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“A STUDY ON THE EFFECT OF DEMOGRAPHIC ATTRIBUTE OF VIEWERS ON AFFECTIVE REACTIONS TO HEALTH FOOD DRINK TV ADVERTISEMENTS”

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ABSTRACT

People are becoming more interested in healthy living, which could help businesses stand out in crowded markets. The main goal of the study is to find out how different groups of Spanish customers feel about the value of advertising on social media sites affects their thoughts on and desire to buy healthier food. The advertising value model by Ducoffe was used as a framework to look at what causes views based on utilitarian and hedonic values. People who support healthy lifestyles say that the broad promotion of high-calorie, low-nutrient meals is a big reason why so many people are overweight. This study looks into the idea that seeing ads for food while watching TV may also make people fat by making them automatically eat food that is close by. The design: As part of Experiments 1a and 1b, kids in elementary school watched a video that either advertised food or other things or ate a snack while they watched. Next, the people took part in an experiment that didn't seem to have anything to do with the first one. They tried and rated a number of healthy and unhealthy snacks. The amount of snacks that were eaten before, during, and after seeing an ad Researchers found that kids who saw food ads ate 45 percent more of that food. After seeing ads for both healthy and unhealthy snacks, adults changed the way they ate snacks. In all tests, food ads made people eat more of the foods that weren't in the ads, and these effects had nothing to do with how hungry people thought they were or any other conscious factors.

KEYWORDS: Healthy food, social media advertising, consumerresponse, utilitarian value, hedonic value

INTRODUCTION

The Beginning Consumer health is a big topic of conversation right now. Because of this, efforts for healthy food are becoming more popular. Labeling foods as healthy has become common in the packaged food business because it brings in new customers and makes current customers more loyal to the brand. More than one word has been made up in the books to describe healthy food. People think these are good for you

because they are called "foods for particular health applications" in Japan. In China, "functional foods" are foods that have extra ingredients that help the body lose weight, digest food, or do other things. If someone in Taiwan talks about "healthy food," they usually mean something much more specific about the nutrients it has or the health benefits it gives. The second term, "healthy food," is used in this study because it is more common and includes a wider range of



foods to look into. Because of this, we will learn more the more this phrase is used. Some studies have tried to show how people in general feel about healthy food. Healthy eating is linked to moderation, balance, and variety. In the same way, another study found that following the food pyramid and eating a healthy, balanced diet with meals spread out throughout the day is linked to a lower chance of chronic diseases. An additional piece of proof was that eating foods with additives or preservatives was bad for your health.

Putting up food ads

Clear signs that you should eat, like seeing attractive people eat, eating in between meals, and feeling good while eating. We suggest that the same is true of the ideas shown in food ads on TV, which may act as models in real life and lead to similar eating habits. Given the types of foods and consumption benefits that are often shown in food ads, what is often sparked is poor food and drink consumption. In this study, we use controlled experiments to find out whether primes, or sets off, an automatic increase in snack food intake in reaction to TV food ads shown during a TV show. These effects should happen below the level of consciousness, so it shouldn't matter what your goals are or how well you can control your impulsive tendencies. So, we think that ads for kids' snack foods will have the same effect on adults as they do on kids: they will make them want to snack. Furthermore, we believe that the ad will have an impact on the consumption of all foods, not just the ones that were advertised. This is in line with what Halford et al. found when they

watched a TV show. The second experiment looked at how different kinds of food ads—some focused on snacks and others on nutrition—affected adults' choices of what kinds of snacks were healthy and what kinds were unhealthy. In order to hide the real purpose of the study even more, the ads had nothing to do with the brands or types of food that the subjects were asked to eat.

LITERATURE REVIEW

Eva Greenthal in 2022 The goal is to find out if and how beverage companies use pouring rights contracts to encourage schools to sell more sugary drinks. A look at the contracts that beverage companies made with U.S. public schools with 20,000 or more kids from 2018 to 2019 we talked to 144 different schools about possible business possibilities. The main signs were financial rewards and penalties based on the number of sales. Eighty-four of the total 131 contracts were offered by academic organizations, or 87% of the total. There was a straight link between sales volume and pay in at least one clause of each of the 125 contracts that were looked at (95%). Commissions were part of 104 deals, or 79%, making them the most common way to get paid. In 19 (15%) of the contracts, commissions or refunds for carbonated soft drinks were higher than for bottled water. In most partnerships between universities and beverage companies, the universities were given incentives to push and sell bottled drinks, especially SSBs. Because of the health risks that come with using SSBs, universities should think about whether or not to promote them.



Adams Cooper in 2021 Companies now put a lot of value on strategic management because of globalization. This has created new possibilities and threats in the 21st century market. Today, businesses all over the world are facing a wide range of threats. These threats affect both new and old companies. Companies must use fresh and useful methods of strategic management to stay ahead of the competition. When a business takes the time to think about its plans, it makes sure that its actions are based in reality. The main points of this article are the problems that the food business faces and possible solutions to those problems.

Ejaz Muneeb (2018) Businesses may use ads to show how their products and services are different from those of a competitor brand in order to get more people and stay ahead of the competition. On two different types of ads (print and online), this study looks at how well straight and indirect comparison ads work. The data showed the expected trend, but it looks like direct comparable ads would not help people remember things better than indirect and no comparative ads. Further study shows that comparative advertising had about the same effect on both platforms. Both direct and indirect comparative ads were just as remembered when read in print as they were when read online. This study also discovered that being able to remember something did not mean that a person was more likely to buy it.

A. M. Bragg (2017) People of all ages make bad choices when they are shopping for food and drinks because of the ads for those things. As customers' desire to spend more time online has grown, companies in the

food and drink business have stepped up their internet marketing efforts. Research shows that food companies use a lot of different marketing strategies when they advertise their products online. However, these strategies tend to favour advertising high-calorie, low-nutrient foods. Also, no research has directly compared the marketing strategies or nutritional quality of foods advertised on food companies' international websites. The goal of this descriptive study was to find out what marketing themes Coca-Cola, McDonald's, and Kentucky Fried Chicken used on 18 foreign company websites. These are the world's three biggest fast food and drink companies. We used the Quantitative Nutrient Profile Index scores and food category to check the nutritional value of the foods promoted on those websites (like fresh vs. fried). Beverages were put into groups based on how much added sugar they had. Our descriptive data compares the marketing tactics and nutritional value of food and drink items sold on the websites of four countries: two HICs (the US and Germany) and two UMICs (China and Mexico); and two LMICs (India and the Philippines). Out of the 406 pictures of websites that were looked at, 67.2 percent showed something that could be eaten or drunk. In HICs, websites were much more likely than those in LMICs (14.5 percent) to have ads for diet food or drink items or healthier alternatives, like a baked chicken sandwich. Those from high-income countries saw a lot more ads for Coca-Cola goods than those from low-income countries. In LMICs (15.4%), there were more websites that supported good

causes than in UMICs (2.6%) or HICs (2.3%). The results of this study are concerning because they show that the nutrition transition (a double load of over nutrition and under nutrition) is having a negative effect on the number of no communicable diseases and obesity cases in low-income countries.

Radzi Rafisah (2016)The food supply line is very complicated, which makes it hard for businesses that process food. There are things that make the food business unique compared to others in the economy, like the fact that food items go bad quickly. Because of this, it's more important than ever to have a good supply line. Food supply networks are just as vulnerable and dangerous as any other supply line because they can be affected by more than one source at the same time. The most important threats that Japanese food companies in Malaysia face were found using a qualitative study method. We also talked about how to handle those risks. The findings of this study give us information that can be used to make supply chain plans that work better in Malaysia.

RESEARCH AND METHODOLOGY

This study was done to find out how people from different groups react emotionally to health food and drink ads on TV. The emotional reactions of these people to several TV ads for healthy foods and drinks were measured using Schwinger's VRP scale. A detailed research method was used for the study. Researchers looked into how people felt when they saw ads for health food drinks on TV. The study looked into the ways that the effects of advertising

messages are measured. We used a quick and easy method of subjective sampling in this study. Demographic factors like age, gender, and so on were used to choose people from the target group. A 32-item form of Schwinger's (1979) VRP questionnaire was used to collect the main source material. Some of the seven reasons are entertainment, confusion, up-to-date information, advertising, and fun. To turn off, acquaint, and draw sympathy. People were shown carefully chosen TV ads for health food drinks, and how they responded was graded on a seven-point scale. If you answer with a 1, you strongly disagree, and if you answer with a 7, you strongly agree. There were 32 questions in the whole poll.

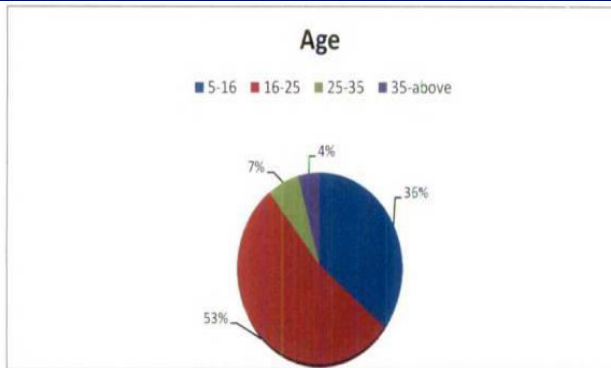
DATA ANALYSIS

The poll was given to more than 500 people. We got 455 responses, which is a 90.2% answer rate. However, 4 of the questionnaires were missing information, so we could only look at data from 451.

Table 1 Age profiling of Respondents

| Age | Frequency | Percent |
|----------|-----------|---------|
| 5-16 | 162 | 35.9 |
| 16-25 | 240 | 53.2 |
| 25-35 | 29 | 6.4 |
| 35-above | 20 | 4.4 |
| Total | 451 | 100.0 |

Chart 1



Those between the ages of 16 and 25 make up 53.2% of the respondent profile, while those between the ages of 0 and 16 make up 35.9% (see Table 1 and Chart 1 for details). There were 6.4% of respondents between the ages of 25 and 35, while 4.4% of respondents were aged 35 and over.

Table 2 Gender profiling of Respondents

| Gender | Frequency | Percent |
|--------|-----------|---------|
| Male | 225 | 49.9 |
| Female | 226 | 50.1 |
| Total | 451 | 100 |

Chart 2

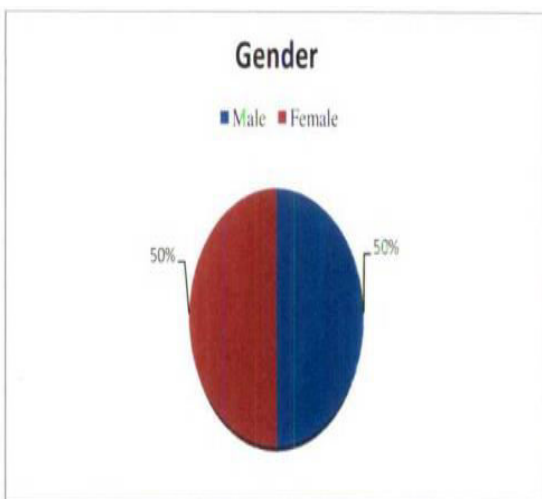
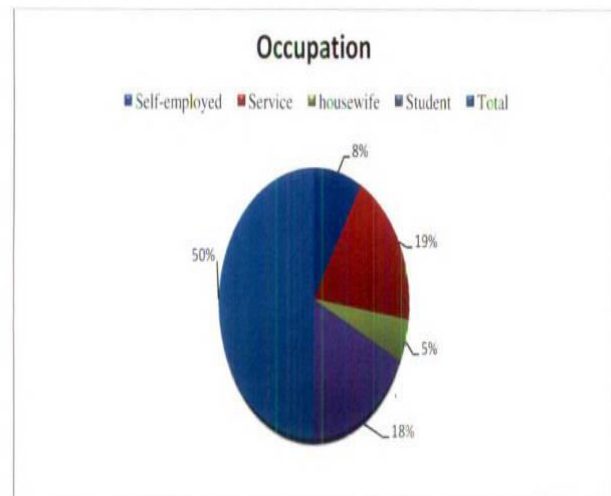


Table 2 and Figure 2 show that out of 451, 49.9% were male and 50.1% were female.

Table 3 Occupation Profiling of Respondents

| Occupation | Frequency | Percent |
|---------------|-----------|---------|
| Self-employed | 76 | 16.9 |
| Service | 171 | 37.9 |
| housewife | 45 | 10 |
| Student | 159 | 35.3 |
| Total | 451 | 100 |

Chart 3



Health food commercials on television are included in Table 3 and Channel 3. A total of 37.9% of the audience indulged in alcoholic beverages. There are now 35.3% students, 16.9% self-employed, and 10% housewives who are depending on their viewing habits.

Table 4 TV Program preference of Respondents.

| Program Preferred | Frequency | Percent |
|-------------------|-----------|---------|
| cartoon | 139 | 30.8 |
| Daily Soap | 159 | 35.3 |
| News | 90 | 20 |
| Sports | 35 | 7.8 |
| Reality Shows | 28 | 6.2 |
| Total | 451 | 100 |

Chart 4

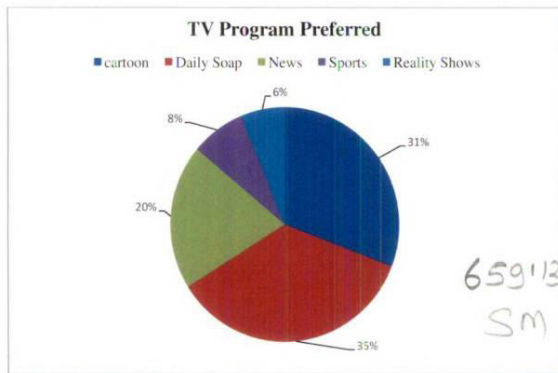
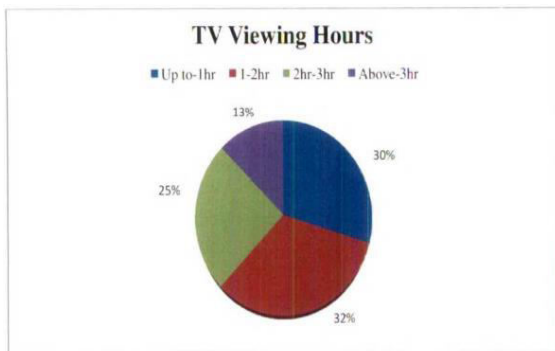


Table 4 and chart 4 reveals that the responders profile watches 35.3% everyday soap. Viewers rely heavily on TV ads for the conveyance of health food messages (30.8% watch cartoons, 20% watch news, 7.8% watch sports, and 6.2%) spectators s alcoholic beverages.

Table 5 TV Viewing Duration of Respondents

| Duration | Frequency | Percentage |
|-----------|-----------|------------|
| Up to-1hr | 134 | 29.7 |
| 1-2hr | 147 | 32.6 |
| 2hr-3hr | 113 | 25.1 |
| Above-3hr | 57 | 12.6 |
| Total | 451 | 100.0 |

Chart 5



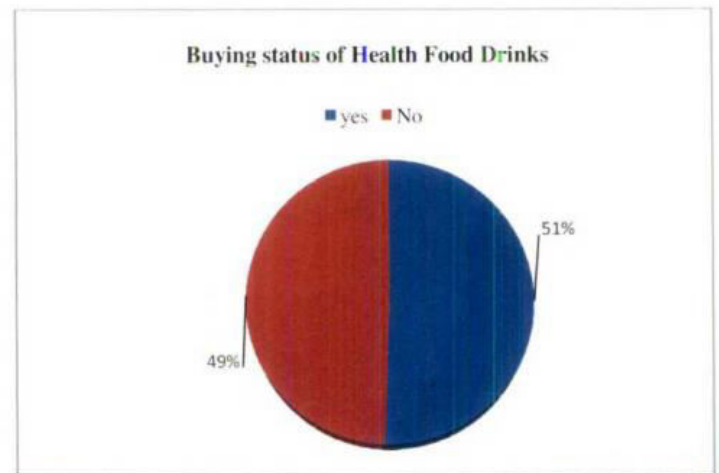
Both table 5 and graphic 5 show that the responder profile was 29.7% complete up to

1 hour. 32.6% 1 to 2 hours. 25.1% had watching behaviors strongly reliant on the transmission of health food advertising on television for at least two hours, and 12.6% had such behaviors for at least three hours.

Table 6 Respondents Usage status of Health Food Drinks Products

| Buying Status of Health Food Drinks | Frequency | Percent |
|-------------------------------------|-----------|---------|
| yes | 228 | 50.6 |
| No | 223 | 49.4 |
| Total | 451 | 100.0 |

Chart 6



The respondents' demographics are shown in table 6 and graph 6, which show that 50.6% of respondents are health food drink users and 49.4% are not users, with both groups being highly reliant on the transmission of health food drinks via television commercials.

CONCLUSION

These results show that food ads may make people eat more naturally, which means they affect more than just brand choice. The current study adds to what has already been

written by showing how an expanded model of the causes of SMAV and how it affects customer behaviour through attitude and intention can be used in real life. This study looked at how to sell healthy foods on social media. A conceptual model was made and tested through experiments. This study looks at how people feel about ads on TV, how they are affected by them, and how they talk to their families about the commercials they see. The results show that kids enjoy the fun parts of TV ads, like music and comedy, even if the message isn't aimed at them. A lot of ads for health foods and drinks show groups of people playing together, chanting advertising slogans, and laughing at the jokes that go along with them. The fact that young children pay attention to commercials that their parents watch on TV shows how much they understand and are interested in marketing and how it can entertain them. According to the results of this study, people are interested in ads for health or wellness goods. Food and drink supplement makers say that the saleable terms rule lets them openly and legally market to kids and teens by playing on their emotions and taking advantage of the fact that they aren't fully developed yet.

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