover the relationship between the quality of the children of the respondents and their conclusion around the children's mental issues and nourishment choices, the taking after null hypothesis was surrounded and tried with the assistance of Chi-square test, and the result is appeared within the taking after table.

H0 : There is no significant relationship between strength of the children and opinion about the children's psychological problems and food choices of the respondents in Erode District

H1 : There is significant relationship between strength of the children and opinion about the children's psychological problems and food choices of the respondents in Erode District

Table 7 Strength of the Children and Opinion about the Children's Psychological Problems and Food Choices

(Chi-Square Test)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Strength of the Children	6.922	15.507	8	Not Significant at 5% Level

Sources: Computed

The table analysis indicates that the computed chi-square value is lower than the tabulated value, making the result statistically insignificant at the 5% level. Therefore, the null hypothesis is accepted. The hypothesis states, "There is no significant relationship between children's well-being and respondents' opinions on children's mental health issues and dietary choices in Dissolve District." Based on the findings, it is concluded that there is no strong association between children's well-being and perspectives on their psychological health and food preferences in Erode District.

Table 8 Educational Qualification and Opinion about the Children's Psychological Problems and Food Choices

S.No	Educational Qualification	No. of Respondents	%	Average	Range		S.D
					Min	Max	
1	literate	518	84.91	3.42	1	5	1.25
2	Illiterate	92	15.09	3.49	1	5	1.21
Total	610	100.00					

Sources: Computed

It may be distinguished from the over table that the supposition almost the children's mental issues and nourishment choices and instructive capability, the proficient extended between 1 and 5 with an normal of 1.25. On the other hand, the ignorant extended between 1 and 5 with an normal of 1.21 From the investigation, it was famous that the conclusion around the children's mental issues and nourishment choices of proficient respondents were more than the other bunch.

With a see to discover the degree of affiliation between the instructive capability and conclusion almost the children's mental issues and nourishment choices among the chosen respondents within the ponder zone, a two-way table was arranged and it is portrayed in the taking after table.

Table 9 Educational Qualification and Opinion on Children's Psychological Problems and Food Choices (Two-Way Table)

S.No	Educational Qualification	Opinion about the Children's Psychological Problems and Food Choices					Total
		SA	A	N	DA	SDA	
1	literate	183 (35.3%)	198 (38.2%)	37 (7.1%)	52 (10.03%)	48 (9.2%)	518
2	illiterate	18 (19.5%)	23 (25%)	9 (9.7%)	22 (23.9%)	20 (21.7%)	92
Total		201	221	46	74	68	610

Sources: Computed

From the over table that the rate of oppose this idea level of conclusion around the children's mental issues and nourishment choices and instructive capability of the respondents was the most reduced (10.03%) among the respondents has a place to proficient and the same was the most noteworthy (23.9%) among the respondents has a place to ignorant. The rate of impartial suppositions with respect to children's mental wellbeing issues and dietary choices was most noteworthy (9.7%) among respondents with no formal instruction and least (7.1%) among those with higher instruction. On the other hand, the rate of assent on these issues was most critical (38.2%) among taught respondents.

To evaluate the relationship between the instructive capabilities of respondents and their conclusions on children's mental issues and dietary choices, the taking after invalid theory was defined and tried utilizing the Chi-square strategy, with the comes about displayed within the consequent table:

H0: There's no noteworthy relationship between instructive capability and conclusion approximately children's mental issues and dietary choices among respondents in Erode Locale.

H1: There's a critical relationship between instructive capability and supposition almost children's mental issues and dietary choices among respondents in Disintegrate Locale.

Table 10 Educational Qualification and Opinion about the Children's Psychological Problems and Food Choices (Chi-Square Test)

Factor	Computed χ^2 Value	Table Value	Degrees of Freedom	Observation
Educational Qualification	3.215	8.593	4	Not Significant at 5% level

Sources: Computed

The table examination uncovers that the calculated chi-square esteem is lower than the arranged esteem, showing that the result isn't measurably critical at the 5% level. Subsequently, the invalid theory is acknowledged. The hypothesis states, ""There's no critical relationship between instructive capability and respondents' suppositions on children's mental wellbeing issues and dietary choices in Dissolve Locale.""** Based on the findings, it is concluded that there's no solid relationship between instructive fulfillment and points of view on children's mental well-being and nourishment inclinations in Crumble Area.

**Table 11 Children Consumed Spice Products Frequently and
Demographic Factors – Oneway Anova**

Demographic Variables	Categories	Total Sum of Square	Degrees of Freedom	Mean Square	F	Sig
Gender	Among Categories	1.679	1	0.560	0.904	0.439
	Intragroup Variance	561.319	908	0.620		
	Overall Variance	562.999	609			
Age	Among Categories	0.896	2	0.299	0.285	0.836
	Intragroup Variance	949.457	607	1.048		
	Overall Variance	950.353	609			
Residential Area	Among Categories	7.264	2	2.421	1.877	0.132
	Intragroup Variance	1168.632	607	1.290		
	Overall Variance	1175.896	609			
Strength of the children	Among Categories	8.109	2	2.703	2.533	0.051
	Intragroup Variance	966.802	607	1.067		
	Overall Variance	974.911	609			
Occupational Status	Among Categories	6.834	3	2.278	1.867	0.134
	Intragroup Variance	1105.277	606	1.220		
	Overall Variance	1112.111	609			
Monthly Income	Among Categories	0.220	4	0.073	0.092	0.964
	Intragroup Variance	718.863	605	0.793		
	Overall Variance	719.082	609			
Number of Dependents in Family	Among Categories	7.412	3	1.782	1.307	0.042
	Intragroup Variance	814.621	606	1.363		
		815.923	609			
Electronic Gadgets at Home	Among Categories	9.371	4	2.934	1.040	0.871
	Intragroup Variance	949.213	605	2.821		
TOTAL		950.281	609			

Sources: Computed

Table 11 reflects that the result of the One Way ANOVA test. Since the p-value is more than 0.05, the invalid theory is acknowledged at 5 per cent level in the event that noteworthiness. Consequently there's no noteworthiness relationship between children expended flavor items regularly and statistic variables but Quality of the children and Number of Dependents in Family (p-value 0.051 and 0.042). At last, the analyst concludes quality of the children and number of dependents in family the statistic variables gives more impact the children expended zest items habitually.

Discussion

Encouraging Nutritious Eating Habits in Children

- Serve children meals with a variety of vibrant vegetables, fresh fruits, and wholesome sprouts to make their plates more appealing.

- Substitute high-calorie treats like ice cream and chocolates with low-fat, fresh yogurt as a healthier dessert option.
- Instead of carbonated drinks and sugary sodas, offer refreshing alternatives such as lime water, coconut water, or freshly squeezed fruit juices.
- Choose grilled sandwiches over deep-fried ones. Likewise, when selecting meat or poultry, opt for baked, broiled, or grilled preparations instead of fried choices.
- Refrain from using chocolate bars as rewards for good behavior or academic success, encouraging non-food incentives instead.
- Keep portion sizes moderate when ordering meals. A standard serving is preferable to oversized options like “mega meals” or “combo offers.”
- When dining out, steer clear of dishes loaded with heavy cream or excessive spices to maintain a balanced diet.
- Replace naan with tandoori roti for a lighter, lower-fat bread alternative in Indian cuisine.
- Opt for stir-frying instead of deep-frying to minimize oil intake while retaining flavor and texture.
- When preparing dough for poori or pakoras, ensure it is thick and avoid adding ghee or excessive oil, as this reduces the absorption of unhealthy fats.
- Processed foods often tempt young minds. To break this habit, ensure nutritious snacks are readily available and maintain regular meal schedules. Raising awareness about health and fitness can help distinguish between artificial additives and wholesome meals. Educating parents on the adverse effects of preservatives empowers them to encourage better choices for their children.
- Schools can implement initiatives like the “Bring a Fruit to School” campaign, aiming to reduce processed food consumption and foster lifelong healthy eating habits.
- While occasional indulgence in rich foods is acceptable, maintaining a diet that primarily consists of fresh and natural ingredients is key. The food pyramid allows for some occasional treats, but the focus should remain on nourishing meals that support overall well-being.

Conclusion

It is widely recognized that processed and fast food is flavorful, convenient, and visually appealing, making it a popular choice across the globe. Over the past two decades, its consumption has surged, particularly among younger age groups. The present analysis reveals that excessive intake of such food negatively influences children’s well-being, leading to issues like obesity, heightened anxiety, irregular blood pressure, physical inactivity, and difficulty maintaining focus in academics.

Raising awareness about the harmful consequences of consuming fast and processed food is crucial. Young mothers should prioritize preparing fresh, home-cooked meals for their children instead of relying on unhealthy alternatives. Both parents and educators share the responsibility of guiding youngsters towards making healthier dietary choices and adopting a balanced lifestyle. Implementing continuous nutrition education initiatives can significantly improve children’s overall well-being, with particular emphasis on adolescent girls.

The ways in which advertisements influence children’s eating habits remain complex and depend on various individual and situational factors. However, recent studies indicate that food-related commercials significantly stimulate areas of children’s brains responsible for decision-making, self-control, and reward perception. Research further suggests that after exposure to television advertisements promoting food products, children tend to make quicker choices that prioritize taste over nutrition.

Apart from external influences, eating patterns in both children and adults are shaped by impulsive and rational decision-making. Findings suggest that advertisements for unhealthy food may weaken an individual's ability to exercise self-restraint, increasing the likelihood of impulsive consumption while diminishing their capacity for thoughtful, health-conscious choices. Addressing this issue through targeted awareness campaigns and responsible advertising regulations can help mitigate the long-term risks associated with poor dietary habits.

References

1. Children's Food and Health, Why Legislation is urgently required to Protect Children from Unhealthy Food Advertising and Promotions. London : Sustain, The Alliance for Better Food and Farming.
2. Friestad, M. & Wright, P. (2005). The Next Generation: Research for the Twenty – First - Century Public Policy on Children and Advertising, *Journal of Public Policy and Marketing*, 24, (2), 183-185.
3. Gardner, G. T. & Bennett, J. A. (1999), Television Advertising to Young Children: An Exploratory Study, *Communicare*, 19, (1), 44-60.
4. "iBAI Rules on Advertising and Teleshopping" (PDF). Broadcasting Authority of Ireland. Retrieved 9 August 2011.
5. Kunkel, D. (1990). The role of research in the regulation of children's television advertising, *Knowledge: Creation, Diffusion, Utilization*, 12, 101-119.
6. <https://www.statisticshowto.com/probability-and-statistics/find-sample-size/>