

# Influence of Media Advertisement on Food Choices among Adolescent Girls in Jabalpur

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**Abstract** -The present study is undertaken to assess the extent of impact of advertisement on eating habits of adolescent of Jabalpur city. A total of 100 adolescent girls were surveyed and found that maximum girls watch television as a source of advertisement followed by newspaper and magazine. College going girls were more affected from the newspaper. Greatest inclination towards the advertised products was seen due to Television in 15-17 age groups. Consumption of chocolates was highest second was noodles and then patties. Strong positive relationship was found between number of advertisement and number of girls consuming the products which is significant at 0.01 level. Co-relation between most watched media, maximum number of advertisement with highest consuming food products by the teenage girls was positively co-related. Maximum awareness of food quality (34% girls) was noted in the 15-17 year group as compared to other age group. Therefore, it can be concluded that food advertising communicates powerful food consumption cues without much knowing about its quality.

**Keywords**- Food choices, Media Influence, Adolescent girls

## 1. INTRODUCTION

Adolescence is the transition period when individual gradually take responsibility for their healthy life. However, at this stage adolescent girls are over concern about their body weight due to the desire of acceptance among peer and social comparison(1).Adolescent girls develops various eating disorders and unhealthy eating habits. Studies have reported that consumption of fast food more preferred by the adolescent under media advertisement influence and spontaneously lowering intake of pulses, vegetables, fruits and milk(2). Vast availability of popular fast food in the market promoted by mass media and trend in eating out among adolescent girls with friends are the major factors preferring fast food by the adolescents. Unfortunately unhealthy foods are endorsed more than healthy foods in the media for business purposes. These foods are high in saturated/trans fat and simple sugar, which is marketed using models and celebrities. Many adolescent girls spend fair amount of time in watching media and they are soft target of advertising since they easily swayed to choose advertised food(3).Therefore, the present study is undertaken to assess the extent of impact of advertisement on eating habits of adolescent of Jabalpur city.

## 2. METHOD AND STUDY POPULATION:

A total number of 100 adolescent girls were surveyed in this cross-sectional study. The girls were divided into three age groups namely 12-14 year, 15-17 years and 18-20 years. Questionnaire method was employed to collect data and analysed by using MS Excel and SPSS software version 16. Statistical tools like percentage and

Pearson correlation test were applied to test the correlation.

## 3. RESULT & DISCUSSION

The data collected by questionnaire method from the adolescent girls of Jabalpur about their food choices and the effect of advertisement on food preference, the data was analysed in SPSS version 16 and presented in this section.

Table1. Mean Age &Education of Adolescent Girl (n=100)

S.N.	Age Group (yr)	No. of Girls	Mean Age(yr)	Class
1.	12-14	18	13.8	Middle
2	15-17	53	16.8	High
3	18-20	29	18.7	Graduate

From the table 1 it was observed that maximum girls were in the age of 15-17 years with mean age of 16.8 and studied in the high class. Mean age for 12 to 14 age and 18 to 20 years was 13.8 and 18.7 respectively. Table 2 presents the mean height and weight of Adolescent girls, in which 12-14 age of girl had 148.5cm as mean height with 42.2 kg as mean weight and 18.8 mean BMI.

Table 2 Average Weight, Height & BMI of adolescent girls

Age Group	Mean Wt (kg)	Mean Ht(cm)	BMI
12-14	42.2	148.5	18.83
15-17	43.0	150.2	18.35
18-20	45.1	151.2	19.68

Similarly 15-17 age Groups of girl has 150.2 cm as mean height, 43 kg mean weight and 18.3 mean BMI. For 18-20 age Groups of girl, 151.2cm was mean Height with 45.1 as mean body weight and 19.6 BMI.

Table 3. BMI Category of different group of adolescent girls

BMI Category	Age Group(years)					
	12-14 (n=18)		15-17 (n=53)		18-20 (n=29)	
	N	%	N	%	N	%
Underweight	9	1.62	22	11.66	7	2.03
Normal	8	1.44	30	15.9	21	6.09
Over weight	1	0.18	1	0.53	2	0.58

Table 3 depicts the category of BMI of different age group of studied subjects. There are 9 girls (1.62%) found to be under weight, 8 girls (1.44%) with normal weight and 1 girl (0.18%) was overweight in 12 to 14 age group, similarly in 15 to 17 age group, 22 girls (11.6%) found to be under weight, 30 girls (15.9%) normal weight and 1 girl (0.53%) was overweight, and 18 to 20 age group 9 girls (2.03%) were under weight, 21 girls (6.09) were normal weight and 2 girls (0.58%) were overweight.

Table 4. Number of Advertisement Related to Food Products

Food Products	No. of Advertisement			
	News	TV	Magazine	Radio
Pasta	2	4	1	1
Noodles	6	7	2	1
Dosa	1	2	0	0
Chocolates	7	8	3	3
Samosa	2	4	0	0
chat	3	5	0	1
Bhaji-bada	2	4	2	1
Idli	1	1	2	0
Poha	3	4	3	1
Pettis	3	5	3	2

Table 4 shows number of advertisement related to food products. It was analysed that news, television and FM Radio media has maximum number of advertisement of chocolates followed by chat, while magazine advertise chocolate, poha and petties equally. The effect of these advertisement can clearly be seen in table 7 (food product intake by different age group of teenage girls) which shows highest intake of chocolates by the girls. Food advertising communicates powerful food consumption cues, including images of attractive models eating, snacking at non-meal times and positive emotions linked to advertised food consumption.

The least advertised food products are idli and dosa in comparison to other media advertisements.

Table 5. Type of Media Watched by Adolescent Girls

S. N.	Media of Advertisement	No. of Girls Watching
1	Television	44
2	News paper	30
3	Magazine	16
4	FM (Radio)	10
	<b>Total</b>	100

Table 5 depicted the source of advertisements being watched by young girls of Jabalpur which were affecting the behaviour of food habits in adolescent girls. Maximum girls watch television as a source of advertisement followed by newspaper and magazine. Teenage are the direct target group of television channels. Food advertisements effect on eating habit of the teenagers and evoke their desire to eat high calorie high fat containing products, which leads to many health problems.

Table 6. Impact of Advertisement for Food Products

Age Group	Impact of Advertisement			
	News	TV	Magazine	Radio
12-14	3	8	3	4
15-17	6	31	7	9
18-20	11	7	6	5

Table no.6 illustrates influence of advertisement for different food products in different age group of the girls. The studied subjects were asked for the media of advertisements which leads to their tendency of eating the food products. Maximum inclination (n=31) towards the advertised products was seen due to Television in 15-17 age group. It was also observed that college going girls were more affected from the newspaper and maximum school going teenage girls were also influenced by the television advertisement for their habits of eating food products.

Table 7 revealed eating trends in young female girls of Jabalpur. It was found that the maximum consumption was of chocolates, second was Noodles followed by patties. It was noted that idli and samosa was not consumed by the age group 18-20 years. It may be due to health consciousness. When the behaviour of girls towards food products were scrutinized according to the age group of adolescent girls, it

was noted that 12-14 year age group of girls preferred noodles while 15-17 age group girls were more inclined towards chocolates which are high in fatty acid with high sugar content.

Table 7. Types of food products consumed by Girls

Food Type	Number of Girls			Total
	12-14 yr	15-17 year	18-20 year	
Pasta	1	6	1	8
Noodles	4	9	3	16
Dosa	0	2	1	3
Chocolates	3	11	7	20
Samosa	3	3	0	6
Chat	1	7	2	10
Bhajibada	2	1	5	8
Idli	1	3	0	4
Poha	1	5	5	11
Patties	2	6	5	13

Noodles and chat were also frequently eaten by the middle school going girls after chocolates. College going adolescent girls showed their tendency more towards chocolate, poha patties.

Table 8. Correlation between no. of advt. & No. of girls

Correlation	No. of girls	No. of Advt.
No. of girls eating food prodt Pearson Correlation Sig. (2-tailed)	1	.995* .000
No. of advt. of food prodt Pearson Correlation Sig. (2-tailed)	.995* .000	1

\*Correlation is significant at the 0.01 level (2-tailed)

Table 8 illustrates the correlation between number of advertisements of food products in different multimedia and number of girls consuming the products. Pearson correlation coefficient ( $r=0.995$ ) indicates strong positive relationship between number of advertisement and number of girls

consuming the products which is significant at 0.01 level. Also, television has maximum number of advertisement for chocolates and it was the highest consuming product by the young girls of Jabalpur (table 8) with television as most watched media by the teenage girls which shows a co-relation between them.

Table No. 9 Awareness of Food Quality among girls

Age Group	Awareness (%)	Non-Awareness (%)
12-14 Year	14	4
15-17 Year	34	22
18-20 Year	16	13

Table 9 illustrates awareness of quality of products in adolescent girls in terms of their nutritional content, impact of the products on health and processing methods during preparation and manufacturing. Maximum awareness (34% girls) was noted in the 15-17 year group and 22% were not aware of products being eaten by them.

#### 4. CONCLUSION-

From the finding of the present study it can be concluded that food advertising communicates powerful food consumption cues. Maximum girls watch television as a source of advertisement followed by newspaper and magazine. Teenage are the direct target group of television channels. Food advertisements effect on eating habit of the teenagers and persuade them to eat high calorie high fat containing food products, which can cause to metabolic disorders. Therefore, awareness program should be launched by nutritionist and health care practitioners to educate the adolescents about unhealthy food products being marketed in attractive ways and their long term impact on health Also, responsible authority should restrict the number of advertisement based on quality of the products.

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