

**T. C.  
ISTANBUL AYDIN UNIVERSITY  
INSTITUTE OF SOCIAL SCIENCES**



**IMPACT OF TV ADVERTISING ON CHILDREN'S FOOD CHOICES**

**THESIS**

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**Department of Business  
Business Management Program**

**Thesis Advisor: Assistant Prof. Dr. Zelha ALTIN KAYA**

**June 2016**

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**MASTER DEGREE THESIS**

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(Y1112.130021)**

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T.C.  
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.....  
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.....  
*Ali Uyar*  
.....

Not: Öğrencinin Tez savunmasında **Başarılı** olması halinde bu form **imzalanacaktır**. Aksi halde geçersizdir.

*To my spouse*



## **FOREWORD:**

There are many people associated with this thesis deserving recognition. I would like to thank my supervisor Assistant Prof. Dr. Zelha ALTINKAYA for her advice and help through my Research work also I would like to thank Assistant Prof. Dr. Fırat Bayır for his invaluable guidance, support and training.

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**Ayda SABAGHZADEH TOUSİ**

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<b>AMA</b>	American Marketing Association
<b>CFAC</b>	The Coalition Food Advertising To Children
<b>CDC</b>	Centers For Disease Control And Prevention
<b>CPA</b>	Cost Per Action
<b>CPM</b>	Cost Per Mille
<b>CPT</b>	Cost Per Thousand
<b>DEC</b>	Daily Effective Circulation
<b>EU</b>	European Union
<b>GDP</b>	Gross Domestic Product
<b>GPS</b>	Global Positioning System
<b>GRP</b>	Gross Ratings Points
<b>IOM</b>	Institute Of Medicine
<b>MITI</b>	Ministry of International Trade and Industry
<b>NIDA</b>	National Institute On Drug Abuse
<b>PPC</b>	Pay Per Click
<b>PR</b>	Public Relations
<b>PSA</b>	Public Service Advertisements
<b>SEO</b>	Search Engine Optimization
<b>TF</b>	Traditional Foods
<b>UNESDA</b>	Union Of European Beverages Association
<b>UNIDO</b>	United Nations Industrial Development Organization
<b>USDA</b>	United States Department Of Agriculture
<b>WFA</b>	World Federation Of Advertisers

**ABBRE  
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# TV REKLAMLARININ ÇOCUKLARIN YİYECEK

## TERCİHLERİ ÜZERİNE ETKİSİ

### ÖZET

Bu araştırma, TV reklamlarının, çocukların yemek seçimlerindeki etkilerine odaklanmaktadır. Bu çalışma, televizyon reklamları, çocukların televizyon seyredirken gıda tüketimi ve televizyonda gördükleri ürünleri satın alma isteklerinin araştırılması üzerine yapılmıştır.

Her gün, doğrudan ya da dolaylı yollardan, insanların yaşamını etkileyen yeni pazarlama yolları ortaya çıkmaktadır. Tüm gıda şirketleri çeşitli propaganda yollarını kullanarak satışlarını arttırmaya çalışmakta ve gıda reklamlarında en savunmasız kitleyi, çocukları hedef almaktadır. Bu yüzden başlarını ne tarafa çevirseler farklı bir gıda reklamı ile karşılaşılıyorlar. Şirketler çocukları ürünün gerekli olduğuna inandırmaya ve çeşitli pazarlama teknikleri kullanarak ürünlerini satın almamaya zorlamaktalar. Teknoloji, pazarlama ve reklam panoları modern toplumları oldukça fazla etkilemektedir. Ancak; aile değerleri ve bölgenin kültürü beslenme programı üzerine önemli rol oynamaktadır.

Bu çalışma sırasında çocukların beslenme alışkanlıkları, yemek yerken televizyon izlemesi sırasındaki davranışları ve süpermarketlerdeki talepleri incelenecektir. Bu amaçla, anket hazırlanmış ve 120 öğrenciye verilmiştir. Anketlerin hedef kitlesi 8 ile 11 yaşları arasında ilkokul öğrencilerinin cevapları incelenecektir. Bu anketin yapılması için İstanbul – Avcılar’da bulunan DOĞA Koleji seçilmiştir. Bu çalışma, televizyon aracılığıyla yapılan gıda reklamlarının, hedef grup olarak seçilen çocuklar üzerindeki etkisini ortaya çıkarmayı amaçlamaktadır. TV reklamlarının çocukların, yiyecek tüketimi ve satın alma tercihleri üzerindeki etkisinin önem derecesi, T istatistiği kullanılarak ölçülecektir. Hipotezin analizinde SPSS istatistiği kullanılmaktadır. Bulgulardaki, değerlendirme ve soru formu üzerinden istatistiksel veriler üzerinde kurulan parçalarda sonuç yorumları vardır.

**Anahtar Kelimeler:** tüketici davranışları, satın alma kararları, çocuk tüketiciler, TV reklamlarının satın alma üzerine etkisi, TV reklamları, gıda reklamları, TV Reklamları,



# IMPACT OF TV ADVERTISING ON CHILDREN'S FOOD CHOICES

## ABSTRACT

This research emphasis on impact of TV advertising on children's food choices. This study was conducted in order to study television advertisements and children's food consumption while watching television and their desire to purchase goods that they see on television advertisements.

Different methods of advertising were entering human's life, which excite peoples living format directly and indirectly every day. Whole of food companies are trying to increase their sales therefore use a different format of propagation and food advertisings which children are the most vulnerable target. So they are bombarded by advertising for different kinds of food everywhere they turn. Companies are trying to convince children that they product is needed and trying to force children to purchase their products by using different techniques of advertising

Technology, advertising, billboards has influenced in living condition so modern societies were impressed so much. However, family values and region cultural can play a big role in a daily eating program. During this study children's food regimes and focus on their eating behavior while watching television and their shopping requests while shopping in the supermarket will be examine. For this reason questionnaire was prepared and focused on Food Advertisement, TV Advertisement, School Advertisement , Musical Advertisement, Children's Consumption Attitudes and analysis children's opinions who are aging from 8 to 11 years old from primary school. DOGA collage in Avcilar – Istanbul was chosen for doing this survey

This study is proposed to discover the effect of TV food advertising on children as a target group. This survey will make use of statistical techniques Hypothesis were conveyed to show the significance and factor analysis used. Also SPSS statistical tool used for analyzing hypothesis. There are findings, interpretations concluding parts which were established on the Evaluation and statistical data's from the questionnaire.

**Keywords:** *purchasing behavior, purchasing decision, children consumption attitudes, effects of TV advertisements, TV Advertisement, School Advertisement,*

## **1. INTRODUCTION**

Advertising were started simply since human decided to pay attention for business and were aimed to increase the product availability awareness as well as brand familiarities among people. One of the vital and essential marketing tool is advertising which is a powerful communication. It is assisting to sell services, goods, ideas, and images through channel of information and persuasion. All of us receive numerous advertising messages daily. Meantime, advertising is essential for success of either industry.

Advertising used to get the costumer attention and bases, diversity of marketing and commercial technique is used which is so called consumerism. Furthermore, a variety of marketing technique was born to inspire costumer to buy a desirable product to increase the overall sale.

Advertisements were retained simple, radio and newspaper publication were two main methods of advertising in the early times. Nowadays, by technology improvement, ways of advertising have been improved. These days there are various ways for spreading awareness of the products to the costumer like magazine ads, television commercials, newspapers, movie ads, radio, and billboards and so on. In the recent decades, Advertisements grow up rapidly compared to last decades and look like having more effect on consumers in order to force them to use their products. Apparently, advertisements are designed to target most of people even doubtful one.

In order to make an accurate commercial, advertiser should be aware of advertisements and the company's goal. For having a higher chance of selling a product and reaching a costume with producer massages, the advertisers should know who is willing to buy and use that product. Many ways are possible in order to have a look at advertising as a creative communication process, a business, and a social phenomenon. Advertising is an art, an institution, a cultural phenomenon, and a business. Public feels toward ads is ambivalent and considering that standards of the industry are doubtful while the

business itself is stylish.

One of the main branches which is using advertising is food industry that in contact with broad types of people directly. Food is essential necessity of human that can be categorized to different kinds. Now days because of industrial living culture and changing the mankind living style different kinds of food are prepared industrially for every range of ages and different cultures. These producers are trying to sell own products as more as possible for this reason advertising is used to present themselves.

The purpose of this thesis is studying television advertisement and children food consumption while watching television and their desired to purchase goods that they see on television advertising. The thesis consists of six chapters. The first chapter is the Introduction that is included research methodology and hypothesis. The Introduction which provides a preview of the thesis. The second chapter is literature review which composed of two sections. Advertising in food industry were studied broadly at first section and describe aim and types of advertising then a brief quick view on food industry were done. The third chapter is the effect of food advertising on children. The fourth chapter includes consumer conduct theory which analyze the development of family and study children as consumer of advertised food. The fifth chapter is impact of TV advertising on children that is about scale and measurement which included population, education of people and sampling. The sixth chapter is about result of the research that limitation of this study is mentioned there. And conclusion and interpretation which provides recommendation to various activities in the survey.

### **1.1. Research Methodology**

This study is proposed to discover the effect of TV food advertising on primary school in children in Turkey. Specifically, primary school children In Avcılar has been studied.

In this thesis, the case study was performed on a sample of 105 children, with two different language format, English and Turkish. Both formats are attached in appendix.

## 1.2. Purpose of Thesis

Every morning, when people open their eyes, they face different formats of advertising that have an impact on people's life directly or indirectly. However, today producers are trying to force everyone to purchase their products. To do so, they are convincing people that this product is needed or has high quality, so they will ask consumer that please do not suspend and come to try our products. If the enormous universally force of advertising were considered, one fact that never should be forgotten would be food, which is the first and the most important item in human's life. This is so broad activity and by addicting people to their products, many producers attempt to sell their outputs. In this wide spread market, identifying the merchandise that is so profitable is difficult especially for children.

Here are the main research questions

- Investigating the effect of duration of watching TV on children requested advertised food.
- How did food habits, trends, and traditions originate?
- What kind of food styles do children demand with the influence of TV advertising?
- What kind of product catches the children's eye?

These questions which mentioned above should be answered to be able address the problems entirely.

## 1.3. Research Model

In this study firstly problems were identified and some of the main problems were highlighted. The impact of television advertising on children's requested food and Children's Consumption Attitudes and analysis the Advertising Industry. Based on the new generation, eating regime is important to have healthy people in the future. Therefore, in problem selection these items were considered.

**Literature review:** in the next step related researches were gathered and studied. This topic is one of the main topics which followed by parents, governments and industries. What should be notified is that reaching to topic needs to be families with the base



parameters like food, advertising, and food advertising too, so in this dissertation tried to start from the basic definitions and go forward step by step.

**Problem clarifying:** studying about children, food and advertising is a completely broad title so it should be clarified and focused on special groups of them. Therefore the children of special age range should be selected. Children by the age of 8-11 are the first groups that leaves home and enter to the society themselves and contact with their environment and a huge group of children in the same age. They can affect from each other so this thesis was focused on them.

**Definition of Terms and Concepts:** for reaching clear results and get true answers, some questions related to problems were defined. Because of age of thesis studying age answers tried to be simplified and broad range of their favorites tried to consider in answers.

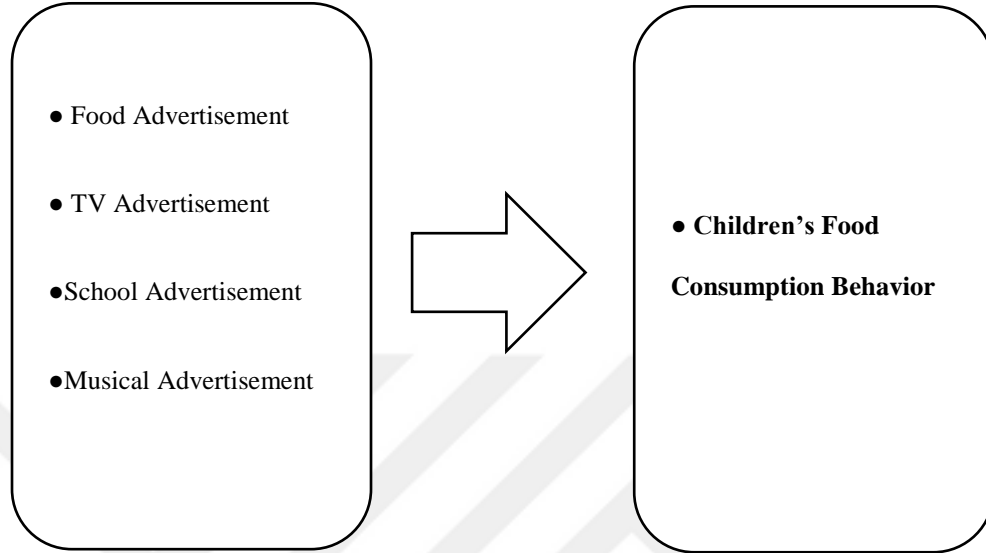
**Definition of population:** based on selected concepts a questionnaire was prepared to offer children in school, but to complete the questionnaire in the schools, government obligation was necessary and schools managers should accept to cooperate. Permit from Istanbul Ministry of National Education was received but in the next step school managers should be satisfied, therefore related meetings were arranged but only one of colleges cooperate friendly.

**Data collection and analyzing:** Questionnaires were structurally developed to collect data. A questionnaire is a reliable data collection mechanism when researchers know the exact intent of the survey and method used to determine the concerned variables .It is a competent technique of accumulating huge amount of relatively accurate data about numerous variables.

In this survey the Questionnaire which used, was designed by Mr. Abdul Hameed Head of the Department of Management Sciences University of Bahawalpur in January 2014, a questionnaire was used in order to collect data on impact of television advertisement on children buying behavior. Different cities of Punjab were visited in order to collect the data. The data collected were analyzed by SPSS software. (Hameed et al, 2014).

## **Research Model**

Models have been developed that help further explain impacts on children's food consumption, including variables and complex models. Basically Research model identifies the basic concepts and describe what reality is like and conditions by which we can study it. The study covered 105 participants



#### **1.4. Data Collection Procedure**

As mentioned in the previous part, questionnaires were distributed in three class which children was in 8-11 years old. Before class tried to have good and serious relate with children during filling questionnaires related explanation were offered. After completing the questionnaire they were gathered and related results extracted by ourselves.

This research is designed to explore the children's opinion who are aging from 8 to 11 years old. This study is proposed to discover the effect of TV food advertising on children as a target group.

In this thesis, the preset was performed on a sample of 105 children, with two different language format, English and Turkish. Both format is attached in appendix. Authorization from İstanbul – Avcılar İlçe Milli Eğitim Müdürlüğü (Istanbul-Avcılar Directorate of National Education) were acquired.

*Doğa* College were chosen for doing survey and fallow the research interest *DOĞA* collage were chosen due to the close distance to İstanbul – Avcılar İlçe Milli Eğitim

Müdürlüğü (Istanbul-Avcilar Directorate Of National Education), both genders were available in this collage and both genders (Female and male) could answer to the survey.

## **1.5. Hypothesis**

### **Main Hypothesis**

This research is designed to explore the children opinions who are aged from 8 to 11 years old. This study is proposed to discover the effect of TV food advertising on children as a target group. Some points were studied and analyzed based questionnaire. A questionnaire was developed in order to examine hypothesis.

**H1:** *Food advertisements have a positive relationship with Children's Food Consumption Behavior.*

**H2:** *TV advertisement has a positive relationship with Children's Food Consumption Behavior*

**H3:** *School advertisements have a positive relationship with Children's Food Consumption Behavior*

**H4:** *musical advertisements have a positive relationship with Children's Food Consumption Behavior*

## **2. LITERATURE REVIEW**

In this review, some research areas were acknowledged. Including: Examines of the constancy and substance of TV marketing to kids; buying needs causing from TV food advertising; consumer purchasing, decision factors and children's consumption Attitudes. These will be considered within this essay.

It is involved with stimuli striking on people who then make selections. Lastly, the standard assumes that marketing is a representative of "out there" shaping the youth by encouragement. A different approach of theorizing would honor marketing as a social source beside other bases of evidence that the kid uses when making a food selection. The point where the child is informed with promotion would assume the understanding and consumption of marketing.

By all means, having a good and healthy generation of children is so important, therefore governments try to train parents consider for their children eating. The education system of each country should try to informed parents and teachers with healthy eating materials and guide them how to control their children using healthy food. Based on it studying about eating program and what affected on it started in new decades.

Hameed (2014) investigated the impact of television advertisements on children buying behavior. Hameed visited different schools in Punjab, Pakistan and checked the response of children. A 5 point Likert scale questionnaire was designed. Different cities of Punjab were selected on random sampling basis. A total 250 questionnaires were circulated, and the response rate was 100 %. The respondent agreed with the statement that there is impact of TV advertisement on children buying behavior. The other tests like ANOVA and t-test also describes that there is impact of TV advertisement on children buying behavior. (Hameed et al, 2014).

Halford and the others (2004), in their paper, investigated the effect of television

advertisements on children 'seating behavior and heal this of critical interest. In Elementary study the examined lean, overweight and obese children's ability to recognize eight food and eight non-food related advertsina.in a total Of 42 school children aged 9-11 years analysis tree groups were created: lean, overweight and obese, based on body mass index. They found that the obese children did recognize significantly more of the food commercials (Halford et al., 2004).

Aktaş (2006) in his paper discussed about the role of television food advertising on children's food consumption. He believe that cancers and diabetes have directly relation with children's eating habits. He focus on children's behavior while watching TV advertising and analysis their requested food. The result shows that. Television advertisements directly effect on children's eating (Aktaş, 2006).

Folta and et al (2006) describe Persuasive techniques used in a advertising food and beverages to children's .she analysis 31 hours of school age children's television program during one week in the Boston area.by analyzing 183 ads, 121 of them were for food and the finding revealed that children who spend more times with media, specially TV are more likely to be overweight (Folta et al., 2006).

The eating habit of children was affected strongly by food advertising (Andreyeva et.al 2011, Boyland et.al 2013, and Harris et.al. 2009). Overweight of children have increased, especially in developed countries during recent years. For instance, in Australia over one in five children are fat and overweight (Booth et.al 2003). Unfortunately, fat children will be fatter when they are getting older too (Whitaker et al. 1997). Food producers are investigating on TV advertising to promote their products of brands to youth and teenagers. Ten billion dollar approximately were spent by US food companies on TV advertising to children (Schor & Ford, 2007) meantime, other media like internet product placement on children programs, cartoons, animations, movies that are used by them (Corinna H., 2004).

Online media play an increasingly substantial role in the youth life. National survey in 2005 states that 86% of children and adolescent (8 to 18 years old) possess personal computer and mobile; while in 1999 only 73% children with the same age had personal computer. Additionally, during this 5 years (1999 to 2004) the time spend on PC activities increased from twenty seven minutes to 62 minutes daily

(Henry, 2009). Advertiser has been targeted children advertiser by new online commercial technique. Approximately entire marketing companies having their own webpage as “branded environments” that offering vibrant, amusing, and collaborative areas for children (Weber et al., 2006).

In Australia, More than one- third of commercial during cartoons and more than half of commercial in other time and program encourage energy-dense nutrient-poor foods (Kelly et al., 2010). Australian Guide to Healthy Eating are characterizing the highly promoted foods like chocolates, fast foods, and sweeties as a not essential food and asked to be used cautiously. They admitted that mentioned food are poor nutrient food and would cause fatness if used too much. This high levels of unhealthy foods advertising pass a message over children that these foods are standardizing and desirable, hence accordingly contribute to an environment causing obesity (Swinburn, 1999).

Food companies spend huge amount of money on food products advertising exposed to children. Furthermore, vast amount of TV ads investment comprises by food companies. In the US, almost ten billion dollar annually spend on commercial which exposed to children. Other media such as animation movie, internet, and children’s magazine and so on were used for sponsoring beverage and food businesses and all this commercial were exposed to children. Promoters assume that children are profitable business so they start to target them. During 2002, American kids, 4–12 years old, consume almost thirty billion dollar of their money on the junk/fast food, also six hundred billion dollar of family expenses were devoted to fast/junk food purchases (Schor, 2007).

It was supposed that skills in learning would give children reasoning defense against the plausible impact of marketing, however, it was revealed that children until 11 years old did not impulsively raise these cognitive defenses except obviously reminded to do so (Brucks et al, 1988).

The impression that youth are highly vulnerable to be effected by marketing than older one, has been challenged by the latest research outcomes that children aged between seven to sixteen years old were more influenced by food commercial than younger one aged between two to six years old (Livingstone et al., 2006)

Livingstone and Helpser (2006) stated that there are two possible processing routes which children and youth would take in a different way, elder one have higher probability to be influenced by the message of a product in the central processing path, whereas youth seem to be persuaded by the visuals, sounds, visuals cartoon characters, and so on in the peripheral processing path of the brain. (Livingstone and Helpser et al., 2006)

## **2.1. Advertising In Food Industry**

Many ways are possible in order to have a look at advertising as a creative communication process, a business, and a social phenomenon. Advertising is an art, an institution, a cultural phenomenon, and a business. People hate advertising itself, while they like individual ads. All in all, Public feels toward ads is ambivalent and considering that standards of the industry are doubtful while the business itself is stylish.

Advertising provides “silent information”. The advertising value and power are offered by these silent information and it shows how to interact with each other to present ourselves. Although, the advertising exaggerates the product possibilities and its function, it helps customer to have roughly knowledge about the possibilities and function of the products they buy. Moreover, marketing help customer to know more about existing product and in this way the industry would be protected from government and its special control.

### **2.1.1. Necessity of advertising**

In today’s age of competition, Advertising is a main key. In today’s life, one thing, which is necessary and important for everyone such as trader, producer or customer, is advertising.

#### **Importance for the customers**

Newspaper, television or radio channel without an advertisement is unimaginable! Due to the essential role of advertising on customer’s life, no single person can imagine media without advertising and no single person can omit the effect of it on people’s life. After awareness of products, customer will attend to buy it, without this

awareness of market availabilities; costumers could not attempt to buy any products even though it was benefiting them, their kids or their family.

### **Importance for the seller and producers**

Advertising plays a very important role for the product's makers and seller, for the reason that, it helps to increase the amount of sale, as well as it assists them to know their competitors. Another benefit of advertising for producer and seller is it makes a huge influence for new products and goods. Additionally, it has numerous advantages for the business by achieving the costumers' faith, especially after their product reached its mature age.

### **Importance for the society**

Advertising plays a momentous role in the society; especially, helps to educate people and address some of the main issues in the society. Some of these issues are addressed below:

- Child labor
- Alcohol addiction
- Girl- child homicide
- Family plan education
- Smoking

#### **2.1.2. Aim of advertising**

The aim of advertising company is different and is depending on how old is that company, what kind of marketing they are representing, and what kind of media they are using for advertising to approach their goal.

In order to make an accurate commercial, advertiser should be aware of advertisements and the company's goal.

For having a higher chance of selling a product and reaching a costume with producer messages, the advertisers should know who is willing to buy and use that product. In that case advertiser could have a fortune to acquire the main similarities among most frequent users. For instance, if most of customers for a specific product



are one gender like men or women, advertisers should have a look for in common character among them, such as marital status, age, education levels, children, or income.

Several goals are excited for advertising; however, the primary purpose is to attract the sales for the company. In fact, the ultimate aim of any institute is to heighten its productivity and profitability that can be likely happens when the firm attracts more trades. The second purpose of marketing is to increase the product awareness and its service among the consumers. In other words, advertising is trying to inform clients. Advertising has a main role to make the image of the organization in the market. In another word, advertisements producers try to make the image in the memory of people so, these days and age, businesses are devoting a huge amount of their income on marketing strategies. Some of the advertisement producer purposes are as a following:

- To make awareness of the availability of a product and its features and price.
- To form a brand recognition or brand preference
- To help salesmen by building an awareness of a product among retailers.
- To enhance business share.
- To present a price agreement.
- To build a service reputation and faith
- To adapt existing product demands and purchasing motives.
- To enhance using product frequency.
- To effect immediate buying action.
- To notify about new product function.
- To raise the amount or value of retail outlets.
- To create the general company image.
- To influence new parts or new costumer within existing areas.
- To develop overseas markets.

If a product was a superior good so product profits would be increased; finally it would be thriving in the economy. In general, marketing would be more effective if the external environment was more beneficial.



### **2.1.3. Types of advertising**

An effective advertising will make a widespread awareness about product availability and its function to draw the customer attention and generate sales. There is a huge competition in the world for being effective advertising because there is tons of option for the customer to choose from. Having an effective advertising depends on marketing target viewer and choosing the right place for advertising the demanded services or products.

Additionally, it would be better to advertise a product in specific magazine that they are pretty sure target audience would read that magazine. For instance, for advertising a kitchen supplies, advertiser should attempt to use a magazine which women are mostly interested in it.

#### **2.1.3.1. Print advertising**

An advertisement can be in the portable printed medium format. In this format, it can be printed on paper, newsletters, magazines, newspapers, flyers, booklets, or anything similar. Portable printed medium comes under the banner of print advertising. It is taught to estimate the age of old print advertisement.

Some sample of printed sample are available and their age goes back to early Egyptian period.

#### **Newspaper**

Broad categories of customers can be advertised by newspaper advertising. Presentation of advertisements is positioned all over the paper, while classified items are under subject headings in a particular section. Therefore, everybody can catch their requested items in their local paper and own state/city newspapers.

#### **Magazine**

Magazines usually serve customers like women and trade like business or industry category such as hospitality. Glossy magazine would be ideal if products need to be printed in color, although the cost would be higher than newspaper advertisements. Magazines do not usually serve a small area like a specific small town. So it won't be cost effective if the target audience is just minor proportion of population.

## **Directories**

Directories tilt companies by category or name e.g. Yellow Pages phone directories. Customers when decide to buy a product but they are doubtful about brand or who to buy from, they will be provided with directories.

The key advantage of online directories over print version is that everyone easily can modify their information and keep it updated in the directory such as modifying their companies' title, accessibilities, address, and adding new services or information about their business.

### **2.1.3.2. Guerrilla marketing**

In 20th, Guerrilla Marketing was published by Jay Conrad Levinson. Guerrilla marketing was a tremendous novel which unusual antiques of promotion were talked in this book. Smaller budgets and a larger imagination were two main ways to draw the costumer attention which was taught in this book (Levinson, 2011).

However, with the popularity of this promotion technique a costumer received tones of advertising messages. In 1984, seeing an advertising on pavement and wall of streets was unusual. You could not support but pay attention. In this day and age, many consumers are so frustrated of these entire ads bombing which is showing that the guerrilla tactics are more than a little annoying.

### **2.1.3.3. Broadcast advertising**

Aired commercials on either television or radio called broadcast, spots or on-air advertising that is the preliminary profits producer for commercial television and radio stations. Base on multiple consideration, advertiser will pay for spot such as: the time the spot goes out, length of commercial, channel, and most outstanding consideration, which show is airing at that time.

## **Radio**

Radio advertising is extraordinary method to catch special target audience especially when the target audience follow a certain channel. In this case consistent advertising can attract new customers. However, it is notable that sound has its limitations and has less effect on listener.

## **Television**

Television has a wide influence by having a large market and area that make it the ideal way for advertising. Advantages of television advertisements are sight, sound, color and movement to convince a customer for buying the desired product. They are mostly beneficial if you need to exhibit how your product or service works.

### **2.1.3.4. Outdoor and transit**

Out-of-Home (OOH) advertising is next type of advertising which used in outdoor. Outdoor advertising, is a broad categories of terms which, present any category of advertising that in contact with customers when he/she is outside of the home.

There are so many formats of outdoor advertising which can pointed some of them as:

- Point of sale exhibitions
- Billboard advertising
- Mobile billboards
- Transportation advertising (buses, taxis, trains, subways, etc.)
- Street furniture (kiosks, telephone booths, bus shelters etc.)

### **2.1.3.5. Public service advertising**

Public Service Advertisements (PSA) are mainly planned to educate and inform people and increase the public awareness. PSA planes is unlike the traditional commercial. In this format of advertising, sometimes money is requested, although usually not for income.

Typical PSA is about government problems (such as war), politics, charitable causes, health, safety problems, religious issues, obesity, safe driving, education, smoking, alcoholism, fitness, and safe Sex.

### **2.1.3.6. Product placement advertising**

Advertising of a branded product in the context of a movie or show is called product placement. Usually when a specific branded product is shown in the movie it is already paid by company (advertiser), however it is not always.

To bring example for product placement, it could be mentioned that Ford Mondeo Company asked James Bond to drive new Ford Mondeo in Casino Royal Movie. This drive was about 3 minutes on screen and company paid about seventy eight thousand dollar each second which was more than the regular US family income in one year.

#### **2.1.3.7. Cell phone & mobile advertising**

By technology improvement, TV and Radio got replaced by mobiles and it very vital place in our daily life, as we cannot be without it even some hours. Hence, cell phone become key part of our life and cannot go anywhere without it. It can be used for connecting with friends, buying products, and checking the weather, the news, playing games, and so much more. Mobile commercials were quick to catch up while slow to start. Here and now, when the Internet started to take hold of the mass-market consumer, the advertising changed in a huge way. Despite most methods of promotion in the earlier time, the Internet offered instant satisfaction and success. Just by clicking on the banner, going to the website, clicking on the product costumers can buy their preferred product.

#### **2.1.3.8. Online advertising**

Commercial through the Internet (World Wide Web) is online advertising and this way is one of the fastest method of connection between producers and consumers.

Tones of different advertising models are available online and they will be under one of the following three categories and they were paid by one of the below method:

**Cost per Action (CPA):** In this category, if consumers click and complete a transaction, the advertisers will pays the publisher, so all the risk is on the publisher of the ad.

**Pay per Click (PPC):** PPC is another type of online advertising, which means that when somebody click on the commercial, will be paid by advertiser or publisher. This payment is achieved only by clicking on commercial and it does not mean that the costumer should finish her/his purchases.

**Cost per Mille (CPM):** last but not least type of online advertising is CPM which is

an abbreviation for cost per thousand. CPM means that the publisher will pay for the number of visitor per thousand of one website.

#### **2.1.4. Relation between different science and advertising**

Advertising is effective, positively, because of the way that our brains work. In spite of all differences between all people, all people will respond in extremely predictable and similar ways to certain stimuli. These “involuntary” responses are essential to our survival, letting us paying attention on important information along with dealing with the rest. Understanding these behavioral information can help advertiser to be familiar with their customers.

##### **2.1.4.1. Role of psychology in advertising**

Welsh, a psychologist, had an informal review which indicated that some of the advertisement which promoted has compelling visual images that practically no one recalled the brand of car being promoted. Hence, this kind of advertising is ineffective marketing (Welsh. et al, 2001).

Based on costumer psychologists view who believed that commercial like this which described above has too frequent information to recall and has no effective influence. Advertiser are convinced that psychologists can help advertiser to create more affection commercial. This strategy is just begun exclusively among national organizations to improve the health related behavior among people in one society. Today, psychologist are trying to build this kind of knowledge and science especially about the way and skill how to convince people. To do this, they are analyzing the commercial and its effect on people to acquire enough knowledge to build this kind of science. For instance, by using this method in the social commercial, companies could help to increase the health information among people and lead to rise the people’s health condition.

First grab viewers' attention, and then make the verbal pitch, which in this way there would be huge effect on viewer that even they cannot take their eyes off the screen.

Physiologists believe that to avoid problems and difficulties, companies should fallow the basic research concept about vision and perception.

Raymond declares that finding the best time for presenting the advertising could help to make sure viewer will grab the message and will remember the brand name. For instance, the Pepsi and coke techniques which was initiated in 70th decades showed that the people are so entranced with primary image in the movie even though they do not pay attention to it which is so called punctuation. Pepsi and coke technique was about a series of picture which was followed by a brand name in the beginning of a movie (Raymond., et al, 1988).

it was pointed that by using a logo advertiser could ensure viewers catch the brand name. Visual processing in the brain is so much quicker than verbal. By having a logo instead of writing version of brand name, the companies will give a chance to the costumer to remember the logo instead of switching to the verbal procedure.

#### **2.1.4.2. Role of art in advertising**

Advertising effect on purchasing decision have been analyzed for a long time. However, the role of art in advertising is another issue due to art separation from businesses.

Visual art plays a significant role in target audience mind to build superficial value especially in early time of commercial initiation. .

In print advertising, art appears frequently but shows weak efficacy. There is some research about effect of commercial along with consumer valuation by using creativity and visual art; even though it is hard to determine the main effect of creativity and other element in term of printed advertising (Kover, et al, 1995). There is a common interpretation which claimed that some psychological effect of commercial along with promotion liking would lead to product purchasing (Tan, 2000). Hagtvedt and Patrick concluded that the art in commercial could have an effect on the brand picture. This transformation, art to commercial, has an encouraging and positive effect on brand name. This claims can be disrupted due to lake of evidence provided by authors. Authors only compared the non-art and art images without taking into note about known/ unknown artist and other important factors (Hagtvedt et al. 2008) The Graphic Artist performs the following functions which is shown in Table 2.1 (Irivwieri , 2009).





**Table 2-1-The Graphic Artist performs**

<b>The Layout Man</b>	His function is to combine skillfully pictures, typography, lettering and copy for a good advertisement. He must know when to make a simple and dignified advertisement or to make one that speaks loudly.
<b>The Illustrator</b>	He makes drawing of advertisement and illustration for magazines, stories and books. After reading the story in a book, it is his job to pick out the best situation to illustrate. As an illustrator, he creates drawings in pencil, marker, paint and dyes, using virtually every medium to illustrate effectively in black and white or in color for books, magazines.
<b>The Photographer</b>	As a photographer, he retouches the pictures for best possible reproduction due to the limitations of the camera, the film and printing papers used. The photographic designer also creates advertising art in numerous forms through the effective use of black and white and color photographs. The photographer takes photographs of people, scenes merchandise and other subjects for use in advertising and selling.
<b>The Paste up Man</b>	The Graphic Artist prepares the final art, positioning type, illustrations and photographs in accordance with layouts. The end product could be catalogues, brochures, package design, advertisement and magazines.
<b>The Typographer</b>	This involves typesetting in a type shop to the specification of the designer or layout man.
<b>T.V. Graphics</b>	The T.V. graphic designer creates slides and animated films for television commercials, educational and a variety of films incorporating paper-cutting techniques, illustrations, photography, typography and a wide variety of special techniques.
<b>The Applied Designer</b>	The advertising designer specializes in the visual effects of advertising layouts for media including newspaper, magazines and brochures through effectively designing and selecting type, illustrations and photography.
<b>Corporate Designer</b>	The designer creates the original design and finished artworks for a mark or logo that will be used by a company on its stationary, buildings, vehicles and advertising.
<b>Package Designer</b>	The package designer creates appropriate packaging, labels, point of purchase display and other devices to enhance the appearance and merchandising utility of the product.
<b>Studio Graphics</b>	The designer creates folders, brochures, annual reports and calendars from layout stage through to finished art, incorporating the principles of design using colour, typography, illustration and photography.

**Source:** An International Multi-Disciplinary Journal, Ethiopia Vol. 3 (3) 331-341

**2.1.5. Cost of advertising:**

The Monopoly advertising may be inadequate, since the monopolist cannot appropriate the consumer surplus that additional advertising creates. But in markets with multiple firms advertising is also an important instrument of competition.

The advertising of one firm may steal the business and therefor diminish the profit of another. This business-stealing highly enhance the opportunity of being unnecessary. In multi-firm markets, it is accordingly imprecise, whether marketing is insufficient, unnecessary or ideal (Bagwell, 2005).

Eventually, business owner or manager mainly controls the advertising cost.

## **Budgeting Approaches**

Several policy to budget for advertising are used by companies. Delicate a percentage of actual annual sales out of annual project income is the most simple and usual method. According to Legal Zoom, 2 – 12% of annual sales of small businesses are allocated to marketing. Close and precise analyzing in this point shows that small businesses could try to match or go beyond that amount. (Bagwell, 2005).

## **Geography**

Geographic location has an impact on advertising costs for your business. Metro areas compared to small towns have higher rate of advertisement costs due to less business demand. For example, marketing in big cities is more expensive than small rural towns. Media should have reasonable charges to accommodate what businesses in the community can afford for advertising space. Additionally, the amount of money in the hands of businesses and customers in certain communities is much higher than it is in other areas.

## **Media Selection**

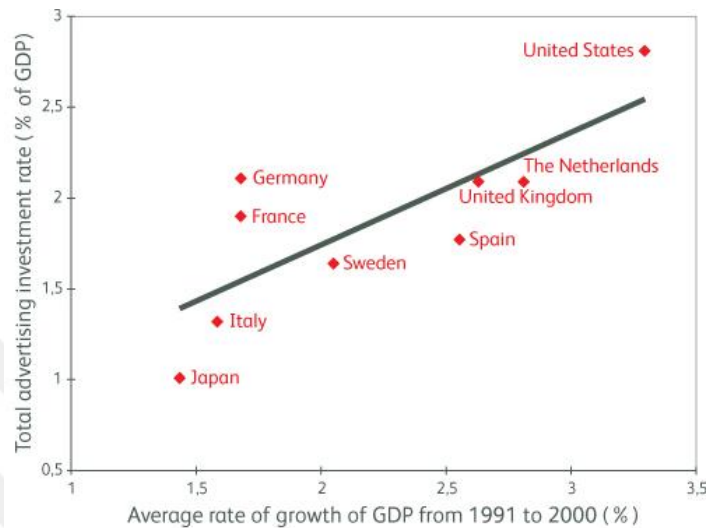
The major cost factor is the advertising media which was chosen and it is based on company's budget. Due to highly coasted of television commercial only for producing a promotion, around \$5,000 to \$25,000, Several small business would avoid this kind of advertisement. Local companies are using local newspapers and radio and 1 day publishing in a small/mid-sized city is around \$100 to \$300. The charge for a radio commercials package (100 to 200 commercial), even in a metro part, might be around few thousand dollars as well (Desmond, et. al., 1995).

## **Free Alternatives**

Using of all free communication could reduce the advertising cost. TV media and local newspapers are contacted by several small businesses for important events to pitch feature stories. For example, it is common, for instance, a new business usually has a ribbon-cutting ceremony in order to get coverage and attention in a local newspaper. Taking part in public events can give an opportunity to all businesses to have word-of-mouth conversations among consumers which is very big chances to get know each other.

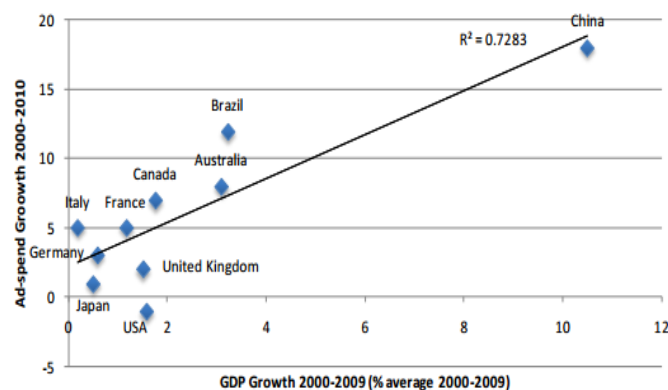
### 2.1.6. Relation between economy and advertising

In this active economy, advertising plays a key role for making a business successful. Successful businesses have a direct link to economic growth by creating more careers and paying more taxes. Figure 2.1 is presenting the total advertising rate versus average of growth among most developed countries.



**Figure 2-1** Total advertising rate vs. average of growth among developed economies  
**Source:** World Bank WARC Data ([www.warc.com](http://www.warc.com))

The economics of advertising has a strong connection between advertising spend and the size of economies, toward Gross domestic product (GDP). Larger GSD ration in a country shows that it has higher ad spend (Wurff and et al. 2008). The WFA investigation shows that relationship between the rate of commercial investment and an interpreter of general financial development is positive.



**Figure 2-2-** AD-spend and GDP growth for top 10 spenders  
**Source:** World Bank WARC Data ([www.warc.com](http://www.warc.com))

Figure 2.2 is indicating the correlation between commercial financial or economic growth rates. It showed that there is a positive correlation between this two items. This figure was initiated of a result of multi country survey was asked of 24000 people. In the below Table the negative and positive effect of commercial and marketing on economics are shown (Naveradou, 2006).

**Table 2-2-** Positive and negative impacts of advertising on economies

<b>Proposed positive impacts of advertising on economies:</b>	<b>Proposed negative impacts of advertising on economies:</b>
+Stimulating greater competition +Operates as a more cost-effective and timely mechanism for distributing information than individual searches for that information. +Leads to lower prices, and less variation in prices, as the wide dissemination of product price information encourages suppliers to strive to attract customers. +Increases consumption +Drives a reduction in production costs +Allows new competitors offering innovative products to reach new consumers +Increases the pace of introduction of new technologies.	-It costs a lot to advertise, and this may therefore entail an increase in consumer prices -It tends to favor the current dominant companies who can most afford to advertise -It encourages 'superfluous' investments to the detriment of genuinely productive investments -It promotes a proliferation of falsely differentiated products.

**Source:** World bank, WARC Data ([www.warc.com](http://www.warc.com))

### **2.1.7. Relation between presentation and advertising**

Everyone in a creative department has to be master of creative speech or presentation. To be succeed as a copywriter, designer or director, they should have an ability to sell their own work.

### **2.1.8. Role of advertising in improving a brand**

The brand helps to distinguish companies from each other and lives its prints in the people's mind. Each brand has problematic task because customers would choose a product based on their information and experiences.

Alvy and Calvert (2008) described a brand products as a symbol, name, or sign to define the one company's belong and its possession and distinguish one company from others. Consequently, it shows that branding is not made for market targeting or choosing one specific brand over other competitions, but it made for getting your prospects and see you as a specific provider (Alvy and Calvert, 2008).

There is correlation among internationalization growth, vast amount of brand

advertising which cause converging market demands, advance in communication and transportation, technical improvements, pressure to cut expenses, and to improve quality that harden the competition.

## **2.2. Food Industry**

The beginning of food processing goes back to ancient times. Egyptians are considered as the beginner for food processing. This symbolizes the history of mankind culture. The origin of bread baking and origin of beer backtrack to Egypt as well as Babylon in the age of three to five thousand before Christ (BC).

Modern industry originated from Germany and it starts to develop by introducing new machinery and technology method. At this time, all processed foods that can be found in the supermarket are either up-to-date or traditional processed foods. Since 1985, Most of the ecological amenities have been approached the unique and advance level. Consequently, due to improvement in food science and familiarizing in practical science such as chemical engineering, sanitized, automated engineering, electronic engineering microbiology, high-polymer technology, and mechanical engineering, products have been manufacturing in the higher value and quality. Up to now, most of the food development are designed for convenient life style, some of these food development are listed below:

- Frozen foods
- Semi-prepared foods
- Pouch foods
- Dried foods

Since thirty years ago, by developing the food processing technology, suitable method for food processing were found and made it possible to have massive production with no unnecessary food additives. The history of how the raw material treated over the age and how the equipment like cleaning facilities were developed showed the food processing development over time. Worth to note that lately there are huge progresses in container truck and container transportation, processing operations, vacuum freezing, pressurized extrusion molding, and vacuum

refrigeration. In storing procedures equipment like heat exchange sterilization, vapor drying, bottle packaging, sterile filling packaging, and deoxygenating agent have been developed. Switching from dynamic slop structures of wastewater usage to methane fermentation is a huge desire for many of soft drinks manufacturers. Due to wide range of the food manufacturing industry, classification varies from country to country (Furst et al, 2000).

Three of main raw substantial used in food production industry are electric power, vapor, and water. Very essential factor in all the factories are hygiene. Other element such as cooling water system, Utilities include steam, cooling water, brine, steam, electricity sterilizing, compressed air, and air sterilizing air, waste water treatment, and production process are critical factor in every food production factories.

Foods have a variety of type from spicy to home flavor and the choices are endless even with the same recipes.

Foods that have likewise nutritional properties or organic organizations are called food group. One type of classification for the several foods are food groups which are consumed by human in their daily life. This consumption is based on their location in a hierarchy of nutrition and their nutritional properties.

It is always recommended that human have to consume certain amounts of food from different categories. This way of food consumption guides to healthy diet which is one of the most important ways to achieve a healthy lifestyle.

Eating background or culture is effecting the food which people are using and food classification is effected by both social and physical background (Furst et al, 2000). Although eating context has been known as a huge effect on food classification, classification of food into categories and eating context has not been studied. In single context studies, food categories may only relate to that specific perspective. However, food choices in multiple contexts are made by people (Furst et al, 1996). Having a knowledge of how people classify foods into multiple contexts could lead to food categories identification. People are making a decision by using personally relevant explanations. Identifying food categories are more connected to people's real-life food selections than single context examination (Blake et al, 2007).

## 2.2.1. Food types

### 2.2.1.1. Traditional food

The basis of traditional foods can be described as the food which is consumed daily and it should be as nutrient dense and nourishing as possible. Traditional foods goes further than that just avoiding boxed and processed foods. It is all about choosing the finest food choices which is suitable to your budget, individual chemistry & location. Also, it will be taken in a way that extract the all nutrition out of that item which can be extracted and would benefit your body.

The level of technology development could control the capacity of food preservation. Since thousands of years, traditional technologies have been preserving and processing of food. Despite the electronics and other modern high technology industries, they came first before any scientific understanding of their innate nature and consequence. Traditional food processing techniques and traditional foods come form part of the people’s culture. Traditional food processing activities passed through generation from parent to child which will establish a vital frame of home-grown understanding.

Unfortunately, this vibrant form of original knowledge is such a treasure. Regrettably, some of the traditional food products and food processing receipts have undeniably been lost over the ages. Indeed, simple, low-cost, traditional food processing techniques are the bases of small-scale food processing and their assistances to the economy are enormous.

**Table 2-3-** Traditional food definition

Traditional Ingredient	Raw or primary product has been used for identifying geographical area and its features are in agreement with current specifications of national and EU legislation. (Tamara et al., 2011)
Traditional Composition	The exclusively recognizable structure that was first established prior and it passed over generation via oral tradition or other means and when needed is distinguished from the structure defined by the generally accepted features of the broader food group to which the product belongs.
Traditional Processing	Food processing and producing that has been spread over generation via oral tradition or other means and has been functional and in use (Weichselbaum et al.2005 )

**Source:** Trade Liberalisation and Standardisation – New Directions in the “Low Politics” of EU Foreign Policy, 2011.



### **2.2.1.2. Fast food**

In these busy time, everyone is looking for a fast, and easy food to take away, everyone comes to fast food as a common solution. Fast food is "all-American" perfect choice due to low prices, effective service, and casual air. To point out, over 25 percent of Americans have fast food in their daily diet (Hameed et al, 2014).

The food that can be served ready to eat are called fast food. The terms fast food and junk food are regularly used interchangeably. Not all the fast foods are junk food specifically when they mad of nutritious contents; However, Most of the junk foods are fast foods due to fast preparation and serving (Halford et al., 2007).

Unfortunately, often demand of fast food customers is the foods with more calories, fat, sodium, sugar, and less nutrition and vitamins than is essential. So, Fast food does not have to be unhealthy, although based on customers demand most of the time it is

Kids between the ages of 6 to 14 use fast food hundred-fifty seven million times each month. The face of McDonalds, image, was recognized by 96% of students. Santa Claus was the only recognizable figure that ranked higher than Ronald McDonald image. Americans daily devote nearly \$100 billion on fast food (Hameed et al, 2014).

Fast food culture is a developing style among the younger generation. There is some benefits of fast food such as low cost, taste, ready availability, and marketing strategies. This all benefits make fast food popular among children and youths. Fast food restaurants are mostly preferred to maximize the speed, conformity and efficiency. Also, their offering limited number of food to reduce the waiting time so that the customers eat quickly and leave.

Fast food outlet increasingly got popular among people especially among children. It can be due to eye-catching free gifts which are offered by sponsorship of sports or cultural competitions. The sponsors offer discounts on purchase of their brand of fast food. Movie celebrities and sports stars has a huge influence on children and adolescent, so sponsors often ask superstars to advertise their product, hence superstars are often involved for promoting their goods. Products are advertised to children by showing them their favorite animation or cartoon character (Therien,

2013). Television commercial has an important character in promoting unhealthy nutritional practices among children, together with fatty diet, sodium or added sugar. Not only television but also other media like radio, newspaper, billboards, magazines, and cinemas are used for advertising.

**Table 2-4-** Definition of Different Kinds of Food

<i>Type of Food</i>	<i>Definition</i>	<i>Examples</i>
<i>Fast food</i>	Foods sold in a restaurant or store which are rapidly prepared and quickly served in a packaged form for take away	Burgers, pizzas, fries, hamburgers, patties, nuggets. Indian foods like pakora, samosa, namkeen etc.
<i>Junk food</i>	Energy dense foods with high sugar/ fat/ salt content and low nutrient value in terms of protein, fiber, vitamin and mineral content.	Chips, chocolate, ice cream, soft drinks, burgers, pizzas etc.
<i>Instant foods</i>	Foods that undergo special processing that are ready to be served once dissolved or dispersed in a liquid with low cooking time	Noodles, corn flakes, soup powder.
<i>Street foods</i>	Ready to eat foods and beverages prepared and sold by hawkers or vendors in streets or other public places	Chaat, gol guppa, samosa, tikki, noodles, chowmein, burgers etc

**Source:** Kaushik et al, 2011.

Parents who work are having less time in order to prepare meal at home, hence fast food become main menu in the families. Children who often skip breakfast at home, they consuming fast food more compared to children who have breakfast. Fast food consumption and Body mass are in a momentous correlation. Children and adolescent who do not have breakfast have higher consumption of fast food which cause higher body mass index. One of the most important feature correlated to fast food consumption among children is Socio economic status. Children with high socio-economic status have high demand of fast foods compared to traditional foods, even though children know that traditional food have higher nutrition than fast food, still fast food has higher demand than traditional food. The amount of fast food which go into household could increase the fast food consumption (Tan.2000).

School offers junk foods through variety of ways like cafeterias, soda, cold drink and many other junk food with low nutritional value. There is a significant competition between junk foods sale in school cafeteria and healthy school lunch systems. One of the nongovernmental institute in India, Akshaypatra foundation, are offering mid-day meal plans in public school, fast food which healthy Indian foods are offered to children. Although in Indian school there is healthy lunch system, there is no strict law about sale in school. According to Union of European Beverages Association (UNESDA), in UK and many other European country, middle schools are offering healthy drinks such as water, sport and low calories drink and hundred percent juice

(Kaushik et al, 2011).

### **2.2.1.3. Industrial food**

Food usage was earlier designed on fresh ingredient which were used and shortly after cooking they were utilized. When most of the food growing areas in the world were scarce during World War II by war implements; the sensitivity of food storage came in. Later on by increasing the international population, technology was progressing and the food storage was considerably increasing. Soon it became a business attraction and in modern times variety of mixed food substances became big business. Hence, long storage devices have been in action. Unfortunately, the world over growth of bacteria, Viruses, and Fungi has also been a key part of investigation tool which have complicated the entire situation which is reported as a very serious issue.

Unfortunately it was not understood correctly that every ingredient of food has a half-life and it is over maintenance produces exceedingly toxic which are associated to high prevalence of cancer. In the same way, mixture of food contents with diversity of spices is also rather serious issue, which must be addressed by international agencies like World Health Organization.

Moreover, use of beverages has also many serious complications due to their long term conservation. It is been verified that chemical conservation, fragrances, blenders, and coloring agents having very seriously toxic effects.

The regulatory bodies planned to analyses and control the life of cooked food contents have also serious technical problems over the world. One of the main reasons is value of food usage by different social and religious groups the in human society.

One of the key feature settings must be made by consuming the food as soon as it is cooked and disposing the trend of planting vegetables and fruits in wrong seasons for only economic advance. By having close look at human history; it is seen that, the foods were grown in specific time period and were also used accordingly. Thus, making human life in agreement with climate & geographic conditions will eliminating most of the clinical issues from human life. It will also be an advances

for economic gain for human society.



#### **2.2.1.4. Geography food**

The geography of food emphasizes on the foods consumption and production pattern which is scaled from local to global. Geographers realized the inadequate link among developing as well as developed countries with regard to the retail, transportation, innovation, production and food usage by following these complex pattern. This is also a region that becoming charged gradually in the public attention and catches their eye. In the food network, geographer has starting the movement to recombine the 'space' and 'place' and it is up growing movement. It is been centuries that longitudinal varieties in food consumption and production practices have been well-known. Indeed, when Plato referred to the soil erosion from the mountainsides surrounding Athens, he mentioned the damaging nature of agriculture by stating that all the soft and rich part of soil will fall away and all the remaining is only bones and wasted bodies and the only thing that will be left over is the skeleton of the land. Ancient Greece, Maya of Central America, Easter Island and even more recently tribe like Montana have been struggled hardly to feed their growing population. They have to struggle under pressure. This struggling comes from several factor connected to land and source and supply management. Study and research about food is not related only to a single discipline such as geographer, it is received attention from a vast range of various sources.

Geographers originally concentrated on food as an economic activity, exclusively in agricultural geography. However, recently geographers have been focused on food in a wider area such as food chains issue, food delivery problem and in the end about economies and political activities issues

Initially geographer widely concentrated on food production in the field of cultural geography especially in agricultural geography.

Globally, the food production is insufficient. There is two main components involved in food production: environmental capacity of the area and the human capacity. This two components are distributed irregularly.

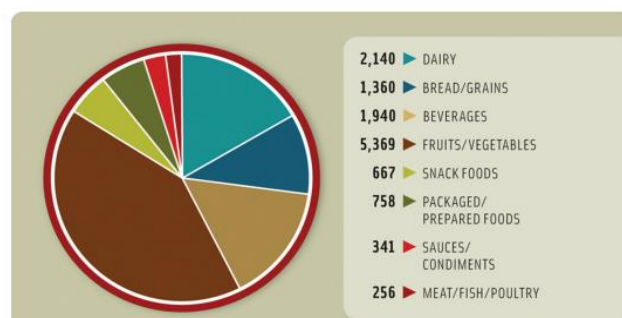
The capability to take all the specific movement without improper effect are called environmental capacity which will be on effect of soil type, the weather, and water availability. Number of inhabitant and people within agriculture skill are building the

term so called the human capability for food production purposes. When these inhabitant number and number of people with agronomy skills are in the high and convincible level and combined with financial principle, then building strong agricultural organization is imaginable (Ryan, 2010)

Climate changes is originating more extreme weather patterns, 10 to 12 percent of greenhouses gas releases are estimated to be under agricultural practices. There is irregular warming that happening globally and it is expected to have higher temperature and quicker increase in temperature in higher latitude compared to other area of the world. There is an idea which is presented by scientists that areas in Siberia and Canada could be suitable for farming and could be a proper replace for all non-arable farmland and all farmland which is gone in the equator. Traditionalist estimates that traditional crop farms such as potato, grain, and maize are shifted in the north direction (50 to 70 km) while non-traditional crop such as melon, barriers, and sunflower farms are assumed to be shifted in the south direction of these countries (Hogh Jasen et.al., 2004)

#### 2.2.1.5. Natural food (organic food)

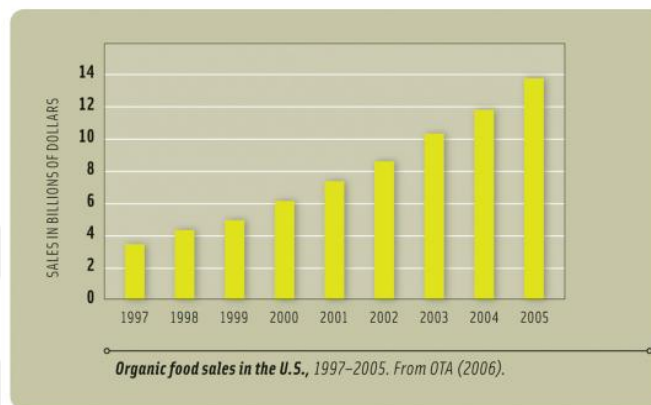
By using organic farming method organic foods are produced. Currently, several countries such as European Union, Canada, the U.S, Japan, Mexico, and many other countries ask producers that if they want to market food as an organic within their borders they should achieve special certification. Based on this protocols, a food production is an organic food when it meets all organic standard that is set by international organization and national governments. Organic food production is an industry that is controlled extremely and should be separated from private gardening.



**Figure 2-3-** Statistic of food consumption in U.S. 2014  
*Source:* (Furst et al, 2000)

Different authorities have different definition for organic standards. Generally organic farming replies to crop conditions and site-specific farming by taking part in biological, mechanical practices, and cultural that stands in conserve biodiversity, cycling of resources, promote ecological balance.

Chemical fertilization and synthetic pesticides are not permitted but could be used under limited settings. Ordinarily, organic foods are also not managed to use chemical food additives, industrial solvents, or irradiation.



**Figure 2-4-** Statistic of food consumption during 1997-2005

**Source:** Furst et al, 2000

By comparing the original and unoriginal food production, some differences in the amounts of anti-nutrients and nutrients might be found. It difficult to take a broad view of the results due to food's changeable nature, controlling. There is lake of evidence to prove that organic food is healthier, safer or having better taste than conventional food.

From 20 years ago, in the U.S organic foods industry has been dramatically increased. Since 1990, organic sales have amplified annually by approximately 20% and in 2005 reached \$13.8 billion (Barberán et al., 2008).

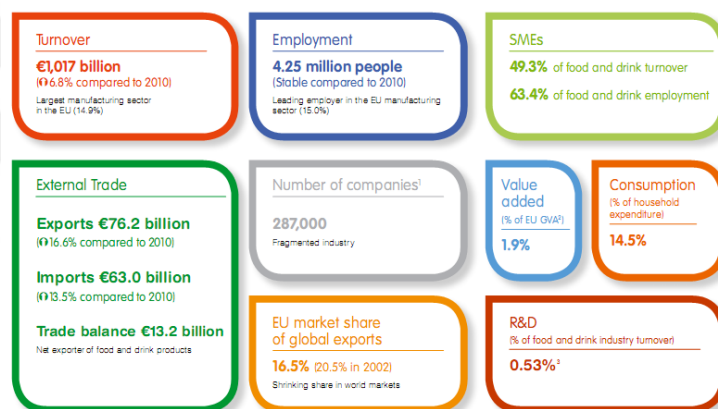
### **2.2.2. Food industry**

The food industry is a collection of variety of businesses all around the word that produce that high amount of the food and world population is consuming the food energy. It would be challengeable to discovery a comprehensive method to cover all aspects of food production and sale. There is a definition of food industry which

demonstrating that food industry is from farming to food production and from packaging to selling, Referring to food industry definition in The Food Standards Agency in India

The Economic Research Service of the USDA (United States Department of Agriculture) uses the term food system to describe the same thing:

The food system in the U.S. is a complex system of farmers and the industries which is connected to them. Those links contain producers of chemicals, farm equipment, and businesses that are responsible for farm industry amenities, such as providers of financial services and transportation. The system also contains the food marketing industries that connect farms to customers and which contain food and fiber processors, retailers, wholesalers, and food service establishments for instance brief data of this sector in euro is offered in below.



**Figure 2-5-** The European Union Foods and Drink Industry 2011  
Source: Pérez, 2012.

### 2.2.2.1. The importance of the food industry

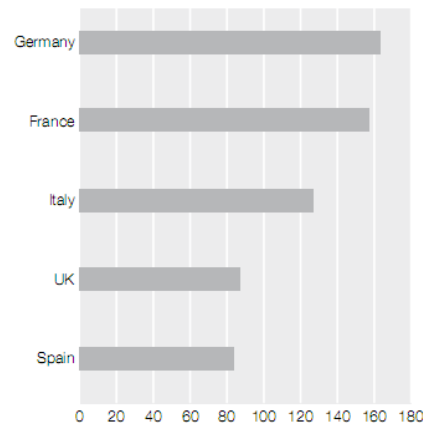
Food is a main key for health maintenance, disease prevention, and diseases treatment. For instance, food with rich nutrition helps to stay healthy while unhealthy or poor nutritive food gives rise to several diseases. Our body is like a machine which all organs (cells, tissue, and etc....) will work properly with rich nutritive food.

This sector is completely related to the society and directly in contacts with families. Because of broad sectors which are active in this world, it shown that this industry allots huge costs and employs many people.

By globalization, due to novel opportunities for new competitors, the market has



become more competitive and challengeable. The company that can have more costumer, better product with better suitability to the costumer's need, and care more about its social effect will win this challenge. Furthermore, this situation give the novel opportunity to the businesses to present their product and their services and based on the quality and costumer's need attract consumer.



**Figure 2-6-** Top 5 member states in terms of food and drink industry sales 2011 (€ billion)

**Source:** Pérez, 2012.

The world has developed through agricultural, industrial stages, and hunter-collector, products and services provider. Social and cultural development is acting like two main catalyzer for this development and they are trying to solve some of the social issues as listed below:

- Trying to liberate people from food seeking by making food conservation
- Finding the acceptable and standard substance in regular food source

These services will help to have healthy society and will cause improvement in food industries (Lund 1989).

According to Wrangham, Harvard University biological anthropologist, initiation of food processing goes back 2million years ago when a distant ancestor discovered cooking (Wrangham et al., 2009). Later on, cooking was improved by drying, fermenting, salt preservation, and other simple methods of food processing, which allowed them to form and survive (Pérez, 2012).

Today's food sources is a proof for the effect of this modern food industry and its quality can be sustained or enhanced. Vital minerals and vitamins can be added, toxins and anti-nutrients can be removed, sensitive nutrients can be conserved, and foods can be intended to improve well-being and diminish the possibility of illness. In order to have many products in all season, food distribution should be with ease and across all the world. To do so, Waste and product loss should be reduced. Usually, Modern food industry improved the life quality by suggesting the food which will meet their need and it is been modified to their requirement, for instance, for diabetes people, they found alternative sweetener which is sugar free to sweetening their food and products.

#### **2.2.2.2. Relation between culture and food**

Culture is what makes everyone different from who they are and where they originate. It has an influence on all the aspects of human life and their way of interaction and communicating with others. In this circumstance, food is one of the key characters in human life and has an influences on their culture. Varieties of ingredients and food is existed in different which so called "fusion of foods and culture". "You are what you eat," it does not matter how they eat it or how they cook it as long as it represents them and their culture (Bouchet, 1999).

It would be hard to analyze and describe the food culture differences and different culture especially in the general way. Regardless of the differences in different culture, they are somehow interweaved to each other. Some of this food culture differences initiated from psychology taste experience (salty, sweaty, bitter, sour, and etc...) or different preparation method such as (raw, fried, or boiled). Some others could be due to social connection such as private, traditional, public, and so on. This different food culture made by society choices (Bouchet, 1999).

To put it in another word, what, how, when, and with whom we eat is interesting and is effected by all organization like culture and society at the same (Counihan, 1999)

**Table 2-5-** France, Denmark, Sweden different food culture comparing

TOPICS OF FOCUS/ CULTURES	FRANCE	DENMARK	SWEDEN
<b>Food</b>	Taste	Nutrition	Nutrition
<b>Meal</b>	Possible social tie Taste sensation..	Physiological necessity Individual pause	Natural necessity Individual pause
The most important aspect of the meal	Sensuous experience Social interaction	Nutrients Personal pleasure	Nutrients Personal pleasure
<b>Food formalism</b>	Cultural characteristics Taste	Practical characteristics	Natural characteristics
<b>Taste preferences</b>	High aesthetic priority • More important than hygiene • Social bond • Sensuous	Low aesthetic priority • Secondary to hygiene • Individual choice • Nutritional	Medium aesthetic priority • Secondary to hygiene • Naturally rooted • Natural
Taste/the social bond	Carrier of social bonds Cultural code expressed through speech National conformism Differentiation by means of refinement	Personal pleasure Cultural code very seldom expressed Simple and tolerant code The legitimacy of simple taste	Dependent on social group Cultural code occasionally expressed Simple and tolerant code The legitimacy of natural taste Relative differentiation
Sourish or mixed taste	Seen as archaism	Very widespread	Very widespread
<b>Food talk</b>	Very extensive Wordy	Weak Laconic	Weak Laconic
Food talk - when?	Already while shopping Even more at the table	Very rarely while shopping Rarely at the table	Rarely while shopping Rarely at the table
Food talk - who talks the most?	Demand Questions	Supply Brochures	Supply Brochures
Food talk - what about?	Taste experiences Food experiences	Safety and health Individual taste	The natural and health Individual taste
The decisive aspect of the relation to taste	• Being able to distinguish the good taste • Being able to express slight distinctions	• Corresponding to a person's individual taste • No explanations	• Natural, corresponding to a person's individual taste • No explanations
When buying food	Seeing, touching, smelling	Perhaps read about it	Perhaps read about it
<b>The rhythm of meals</b>	Commensal (community based on food)	Physiological	Physiological
<b>Restaurant</b>	The art of food The social aspect	Hygiene Service	Hygiene The social aspect
<b>Industrialisation of food production</b>	Damages taste • Loss of taste • Banalising, levelling of products • Loss of cultural identity (upbringing, "terroirs")	Usually rational Seldom injurious to health • Distribution of norms for security • Shortening of preparation time • Easy-to-use	Mostly rational At times injurious to health • Distribution of norms for security • Shortening of preparation time • Distortion of the natural
<b>Ecological products</b>	For taste reasons Terroir	For health reasons Pollution	For health reasons and because of the natural aspect Pollution
<b>Meat</b>	Life	Death	Death
Preparation of meat	Red meat because of its powerfulness	Well-done for safety reasons	Well-done for safety reasons
<b>Cheese</b>	Alive	Pasteurised	Pasteurised
Eating cheese	Room temperature Gourmet Tasted with wine and bread Development of the product	Chilled Standardised Rigid norms Unvarying taste	Chilled Standardised Rigid norms Unvarying taste
<b>Food code</b>	National taste classification system	No reference to a shared classification system	No reference to a shared classification system
<b>Main reference</b>	Culture	Nature	Nature
Historical influence	Aristocratic	Peasantry	Different sources: Aristocracy or peasantry and/or the working classes

**Source:** Bouchet, 2016.

### **2.2.2.3. Relation between religion and food**

Religions are one of the most influential key in the people lives. For who believe in religion, religion directs their behavior and values. Although different religion have different tradition and values, some of the basic morals are in common. Foods are one part of people's life which are influenced by religion. For instance, eating pork is forbidden in Islam and Jewish while Christians can eat pork.

As each aspects of our culture consist of our beliefs, there might be some basic reasons behind it, and it can definitely change with the time. For example, in Islam drinking alcohol is forbidden. As everyone knows drinking alcohol is harmful for our health; therefore, it is logical to be forbidden in Islam and this is what they believe and practice. In Nepal there are people who eat pork in spite of their culture restriction like Newari and Brahmins. With the pace of time, the way we perceive things are slowly changing.

### **2.2.2.4. Relation between climate, geography, and food**

Territory, weather, religion and people's beliefs as well as individual culture have an impact on society traditional foods. This individual culture develop exclusive preferences within these limits.

Most of the food preferences are learned. When mother eat, babies especially breastfed babies can taste it and they develop early attractions to certain flavors in their mothers' diets. So, when babies start to eat solid food, their taste preferences start to evoke.

By time goes, our food preferences and culture would be programmed according to what were eaten. Some example would be describe below:

Eastern Asia countries love spices food while chines people do not, instead they do like to eat insect or other kind of food which probably would be disgusting food for other countries.

In Kenya, the Masai drink plenty of cow's milk and blood, whereas the neighboring Akikuyu people are all about spuds and cereals. (Fleming, 2013).

Undoubtedly, as time goes by, food culture and local preferences are changing. For

example Italian pasta are so known in all over the world, or decades ago chips and coffee was almost unknown while these days chips and coffee market are growing rapidly.

From the other side, worldwide businesses have been adjusting their products based on their local and customer food preferences. To take fast food as an example, in China KFC and McDonald's offering rice which is uncommon in other countries fast food (Lewandowski, 2015).

### 2.2.2.5. Relation between food packaging and food waste

There is numerous techniques and strategies for recovering and decreasing the food waste. Also, it is influencing and alarming about climate changes effected by greenhouse gas release, the effect of ecology on food consumption and production, and food safety.

These days, customers request fresh and processed foods, in a safe and convenient form. Food packaging is designed to protect the food, provide information about food ingredient, provide information about food instruction, and diminish the food waste. Also, it is intended to protect food all over the food supply chain and minimize the food waste as well as waste packaging. Food packaging enables to have easy food transportation and consuming food in supply chain. Moreover, food packaging should be fitted with its purposes and is known standard in Packaging Guidelines in the Australian Packaging Covenant. Below Table displays the weekly mean energy inputs gained by food consumption for one person at each phase of the food supply chain. (Verghese et al. 2013)

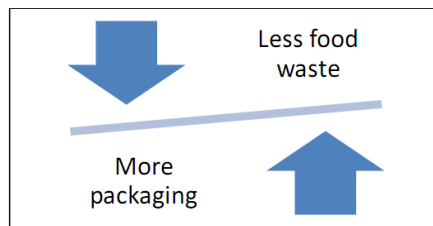
**Table 2-6-** Energy input for one person's weekly consumption of food

51%	6.5%	3.5%	3.5%	3.0%	1.5%	17%	14%
Food supply	Primary packaging	Secondary & tertiary packaging	Transport from factory	Retailing	Selection	Storage	Cooking

**Source:** Verghese, et al. , 2013.

Food packaging plays a critical role on food supply and total energy input. Figure 3.5 illustrated that packaging and food waste have reverse correlation, higher amount of packaging cause less food waste. As it shows in Table 3.5, only 10 percent of one person's energy dedicated to packaging, but it can help to ensure that the rest of

energy (90%) in the food supply chain is not wasted (Verghese et al. 2013).



**Figure 2-7-** Relation between packing price and wasted food  
**Source:** Verghese et al. , 2013.

### **3. EFFECT OF FOOD ADVERTISING ON CHILDREN**

Junk food and fast food marketing are targeting children across the world. Koplan reported that every 5 minutes children are facing one food commercial which most of them are high in fat, salt, sugar, calories. For whom buying certain meal of junk/fast foods, they will be cherished with gift and toys, so by doing this kind of charities, they are influencing kids and pushing them toward buying fast foods and junk foods. All over the world, more than \$3 billion the beverage industry spends on advertising for kids (Koplan, et.al.,2005).

Online media play an increasingly substantial role in the youth life. National survey in 2005 states that 86% of children and adolescent (8 to 18 years old) possess personal computer and mobile; while in 1999 only 73% children with the same age had personal computer. Additionally, during this 5 years (1999 to 2004) the time spend on PC activities increased from twenty seven minutes to 62 minutes daily (Henry, 2009). Advertiser has been targeted children by new online commercial technique. Approximately entire marketing companies having their own webpage as “branded environments” that offering vibrant, amusing, and collaborative areas for children (Weber, et al., 2006).

In Australia, More than one- third of commercial during cartoons and more than half of commercial in other time and program encourage energy-dense nutrient-poor foods (Kelly, B., 2007; Kelly, et al., 2010). Australian Guide to Healthy Eating are characterizing the highly promoted foods like chocolates, fast foods, and sweets as a not essential food and asked to be used cautiously. They admitted that mentioned food are poor nutrient food and would cause fatness if used too much. This high levels of unhealthy foods advertising pass a message over children that these foods are standardizing and desirable, hence accordingly contribute to an environment causing obesity (Swinburn, 1999).

Food companies spend huge amount of money on food products advertising exposed to children. Furthermore, vast amount of TV ads investment comprises by food companies. In the US, almost ten billion dollar annually spend on commercial which exposed to children. Other media such as animation movie, internet, and children's magazine and so on were used for sponsoring beverage and food businesses and all this commercial were exposed to children. Promoters assume that children are profitable business so they start to target them. During 2002, American kids, 4–12 years old, consume almost thirty billion dollar of their money on the junk/fast food, also six hundred billion dollar of family expenses were devoted to fast/junk food purchases (Schor, 2007).

It was supposed that skills in learning would give children reasoning defense against the plausible impact of marketing, however, it was revealed that children until 11 years old did not impulsively raise these cognitive defenses except obviously reminded to do so (Brucks, et al., 1988). The impression that youth are highly vulnerable to be effected by marketing than older one, has been challenged by the latest research outcomes that children aged between seven to sixteen years old were more influenced by food commercial than younger one aged between two to six years old (Livingstone et al., 2006). Helpser and Livingstone (et al., 2006) stated that there are two possible processing route which children and youth would take in a different way, elder one have higher probability to be influenced by the massage of a product in the central processing path, whereas youth seem to be persuaded by the visuals, sounds, visuals cartoon characters, and so on in the peripheral processing path of the brain.

Tones of movies, TV shows, and online games are advertising junk food which is so called “product placement”. Advertiser went deeper and they found their way into school; so they advertising their products on special events, score boards, charity event, and etc.

A Meta-analysis, includes collection of UCLA studies, pointing out that there is a strong link between commercials and consumption habits. In the U.S 1/3 of kids are facing obesity risk, since 1/3 of their diurnal calories consumption come from fast food and junk food such as soft drinks, salty snacks, and sweets. In this way, they



building unhealthy habits which will be hard for them to break it later on (Koplan, et.al, 2005).

One of the essential public health issue is widespread childhood obesity and it increased the rate of mortality and morbidity and it followed by economic and social cost.

Since 1990, in the U.S fatness proportion among children and adolescent have been increased and it is almost three times higher than past. Obesity rates is increasing in preschool age children for instance about 20% of preschool children are overweighed. The rate of fatness are two times higher among children age two to five years old which are five to ten percent of the population and kids in the range of six to eleven years old that comprise six to seventeen percent of the society; While, this fatness rate become three times higher among adolescent in the range of twelve to nineteen years old, disease control and prevention center reported. Children and adolescence are at risk for becoming obese along with poor health as they grow up. Some health problems which might they face are diabetes, cardiovascular disease, and some forms of cancer. There should be more attention on children as they grow up to reduce their excess weight gain (Ogden, et al., 2006).

In these days, children (8 to 18 years old) usually use multiple media spontaneously and spend more than 44 hours weekly in the front of TV, game or computer screen. Children are using media more than any other activities in their life time but sleeping. Researcher found significant correlation between fast food/junk food marketing and kids' fatness rate. Kids till 6 years old cannot distinguish commercial from program; also, recognizing the persuasive intent of commercial is hard for children under eight years old. Kids are incredibly good to remember the content of advertising. Product preference can be due to a single commercial exposure and it has stronger effect by repeating it and it has a significant effect on parents' purchasing decisions (Ogden, et al., 2006).

Luckily, more and more fast food and junk food chains have healthier offers for kids and adult, this is an up growing responsibility among food businesses; this is an effective phase to reduce the effect of food marketing and their influence on kids' choices.

In order to limit the widespread issue among young generation about fatness and low- nutrient diet, public health specialists has been requested for significant changes in the food environment (Folta et al., 2006; Henry, 2009; Batada et al., 2007). Extra study is need to prove that there is a correlation between children food preferences and what they eat with food marketing which was reported to USA President by White House Task Force on Childhood Obesity(Barr-Anderson et al., 2009). Recent research provides indirect proofs of food advertising impact in both short- term and long- term consumption: food advertising can have a significant impact on poor-nutrient food consumption in children in the short time; while for long-term effect, there is an evidence that TV ads exposure during middle/high school predicted to increase the poor nutrient food consumption 5 years after ads was promoted (Barr-Anderson et al., 2009). One study showed that fast food TV commercials exposure would enhance the children obesity; while, banning this kind of TV ads exposure would decline the fatness rate by 18% (Chou et al., 2006). This is accurate even though some studies show that food ads exposure on kids and youth has stayed constant and even declined slightly (Holt et al., 2007). Although, Holt does not illustrate the suggested correlation between commercial exposure and food consumption or any other habits that might be correlated to obesity and fatness. Also, other key aspect and factors which might happen simultaneously and having effect on ads changes as well as obesity was not taking into account

As a whole, prior research recommends that food advertising probably has significant negative effects on young people's diet, health, and body weight. In 2006, Institute of Medicine (IOM) report determined that there was considerable indication that beverage and food advertising has an impact on the preferences and purchase requested by children and their food consumption for a short time. This advertising may contribute to having unhealthy diet and may be increase the unhealthy diet risks and its consequences. This evidence has encouraged public health efforts to support the major reduction in child TV food commercial especially low- nutrient foods. Novel investigation on the effect of food and beverage advertising on diet and its relation to the health is required, IOM stated (Andreyeva, et al., 2011).

Moreover, since 1990, fatness rates among kids and youth have become two or three times more than before. While several factors have significant impact on eating

behaviors of adolescence, one of the main factor is food advertising and marketing (Koplan, et al. 2005).

In order to build and strengthen the new brand businesses several commercial station are used and they are targeting young population to influence on their food purchasing habit. This marketing station are involved in school marketing, TV commercial, online media, and commercial which are targeting young population (Barr-Anderson, et al., 2009).

Only 2% of children (aged 8 to 15 years) meet all the standard diet based on US Department of Agriculture guidelines. Today, children are intended to consume unhealthier product which contain fat, sodium and added sugar than healthier one such as vegetable, fully grained product, fruits and so on. Furthermore, since 1995, the obesity rate become tripled and one third of kids are suffering from obesity and over weighted (Ogden, et al., 2006). Although various factors has an impact on children's diets, one that has received increasing attention is food advertising. The Institute of Medicine of the National Academies reported that food children's food preferences, food consumption as well as their health are effected by food commercial. Television advertising has a direct link to the children obesity. Federal Trade Commission and US Department of Health and Human Services stated that food advertiser are playing a key role to address the children's obesity issue and improving their diet. Children who are aging between 8 to 15 years spending 3 hours for watching television daily and they almost watch approximately 5500 food commercial per year (Gantz, et al., 2007). Former study proved that almost 50% of commercial during cartoons are related to the food products and huge proportion of this are linked to junk/fast food or any other low-nutrient food (Batada, et al., 2008).

International child-specific BMI cut-points are measuring the childhood fatness rate and its frequency, indicating that the rate of childhood overweight and obesity is increasing universally (Cole, et al., 2000). They also demonstrated that the commonness rates between twenty five and thirty percent are usual in the present day in countries such as the Australia, United Kingdom, and United States of America (Wang, 2006).

In Australia, kids who are aging from 5 to 14 years old, usually devoting twenty

hours weekly on watching television, videos or DVDs. Out of these 3 screen-based activities, children engage in watching television, more than they do videos or DVDs. Surprisingly, television marketing is the main marketing strategy used by beverage and food companies (Roberts, 2005).

It has been a while that research has been investigated on the children cognitive process and advertising affection processing. Piaget has been investigating on cognitive development on children and he stated that children until seven or eight year old start to expand their ability to steadily distinguish the persuasive of advertising. Children over 12 years old start to watch an advertisement analytically. Information processing theories describe the children cognitive development, memorization and recalling process. This informational procedure gives hand for better understanding of children perception, it is displaying that younger children pay more attention to the image's color or the music which played than the concept of advertising, however elder one pay more attention to the concept of commercial and the its message (Roedder, 1981). The study on marketing knowledge stated that children will learn how to distinct commercial aim from influential concentrating incrementally. This indication has been mentioned as an evidence that marketing to kids below ten years old is naturally misrepresentative, and that youth are worth to be secure from the damaging impact of promotion (Harris et.al, 2009).

Public health groups have defended children's right and their weakness and requested to be secured, for instance the Coalition on Food Advertising to Children in Australia (CFAC) has been a solid supporter in this region and they debating on food commercial and children fatness and has involved the opinions of healthiness specialists, business, protagonists, politicians, and even parents (Mehta, et al., 2010). However children's "voice" has been remarkably absent. Even though children are the subject for a lot of policies to protect their benefits as defenseless group, they are not joining in the elected procedure (Prout, 2000).

#### **4. CONSUMER CONDUCT THEORY**

Marketing and advertising benefit the economy by supporting the sale of goods and facilities to consumers who are adults and children. Grounded on that, industry concentrated on children as the main goal of their advertising.

They well know that children don't have an independent income and they have a strong power over their parent in order to purchase their needs and that have increased over the time. However by meantime, a broad available television channels has taken the control over the smaller audiences for each channel, digital communicating technologies have promptly opened new routes to narrow cast to children, hence generating a growing media space just for children and children's goods (Calvert, 2008).

All these marketing approaches for the children younger than eight, remarkably defenseless because they cannot think and understand properly of how television and online advertisement may influence them. The new sneakiness skills can also challenge the consumer protections even the older children and teens.

Nowadays, marketing and advertising fills children's day-to-day lives. Many foods promoted to children are not beneficial and healthful and cheer them to obesity and obviously bringing other health issues. Younger kids regularly do not comprehend the influential intention in advertising, and even grownup children perhaps have trouble considerate the intention of the latest marketing trend that smudge the connection between profitable and program substance. In the other hand, the government regulation keeps the children safe from this highly moneymaking environment (Calvert, 2008).

Somehow the sorts of goods that sold to children have not improved much, but the influence of kids and teenagers of buying those products have extremely keeps on changing (McGinnis, et. al. 2006).

Over the hundred years, investigators have established many ideas to rationalize how

advertising helps to appreciate its own marketing power (Bagwell 2005).

Three main views have developed:

### **The informative**

As explaining the revealing view, advertising works by rising consumer attentiveness and falling search charges. This closes in a growth in valuing and decrease in marketing power. Of course, informative advertising can also build up the marketing power if it just communicates shoppers about goods distinctions and then upturn goods variation (Meurer ,et. al 1994).

### **The complementary**

The complementary opinion acknowledges the meaning of advertising in the intake process by supplying extra benefit to buyers such as inventing a sensation of improved community 'prestige' when the product is properly promoted, or by motioning a high value. Yet promoting is a 'good' or 'bad' parallel to consumption. Referring back to this opinion, advertising can spread a company's sell power if it recovers consumption benefit, but this could not always be the circumstance (Becker, et. al 1993).

### **The persuasive**

The persuasive view shows that advertising adjusts consumer tastes, creates mostly false difference in products and climbs up to entry the consumer's trust barriers and then results in a visible change of the requirement. Eventually, such promotion cuts buyer value sensitivity and grounds essential to become less variable, so backup higher rates and profits in the market (Bagwell, 2005).

Researchers found that three out of four requirements by kids are for food produces as seen on TV (Brownell, 2004). Another research shows that two groups of kids amongst the ages of two and six have aimed a similar outcomes (Borzekowski, et. al 2001).

In one trial lead at Yale, investigators examined animations by a group of kids age's seven to eleven years old. So they tested their idea on a group of children who watched a cartoon, which highlighted some food adverts as the other group watched the exact

same cartoon, but with no adverts at all. The group who watched the adverts ate forty-five percent more snack and foods whilst watching the cartoon than did the group who watched the cartoon with no ads what so ever. The investigators showing the research definite that from a exact thirty minutes of watching TV every day, will rise in snacking affected by junk food marketing could lead to weight gain of nearly ten pounds in a year in children who watching the adverts (Harris, ,et. al 2009)

As mentioned earlier, food advertisers use an embarrassing method of marketing to encourage children to buy their goods. Promoters use children's desired characters, free playthings, and auditory and pictorial special effects rather than cost or nutritious value to magnetize children's attention and emphasis to their goods (Harris, et. al.2009). By doing this, businesses have faith to form a relationship with kids through their ads in order to emphasis their products(Harris, et. al 2009).Basically, food advertisers try to overwhelm children by auditory and visual elements to confuse them about nutritional importance of their food stuffs, tossing all true facts out of the window.

Referring to the U.S. Surgeon General, "Obesity is the quickest developing reason of disorder and death in America" and the tragedy is not unusual in the U.S.; referring to the World Health Organization (Carmona, 2003), the obesity general is "a main provider to the worldwide problem of chronic disease and disability". This matter is remarkably distressing amongst youthful people. Over the past thirty years, the percentage of kids and teens in the U.S. who are overweight or at risk of becoming weighty has more than tripled to 37% and 34%, individually (Ogden et al., 2006).

Though introducing nutritional info is a step in the right route. As the most kids are unable to read until age six when they start school, the meaning of nutritional fact is unusable for many of them. Similar if kids are able to read the nutritional facts, there is no deal they would actually realize the information offered, even with the attention-getting strategies used within the same ads. Hence, it is well defined that food sellers need to take responsibility as they have a huge impact on children lives and send the right message to their audience appropriately.

#### **4.1. Family**

Family isn't easily explored because of its structure and organization and also the member characters which are almost revised. Based on definition of traditional families, it is composed of some people who are blood relations or by marriages or adopted and resides in the same house. Members of this group are living together and relate to fulfill their individual and related needs.

Today in the United States, 70% of the over 100 million homes are families. (Schiffman, 1999). Conferring to countless resources, household is still the essential or main institute in supporting the wellbeing of its family. Families are sometimes called homes but not all homes are families. For instance, a home may comprise of people whom are not blood-related, married, or adopted, like the family-friends, couples that are not married, room-mates or board school people. Nonetheless inside the framework of consumer conduct, household plus family are regularly considered to be alike. In a lot of western civilized places, three types of families prevail: the married once, the nuclear families, and the extended families. The smallest type of family in numeral of people is the wedded spouse (a wife and husband). In a family entity, the married couples are mostly characterized either as newly married who are yet to start raising kids or old weds whom have raised all their kids already.

#### **4.2. Family Life Style**

Family's duty regarding consumer conducts is in the formation of an appropriate lifestyle for the household. Nurture, practices, the individual plus mutually believed objectives of the couples determines the significance put on schooling or profession, on television on reading, on the knowledgeable interest of computer skills, on viewing, on the regularity and worth of dining outside, and on the selection of other entertaining and leisure activities.

Family lifestyle obligations with the apportionment of hours greatly impacts consuming forms. Example is a series of varied stresses on mothers have decreased the hours they have opened to their house chores which has led them to creating a convenience market for commodities. Furthermore, with the both parents employed, a high importance is being put on the concept of qualitative hours instead of the quantitative



hours spent with kids and rest of the household members (Schiffman et. al., 2004).

### **4.3. Children as Consumer**

This is the process whereby children obtain the skills, understanding, and approaches needed to behave as customers. A range of reviews have concentrated on how kids cultivate consuming talents. A lot of kids obtain their behavioral standards via paying attention to their fathers and mothers and grownup in the households, who acts as mentors and origins of clues for primary consuming knowledge

Contrary to minors and youngsters, they look to their buddies for the appropriate pattern consuming conduct. Sharing experiences on shopping is referred to as co-shopping. Co-shopping is when parents and their kids shop together, this gives the kid the avenue to acquire in-mall or in-shops shopping abilities

## **5. IMPACT OF TV ADVERTISING ON CHILDREN**

### **5.1. Scale and Measurement**

The main reason for adopting questionnaire rather than other means are the advantages of questionnaire over others. The questionnaire were distributed in March 2016 in Istanbul- Avcılar.

Questionnaire was designed by Mr. Abdul Hameed Head of the Department of Management Sciences University of Bahawalpur in January 2014, a questionnaire was used in order to collect data on impact of television advertisement on children buying behavior. Different cities of Punjab were visited in order to collect the data. The data collected were analyzed through descriptive statistics and correlation and regression, ANOVA. The study covered 250 participants of different cities of Punjab. To analyze statistical method and SPS software was used. And in SPS method standard results were extracted. (Hameed et al, 2014).

In this thesis, the preset was performed on a sample of 105 children, with two different language format, English and Turkish. Both format is attached in appendix. Authorization from İstanbul – Avcilar İlçe Milli Eğitim Müdürlüğü (Istanbul-Avcilar Directorate of National Education), were acquired.

DOĞA collage was chosen for doing survey and follow the research interest DOĞA collage were chosen due to the proximity to İstanbul – Avcilar İlçe Milli Eğitim Müdürlüğü (Istanbul-Avcilar Directorate Of National Education), both genders were available in this collage and both genders (Female and male) could answer to the survey.

According to prior appointment with DOĞA collage, all questionnaire were passed over all students. Brief explanation about study and survey were given to all students and asked to answer all questions accordingly.

Participants who answered the questionnaire were ageing from 8 to 11 (46 male, 59 female). These questionnaire contain 25 questions.

This study is aimed to be achieved by asking students aged 8 to 11 years old from primary school. First grade students were not included due to their age and information. First grade students have no proper knowledge and might influence the study so they were not included.

## **5.2. Population**

Turkey is a nation linking Eastern western Asia and Europe along with cultural connections to Persian, Byzantine, Ottoman empires ancient Greek, and Roman. Based on Turkish Statistical Institute population report, Turkey's population was estimated to be 77.695.904 at 31 December 2014. Turkey's population is equivalent to 1.13% of the total world population. The population growth rate is 1.38% (TUIK; 2015). Table 5.1 represents the population of Turkey based on age and gender and it shows that higher population is belong to the teenager and adolescents.

For this survey Judgment sample was used. 120 Questionnaires will be distributed in DOĞA collage in Istanbul, Turkey. 105 Of them were answered by children The Districts AVCILAR. The choice of the DOĞA collage chosen from the highest population to the least Populated area to give a true research outcome (TUIK, 2013).

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This research is designed to explore the children's opinion who are aging from 8 to 11 years old. This study is proposed to discover the effect of TV food advertising on children as a target group.

In this thesis, the preset was performed on a sample of 105 children, with two different language format, English and Turkish. Both format is attached in appendix. Authorization from İstanbul – Avcılar İlçe Milli Eğitim Müdürlüğü (Istanbul-Avcilar Directorate of National Education) were acquired.

Based on selected concepts a questionnaire was prepared to offer children in school, but to complete the questionnaire in the schools, government obligation was necessary and schools managers should accept to cooperate. Permit from Istanbul Ministry of National Education was received but in the next step school managers should be satisfied, therefore related meetings were arranged but only one of colleges cooperate friendly

DOĞA collage were chosen for doing survey and fallow the research interest DOĞA collage were chosen due to the close distance to İstanbul – Avcılar İlçe Milli Eğitim Müdürlüğü (Istanbul-Avcilar Directorate Of National Education), both genders were available in this collage and both genders (Female and male) could answer to the survey.

**Table 5-1-** Turkey's population

**TURKISH STATISTICAL INSTITUTE**  
**ADDRESS BASED POPULATION REGISTRATION SYSTEM (ABPRS) DATABASE**

**Population by age group and sex - 2014****Turkey**

<b>Age group</b>	<b>Total</b>	<b>Male</b>	<b>Female</b>
'0-4'	6.294.533	3.231.903	3.062.630
'5-9'	6.315.628	3.241.355	3.074.273
'10-14'	6.252.269	3.209.897	3.042.372
'15-19'	6.518.921	3.349.081	3.169.840
'20-24'	6.263.460	3.191.641	3.071.819
'25-29'	6.273.202	3.179.412	3.093.790
'30-34'	6.516.294	3.294.389	3.221.905
'35-39'	5.918.336	2.996.001	2.922.335
'40-44'	5.510.337	2.766.305	2.744.032
'45-49'	4.674.262	2.375.494	2.298.768
'50-54'	4.438.422	2.218.311	2.220.111
'55-59'	3.656.563	1.828.486	1.828.077
'60-64'	2.870.715	1.402.604	1.468.111
'65-69'	2.215.704	1.030.716	1.184.988
'70-74'	1.557.235	699.604	857.631
'75-79'	1.104.178	465.081	639.097
'80-84'	840.410	353.906	486.504
'85-89'	360.158	119.892	240.266
'90+'	115.277	30.224	85.053
<b>Total</b>	<b>77.695.904</b>	<b>38.984.302</b>	<b>38.711.602</b>

**Source:** TUIK; 2015

Group of people who gathered together with marriage, blood or legal relationships are called family. Family is the smallest unit of one society like a country which is accepted as the fundamental value. Household is a community that made of one or several people live in the same house, regardless of the number of family who lives there. In other words, the household can be formed either by one family or more than one family. Among 77 million people who live in Turkey, 19,481,678 of the population are household. The average size of households was 3.6 in 2014 as in 2013. When the average size of households was evaluated by provinces as it shows in Table 5.2, the highest average of household size are belong to ŞIRNAK with 7.3 persons in 2014. HAKKARI with 6.6, ŞANLIURFA and Batman with 6.1, SIIRT with 6.0 followed the province of ŞIRNAK. Lowest average household size are belong to ÇANAKKALE with 2.7 persons. BALIKESIR and ESKIŞEHİR with 2.8 persons, BURDUR and Edirne with 2.9 followed the province of ÇANAKKALE (TUIK; 2015).

**Table 5-2-** The average size of household by provinces.

2013				2014			
Highest provinces		Lowest provinces		Highest provinces		Lowest provinces	
Şırnak	7.7	Çanakkale	2.7	Şırnak	7.3	Çanakkale	2.7
Hakkari	6.8	Eskişehir	2.8	Hakkari	6.6	Balıkesir	2.8
Muş	6.2	Balıkesir	2.9	Şanlıurfa	6.1	Eskişehir	2.8
Batman	6.2	Burdur	3.0	Batman	6.1	Burdur	2.9
Siirt	6.2	Muğla	3.0	Siirt	6.0	Edirne	2.9

**Source:** TUIK; 2015.

Based on analysis of household type in Turkish statistics institute, it was realized that the percentage of households with single person was 8.6% in 2012 increased to 8.9% in 2013. Also, the proportion of households with single parent family was 8.1% in 2012 increased to 8.2% in 2013. Moreover, the proportion of households with three generations was 13.5% in 2012 decreased to 13.1% in 2013. Table 5.3 shows the percentage of household type in 2012 and 2013.

**Table 5-3-** Household features

Household types	Year	
	2012	2013
<b>Total</b>	<b>100.0</b>	<b>100.0</b>
Households with single person	8.6	8.9
Households with single parent	8.1	8.2
Household couples with children	54.0	53.6
Household couples without children	15.8	16.2
Household with three generations	13.5	13.1

**Source:** Turkstat

Since 2001 onward, Birth statistics of Turkey are from The Central Population Administrative System (MERNIS) databank which is accessible on-line. MERNIS reported that there is 2.17 children per woman and this is the total fertility rate (TFR) in Turkey. However crude birth rate is about 17.3 per 1000 of population as it shown in Table 5.4

**Table 5-4- MERNIS report of population, birth and death by year.**

	Population (31.12.)	Live births	Deaths	Natural change	Crude birth rate (per 1000)	Crude death (per 1000)	Natural increase (per 1000)	Total fertility rate (TFR)
2001		1 323 341	175 137	1 148 204	20.3			2.37
2002		1 229 555	175 434	1 054 121	18.6			2.17
2003		1 198 927	184 330	1 014 597	17.9			2.09
2004		1 222 484	187 086	1 035 398	18.0			2.11
2005		1 244 041	197 520	1 046 521	18.1			2.12
2006		1 255 432	210 146	1 045 286	18.1			2.12
2007	70 586 256	1 289 992	212 731	1 077 261	18.3			2.16
2008	71 517 100	1 295 511	215 562	1 079 949	18.2			2.15
2009	72 561 312	1 266 751	368 390	898 361	17.6	5.1	12.5	2.10
2010	73 722 988	1 259 877	365 190	894 687	17.2	5.0	12.2	2.08
2011	74 724 269	1 247 081	375 923	871 158	16.8	5.1	11.7	2.04
2012	75 627 384	1 290 387	376 000	914 387	17.2	5.0	12.2	2.11
2013	76 667 864	1 291 217	372 686	918 531	17.0	4.9	12.1	2.10
2014	77 695 904	1 337 504	390 121	947 383	17.3	5.1	12.2	2.17

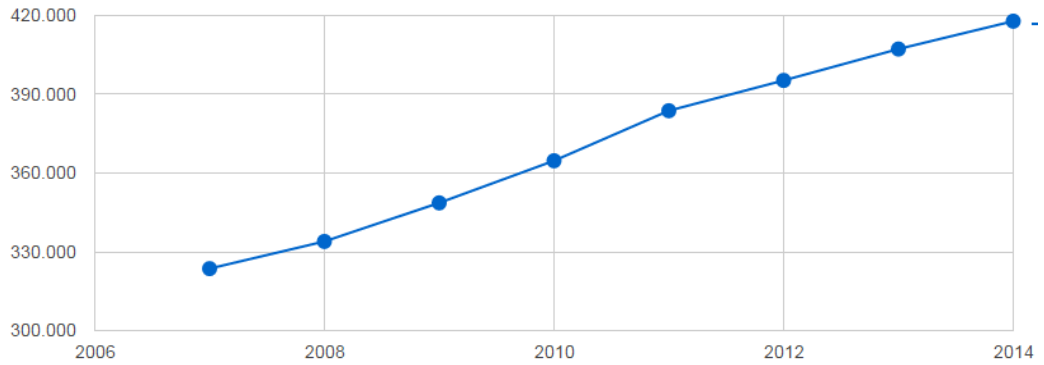
Source: Turkstat

Based on Turkish Statistical Institution Reports Avcilar population in 2014 was 417852 person which 210136 (52,29% ) person of them was men and remain ones 207716 (49,71% ) were women.

**Table 5-5- Avcilar population data**

Yıl	Male-population	Female-population	Total-population
2014	210.136	207.716	417.852
2013	204.904	202.336	407.240
2012	198.533	196.741	395.274
2011	193.127	190.609	383.736
2010	183.392	181.290	364.682
2009	175.608	173.027	348.635
2008	168.357	165.587	333.944

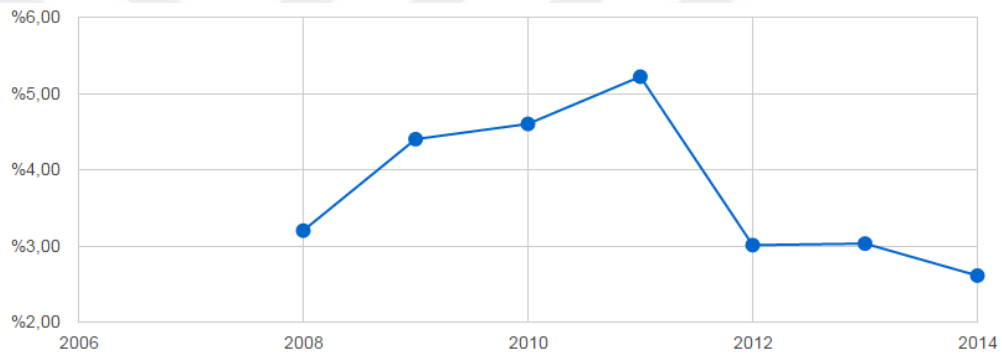
Source: turkstat



**Figure 5-1-** Avcilar population data

*Source: Turkstat*

As mentioned in above this region population was increased but based on below offered figure population change rate was decreased.



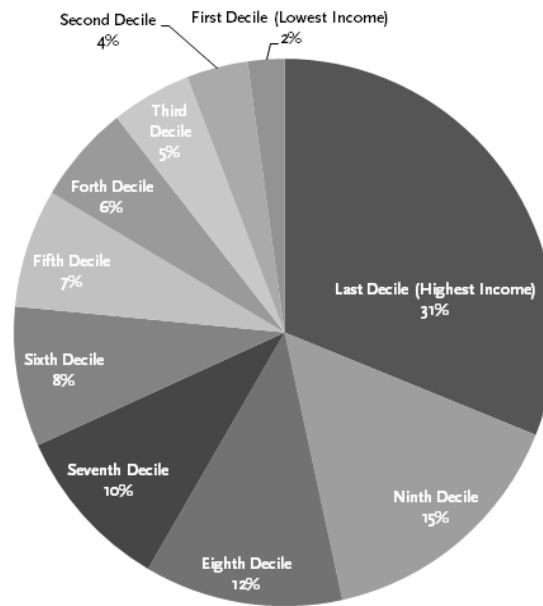
**Figure 5-2-** Avcilar population increasing rate

*Source: Turkstat*

### 5.2.1. Income of people

Among 77 million who live in Turkey, 50% of people aged 15 to 64 in Turkey have a paid occupation To summarize, higher rank in paid job are belong to men. In Turkey 69% and 30% of men and women respectively are in paid job. In Turkey, almost 41% of workers have extensive hour job. Based on the income in Turkey, there is higher gap between richest and poorest people. Richest income in Turkey is almost 7.6 times higher than poorest one (Turkstat, 2015).





**Figure 5-3- Income Distribution in Turkey**

**Source:** Turkstat

### 5.2.2. Education Features of People

In Turkey, educational administration is running by the Ministry of National Education (MEB). Some of Educational administration responsibilities are listed below:

- Program organization
- Official work organization
- Voluntary and private organization
- Building school
- School design
- Developing educational material and syllabus

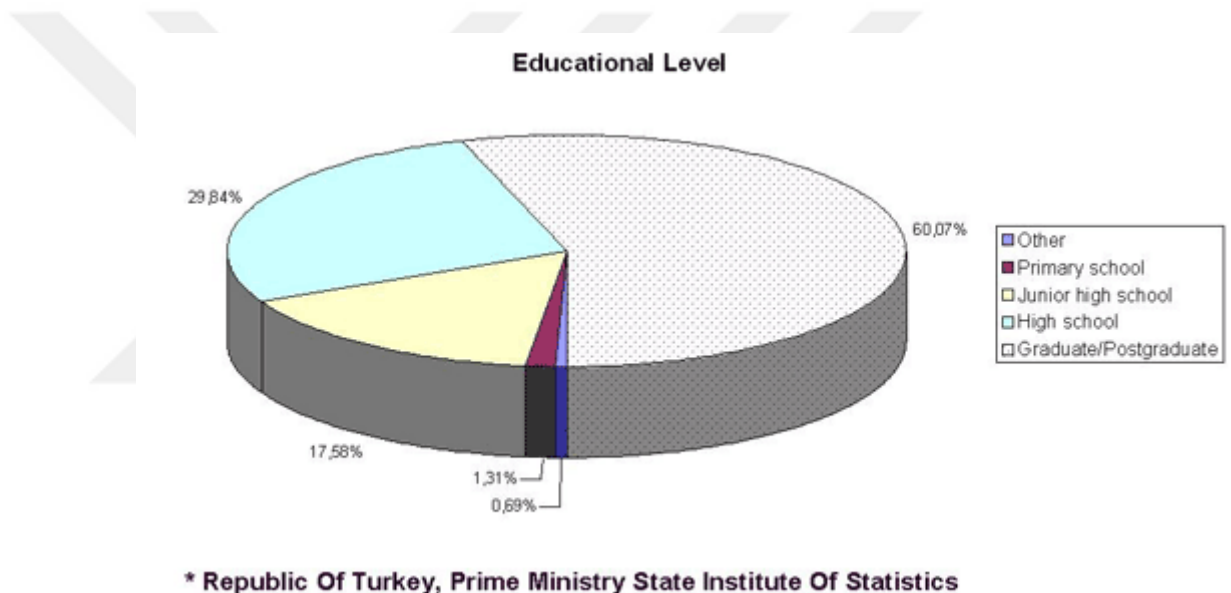
Ministry prepare and organize the syllabus and principles then dean of Council of National Education would make a final decision on them. In the provinces, Minister choose the Directorates of National Education, so director structure the educational activities under the direction of the local policies.

In Turkey, Constitution of the Republic giving a right to every citizen to have a proper and free education. Special licensed and foreign institutions are not free of charge, although the rest of school are. All students are educating in Turkish as a

mother tongue. Since 2012, school yearning system is divided to 4+4+4 for elementary/ middle/ high school respectively.

All 12 years education is mandatory for all students regardless of their gender. 10 % of government budget is distributed into national education as central government are responsible for all public educational expenses.

Currently, the number of students at all levels, including non-formal education, is about 19.5 million. Moreover, the number teacher and teaching personnel are 710,900, while the number of educational institutes are 67,000. In primary education 10.5 million students in primary education are educating by 399,000 teachers in 35,581 schools.



**Figure 5-4 - Education level in Turkey**

### 5.2.3. TV feature

For the first time in 1968 television was provided by TRT, Turkish Radio and Television Corporation, which was governmental media. In 1952, Earliest Turkish television channel, ITU TV, was on air. TRT 1 was initial local TV in Turkey which was hosted in 1981. Terrestrial and satellite are the most important reception platforms. Turkey statistical report showed that almost half of Turkey’s population are using satellite in their home, which 15 percent of these satellite are not free and they have to pay for the service received.

Services that control the multi-channel market are as a below:

- Satellite platforms
- Digitürk & D-smart
- Cable TV service Türksat

Total Number of Television Sets are 2, 900,000. While there is 635 television stations. Table 5.5. Demonstrates some information about TV set in Turkey.

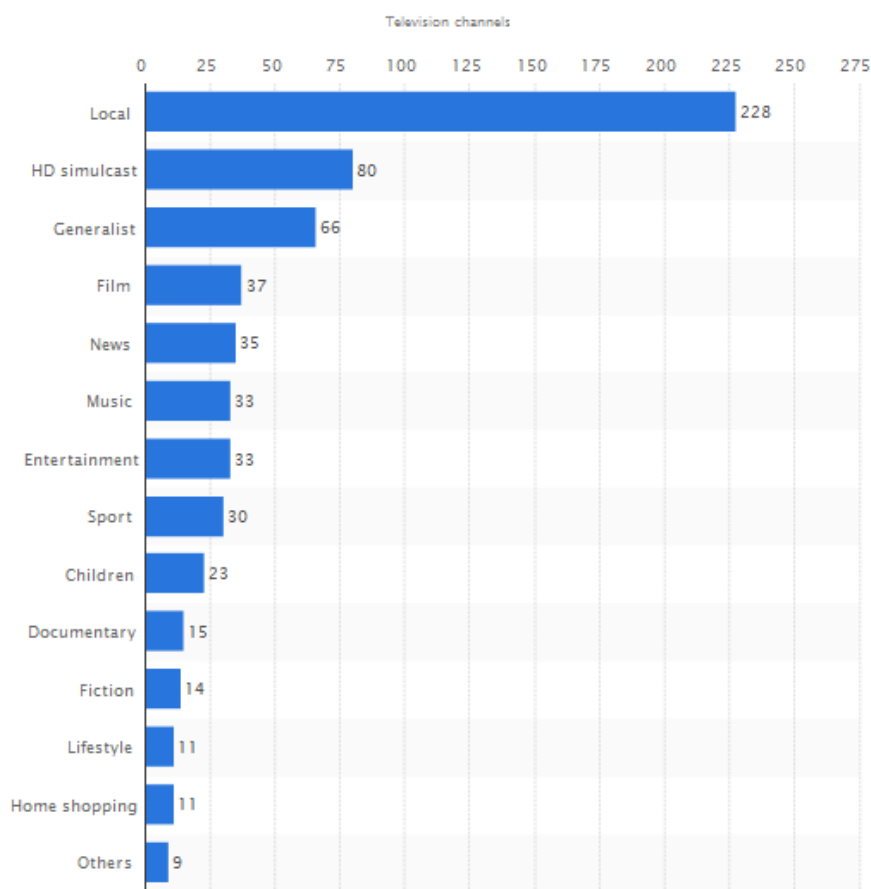
**Table 5-6-** TV set information

Number of Television Stations:	635
Number of Television Sets:	2,900,000
Television Sets per 1,000:	43.6
Television Consumption (minutes per day):	180
Number of Cable Subscribers:	875,020
Cable Subscribers per 1,000:	13.4
Number of Satellite Subscribers:	1,836,000
Satellite Subscribers per 1,000:	27.6

**Source.** *turkstat*

There is 5 TV channel which is 24 hours presented cartoon, while there is 11 24 hours news report. The rest of them are general TV channels with movie, music, news, cartoon and so on. Table 4.7. Illustrates the all TV channels by their features.

**Table 5-7- TV channels**



**Source.** *Turkey press*

### **5.3. Sampling**

The procedure of sampling comprises any process using a limited amount of things or portions of bigger populace to reach decisions concerning the entire populace. Sampling is a subsection or few portion of the larger populace. The reason for sampling is to facilitate scientists to approximate few unidentified characteristic of populace.

There are numerous other means of collecting a sample. The foremost substitute sampling strategies might be classified to a probability methods and a non-probability methods. In probability sampling all element in the populace has a well-known nonzero probability of choices. This easy unplanned sample is the most

known probability sample, in which individual member of the populace have an equivalent probability of being chosen.

In non-probability sampling the probability of some particular fellow of the populace been selected is unknown. The choice in sampling entity in non-probability sampling is fairly whimsical, as researcher's banks severely on individual judgments. It should be well-known that there isn't a suitable arithmetical methods for calculating unplanned sampling fault from a non-probability sample. Therefor projecting the information beyond the model is arithmetically incorrect (Zikmund, 2003).

For this review non probability sampling will be used to be judgment Sampling.

### **5.3.1. Probability and non-probability sampling**

There are numerous other means of collecting a sample. The foremost substitute sampling strategies might be classified to a probability methods and a non-probability Methods. In probability sampling all element in the populace has a well-known nonzero probability of choices. This easy unplanned sample is the most known probability sample, in which individual member of the populace have an equivalent probability of being chosen.

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For this review non-probability sampling will be used to Judgment Sampling.

### **5.3.2. Judgmental sampling**

Judgment sampling is a non-probability sampling method and it occurs when "elements selected for the sample are chosen by the judgment of the researcher. Researchers often believe that they can obtain a representative sample by using a sound judgment, which will result in saving time and money" (Black, 2010).

Judgment sample is a type of nonrandom sample that is selected based on the opinion

of an expert. Results obtained from a judgment sample are subject to some degree of bias, due to the frame and population not being identical. The frame is a list of all the units, items, people, etc., that define the population to be studied.

For effective judgment sampling method to be very efficient and result oriented, 120 Questionnaires will be distributed in DOĞA collage (Location) in Istanbul, Turkey. 105 Of them were answered by children The Districts (Location) AVCILAR. The choice of the DOĞA collage chosen from the highest population to the least populated area to give a true research outcome (TUIK, 2013).

This research is designed to explore the children's opinion who are aging from 8 to 11 years old. This study is proposed to discover the effect of TV food advertising on children as a target group.

In this thesis, the preset was performed on a sample of 105 children, with two different language format, English and Turkish. Both format is attached in appendix. Authorization from İstanbul – Avcilar İlçe Milli Eğitim Müdürlüğü (Istanbul-Avcilar Directorate of National Education) were acquired.

DOĞA collage were chosen for doing survey and fallow the research interest DOĞA collage were chosen due to the close distance to İstanbul – Avcilar İlçe Milli Eğitim Müdürlüğü (Istanbul-Avcilar Directorate Of National Education) , both genders were available in this collage and both genders (Female and male) could answer to the survey.

In total 120 participants were sampled, 105 questionnaire were answered by children.

This survey will make use of statistical techniques Hypothesis were conveyed to show the significance and T-test statistic to test the level of significant in children's food choices. Also SPSS statistical tool used for analyzing hypothesis

## **5.4. Research Methodology**

### **5.4.1. Research Steps**

**Review of the Literature:** Literature review is the essential part of the research methodology.

**Design of the Model:** Due to literature review, the primary factors effecting children's consumption behavior has been determined.

**Questionnaire Design and Validation:** The reliability and validity of research was investigated. This questionnaire covers all of question which wanted to reach answer of them and need them to obtain proper result.

**Final Questionnaire:** Data were collected to test model and investigate factors and sub-factors.

**Data Analysis:** the first effect of each one of sub factors on careers satisfaction was investigated later model

**Final Model:** At the end, the model was presented and discussions was done.

#### **5.4.1.1 Survey**

The survey testing the effects of TV advertising on children foods consumption behavior in DOGA collage in AVCILAR-ISTANBUL.

#### **5.4.1.2 Methodology**

In this thesis, the applied research methodology has been used. Here, scientific method has been used to solve the real world problems. A descriptive survey research has been applied. After using library resources and review of the literature put forward the theoretical framework about TV advertising and its effects on children consumption behavior was proposed. In this framework, confirmatory factor analysis will be used to test research hypothesis. The researcher has constructed a questionnaire based on the dimensions of hypothesis.

#### **5.4.2 Research Model**

**Problems identifications:** Firstly problems were identified and some of the main problems were highlighted. The impact of television advertising on children's requested food and Children's Consumption Attitudes and analysis the Advertising Industry. Based on the new generation eating regime is important to have healthy people in the future. Therefore, in problem selection these items were considered.

**Literature review:** in the next step related researches were gathered and studied. This

topic is one of the main topics which followed by parents, governments and industries. What should be notified is that reaching to topic needs to be families with the base parameters like food, advertising, and food advertising too, so in this dissertation tried to start from the basic definitions and go forward step by step.

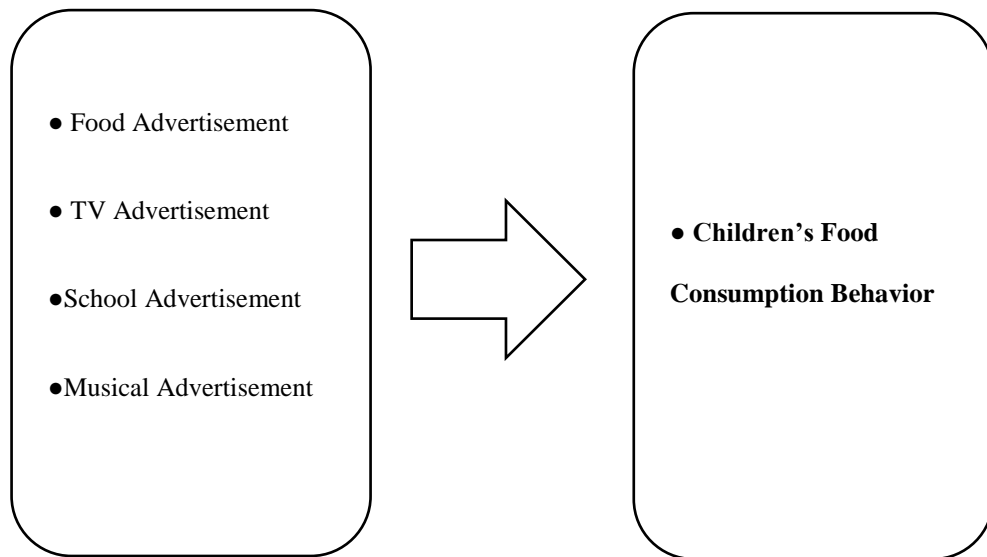
**Problem clarifying:** studying about children, food and advertising is a completely broad title so it should be clarified and focused on special groups of them. Therefore the children of special age range should be selected. Children by the age of 8-11 are the first groups that leaves home and enter to the society themselves and contact with their environment and a huge group of children in the same age. They can affect from each other so this thesis was focused on them.

**Definition of Terms and Concepts:** for reaching clear results and get true answers, some questions related to problems were defined. Because of age of thesis studying age answers tried to be simplified and broad range of their favorites tried to consider in answers.

**Definition of population:** based on selected concepts a questionnaire was prepared to offer children in school, but to complete the questionnaire in the schools, government obligation was necessary and schools managers should accept to cooperate. Permit from Istanbul Ministry of National Education was received but in the next step school managers should be satisfied, therefore related meetings were arranged but only one of colleges cooperate friendly.

**Data collection and analyzing:** questionnaire was explained by myself and collected too. To analyze statistical method and SPS software was used. In statistical method were focused on the distribution of children choices. And in SPS method standard results were extracted.





The Table below show the total number of responses from respondent in the questionnaire. The options given for respondent was five in number, the table below gives us a proper understanding on how respondent have answered the twenty five questions in the questionnaire.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

**Table 5-8** Questionnaire

	<b>Questions</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>disagree</b>	<b>Strongly disagree</b>
<b>Food Advertisement</b>						
1	Do you like the food advertisement?					
2	Do you want to watch the food advertisement repeatedly?					
3	Do you spend most of your pocket money on advertised food?					
4	Do you happy to watch the food advertisement?					
5	Do you purchase that product which is not advertised?					
<b>TV Advertisement</b>						
6	Do you like to watch the TV advertisement?					
7	Do you like to watch frequently appearing TV Advertisement?					
8	Are you influenced by TV advertisement at first sight?					
9	You are influenced by the product being advertised by selling advertisement again and again?					
10	Do you watch TV advertising after watching cartoon?					
<b>School Advertisement</b>						
11	Do you the purchasing the food which are placed in your school?					
12	Do you want to purchase everything that placed in school?					

13	Do you like to eat something in school's canteen?					
14	Have you influenced by the product exhibition in your school?					
15	Do you like product exhibition in your school after every month?					
<b>Musical Advertisement</b>						
16	Do you like musical advertisement?					
17	Are you convinced by the products used in music videos?					
18	The products advertised by your favorite music star convince you very much?					
19	Are you singing along with song while you are watching ads?					
20	Are you influenced by musical TV advertisement at first sight?					
<b>Children food consumption behavior</b>						
21	Are you enforcing your parent to buy the products after watching TV advertisement?					
22	Do you think advertisement influence you eating behavior?					
23	Do you think you're eating consumption habit have changed after watching TV food advertising?					
24	Would you like to buy what you are watching in TV ads?					
25	Would you like to eat what you are watching in TV ads?					

Questionnaire was designed by Mr. Abdul Hameed Head of the Department of Management Sciences University of Bahawalpur in January 2014, a questionnaire was used in order to collect data on impact of television advertisement on children buying behavior. Different cities of Punjab were visited in order to collect the data. The data collected were analyzed through descriptive statistics and correlation and regression, ANOVA. The study covered 250 participants of different cities of Punjab. To analyze statistical method and SPS software was used. (Hameed and et al., 2014).

**Table 5-9** Thesis hypothesis and related question numbers

<b>Hypothesis</b>	<b>Related questions</b>
Food advertisements have a positive relationship with Children's Food Consumption Behavior.	1-5
TV advertisement has a positive relationship with Children's Food Consumption Behavior.	6-10
School advertisements have a positive relationship with Children's Food Consumption Behavior	11-15
Musical advertisements have a positive relationship with Children's Food Consumption Behavior	16_20

#### **5.4.3 Population and statistical sampling**

The statistical population of the research includes all children at the age between 8-11 in DOGA collage in AVCILAR. This research has been done for the children in different city of Pakistan in January 2014. It is repeated one more time for the children who are students of primary schools at DOGA collage AVCILAR district of Istanbul, Turkey. The primary school has been chosen by randomly. However, permission from the highest representative of Ministry of Education at Istanbul to have questionnaire among the primary school students was gotten.

The questionnaire after validity and reliability confirmation will be multiplied to the chosen sample size and will be completed by the investigated statistical sample.

In this survey, questionnaire has been given to 120 children 105 of them answered questionnaire.

#### **5.4.4 Data collection**

In the present research library and field methods were used to collect data. Library resources were used as base to write the theoretical framework of research and field method was used to collect information from population by questionnaire. Therefore data collection tool of the research is questionnaire. The questionnaire which determined effective factors on children food consumption behavior.

#### **5.4.5 Validity and reliability**

Validity is that measurement tool has the required efficiency for desired goal, i.e. Measuring research variable so, validity and reliability evaluation of variables measurement tools is a fundamental stage in measurement. Reliability means trust, consistency, parallelism, predictability and accuracy or correctness.

Validity means the scope of difference between observations and actual features of measured phenomena. Validity means to what extent the measurement tool is appropriate. In the present research, validity of questionnaire, the items of which are gathered by studying books, theses and using papers and related literature and using expert's opinion was given to advisor and experts. After professors reviewed and investigated the questionnaire repeatedly, required changes, corrections, eliminations and additions were made and in the end the desired questionnaire of the research was provided.

Reliability means the consistency of measurement tool. If a test is repeated and in all cases results are the same, then tool is reliable. Therefore, reliability means obtaining identical results in repeating previous acts.

In the present research to investigate the reliability of questionnaire questions, Cronbach's alpha ( $\alpha$ ) was used, for its calculation used. Cronbach's alpha method which is used for evaluation of the extent of internal coordination of an index items, mainly is used for questionnaires and their answers are multi choice) Cronbach's alpha coefficient fluctuates between 0 and 1, and being closer to 1 shows more compatibility of the items of one scale. As a general rule the quorum, or required alpha value for one scale is assumed 70% and when the value of alpha coefficient is equal to or bigger than 70%, then the measurement tool is highly reliable and in this

case it's easier to trust of the results. At first in a general manner and then separately for each one of factors, Cronbach's alpha calculation has been done, it should be seen all obtained values of Cronbach's alpha are higher than 70%, therefore the questionnaire of the present research

#### 5.4.6 Demographics and socioeconomic characteristics of respondents

**Table 5-10** Age, Gender and *TV Viewing Hour* Frequency

	<i>f</i>	<i>%</i>
<i>Age</i>		
Age 8	25	23,81%
Age 9	33	31,43%
Age 10	31	29,52%
Age 11	16	15,24%
Total	105	100%
<i>Gender</i>		
Female	59	56,19%
Male	46	43,81%
Total	105	100%
<i>TV Viewing Hour</i>		
0-2 Hour	75	71,43%
2-4 Hour	26	24,76%
4-6 Hour	4	3,81%
Total	105	100%

- The above table shows that out of the total 105 respondents 25 respondents are 8 years old which represents the highest 23.81% respondents. The other 33 respondents are 9 years old, which from the survey conducted shows that 31.43% of children in this age. The 31 respondents (29.52%) are 10 years old. The remaining 16 respondents are 11 years old represents 15.24% respondents.
- 59 person of these children are female (56.19%) and remain of participants 46, are male (43.81%).
- 75 person of them (71.43%) spend 0-2 hours of their time in front of TV, 26 person of attendant (24.76%) watch TV for 2-4 hours and 4 person (3.81%) watch TV for 4-6 hours.

Cronbach's alpha of questionnaire in a general form is shown in below.

**Table 5-11** Value of Cronbach's Alpha for questionnaire items

Cronbach's Alpha	N of Items
0,958	23

**Table 5-12** SPSS data

Factors	# of item	Cronbach's alpha	KMO	Bartlett's Chi-Square	Eigenvalue	% of Variance
Food Advertisement	5	0,908	0,773	410,427*	3,703	74,065
TV Advertisement	5	0,861	0,742	273,149*	3,213	64,270
School Advertisement	5	0,883	0,824	312,088*	3,461	69,219
Musical Advertisement	4	0,775	0,665	191,555**	2,563	64,064
Children's Food Consumption Behavior	4	0,818	0,713	216,130**	2,682	67,047

\*Significant in %95 level ( $p < 0.05$ ,  $df=10$ )

\*Significant in %95 level ( $p < 0.05$ ,  $df=6$ )

### **Validity with Cronbach's alpha**

In the present research to investigate the reliability of questionnaire questions, Cronbach's alpha test ( $\alpha$ ) was used for evaluation of the extent of internal coordination of an index items, mainly is used for questionnaires which their items or questions are designed in the form of Likert range (also interval or relative), and their answers are multi choice.

Calculated Cronbach's alpha coefficient for Food Advertisement, TV Advertisement, School Advertisement, Musical Advertisement and Children's Food Consumption

Behavior are 0.908, 0.861, 0.883, 0.775 and 0.818 respectively

## 5.5 Factor Analysis

In this survey to understand this data is suitable for factor analysis, principal component analysis has been conducted. According to the KMO sample adequacy statistics for Food Advertisement, TV Advertisement, School Advertisement, Musical Advertisement and Children's Food Consumption Behavior are 0.773, 0.742, 0.824, 0.665 and 0.713 respectively

Besides, Bartlett's sphericity was studied and its related amounts for each factors, Food Advertisement, TV Advertisement, School Advertisement, Musical Advertisement and Children's Food Consumption Behavior are 410.427, 273.149, 312.088, 191.555 and 216.130 respectively. Due to the  $P < 0,05$ , H0 Hypothesis was rejected. It means that, correlation between variables are accepted.

According to the Table..., five variables of Food advertisement constitute a single factor. This factor explain the 74.065% of variance. Thus, one score can be used instead of 5 variables. The mean of five variables has been calculated. Meantime, five variables of TV advertisement constitute a single factor. This factor explain the 64.270% of variance. Thus, one score can be used instead of 5 variables too. Based on School advertisement, variance was calculated 69.219% that it was changed to single dimension too. Besides, in Musical advertisement and Children's Food Consumption Behavior one of the items was deleted to increase the Cronbach alphas values and continue based on new questions. Because of that revision, according to the factor analyzing, five variables constitute a single factor, calculated KMO values (0.775 for Musical advertisement and 0.818 for Children's Food Consumption Behavior) were  $> 0,60$  so they were accepted by factor analyzing These factors explain the 64.064% and 67.047% of variances respectively.

As the questionnaires have a lot of answers such as categories, checklists, ranking, and likert scale answers, we have to use Anova (Analysis of Variance) for the hypotheses testing. Analysis of Variance Test (ANOVA) a statistical tool that is used is to test and find differences in means in groups or in variables. The null hypothesis which does not have differences between means will be rejected and the other



hypothesis that the means are different from each other will be accepted by stat soft.

## **5.6 Hypothesis Tests**

Before proceeding in the analysis of the Anova whether to use it or to use the welch test which is stronger than the Anova, we first assume the homogeneity of variance. This test whether or not the variance is the same for each of the groups we are looking at. Assuming the test of homogeneity of variance, we check the Sig level. If the Sig level is greater than the alpha value 0.05, we have not violated the assumption of homogeneity of variance. We can conclude that we have not violated the assumption of homogeneity of variance test. If the assumption of homogeneity of variance is violated, that is to say the Sig is less than 0.05 we have to look at the table called robust test of equality of means. If the result of the homogeneity of variance test was obtainable we then look at the Anova table else if it is not obtainable we then look at the robust test of equality of means table. Proceeding forward with each hypothesis to determine where the difference lies between the groups post hoc test will be used. Scheffe test and Tamhane will be used. Scheffe will be used if equal means are assumed while Tamhane will be used if equal means are not assumed.

**Table 5-13** Independent Samples Test, Consumption behavior

	<i>Levene Statistic</i>	<i>Sig.</i>	<i>df</i>	<i>t-test</i>	<i>Mean Difference</i>	<i>Sig. (2-tailed)</i>
Gender	0,451	0,503	103	-0,063	-0,013	0,95

Based on independent sample of T test, food consumption habit of gender groups are similar to each other ( $p > 0,05$ ) it shows that there is not found catastrophic different consumption behavior between females and males.

Duo to checking that are there any relation between hypothesis factors (Food Advertising, TV advertising, School Advertising, Musical Advertising) with consumption behavior, Correlation analysis were done. The results of Correlation analyses results are offered in below mentioned table.

**Table 5-14** Correlations: Consumption Behavior

	<i>food advertising</i>	<i>tv advertising</i>	<i>school advertising</i>	<i>musical advertising</i>
Pearson Correlation	0,699	0,842	0,694	0,684
Sig. (2-tailed)	0,000*	0,000*	0,000*	0,000*

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

Regarding to the Correlation is significant values which is less than 0,01 ( $p < 0,01$ ), confidence interval values are 99%. It can approved that the relation between factors (Food Advertising, TV advertising, School Advertising, Musical Advertising) with Consumption behavior is logical therefore, in this situation null hypothesis of H1, H2, H3 and H4 are rejected and their relation is approved. The maximum correlation (0,842) belongs to the TV advertising.

After this step tried to find that which dimension is so effective therefore, regression analysis was applied. To find the relation between food consumption with other four independent variables (Food Advertising, TV advertising, School Advertising, Musical Advertising) stepwise method were utilized and linear regression analyses were studied. Related results are offered in below.

**Table 5-15 ANOVA**

<i>R</i>	<i>R Square</i>	<i>df</i>	<i>F</i>	<i>Sig.</i>
0,857	0,734	2	140,7	0,000

Regarding to the step wise method analyzing, Food advertising and School advertising variables are removed from presented model therefore, TV advertising and Musical advertising parameters remain in the study. 0,857 the linear coefficient of the model were calculated (R Square=73,4%,  $p < 0,01$ ). Model %99 is logical in confidence interval. Coefficient values of models are offered in below mentioned table.

**Table 5-16** The results of regression analysis

	<i>Unstandardized Coefficients</i>	<i>T</i>	<i>Sig.</i>	<i>Collinearity Statistics</i>
(Constant)	0,000	0,000	1,000	
TV advertising	0,698	10,108	0,000	1,828
Musical advertising	0,214	3,106	0,002	1,828

Function of Consumption behavior (CB) to the TV advertising (TV) and Musical Advertising (MA) after multi regression can be presented as

$$CB = 0,000 + 0,698.TV + 0,214.MA$$

All of the four factors effects the children's food consumption behavior, however, regression equation can be used to estimate. In this case, according to regression analysis, TV Advertisement and Musical Advertising can be used to estimate children's food consumption behavior scores.

## 6 CONCLUSIONS AND RECOMMENDATIONS

In this chapter, the data will be analyzed and the result which was obtained will be discussed and emphasized. This chapter will cover the research hypothesis and go over the convincing explanation to accept or reject this research assumption.

This study was conducted in order to study television advertisements and children's food consumption

In this research by library research and review of previous literature, a theoretical framework about impact of food advertising on children's food choices. In this framework confirmatory factor analysis is used to examine construct validity and in the end ANOVA is used to test research hypotheses. In this survey the Questionnaire which is used, was designed by Abdul Hameed Head of the Department of Management Sciences University of Bahawalpur in January 2014, a questionnaire was used in order to collect data on impact of television advertisement on children buying behavior. Different cities of Punjab were visited in order to collect the data. The collected data were analyzed by SPSS software. (Hameed et al, 2014).

The questionnaire which used focused on Food Advertisement, TV Advertisement School Advertisement, Musical Advertisement, Children's Consumption Attitudes and analysis children's opinions who are aging from 8 to 11 years old from elementary school. DOGA collage in Avcilar – Istanbul was chosen for doing this survey

Based on selected concepts a questionnaire was prepared to offer children in school, but to complete the questionnaire in the schools, government obligation was necessary and schools managers should accept to cooperate.. Authorization from İstanbul – Avcilar İlçe Milli Eğitim Müdürlüğü (Istanbul-Avcilar Directorate of National Education) were acquired but in the next step school managers should be satisfied, therefore related meetings were arranged but only one of colleges cooperate friendly.

The preset was performed on a sample of 105 children, with two different language format, English and Turkish. Both format is attached in appendix

The 25-question questionnaire is of close-ended type and is written based on five-choice Likert scale (very high to very low). The questionnaire after validity and reliability confirmation is multiplied to the chosen sample size and examined by statistical sample. Sampling method of this research is judgment sampling.

In this survey questionnaire was given to 120 persons and received 105 responds from them, it shows that it is more than 50 per cent and it would be good and reliable and it just over three out of four of the people which selecting randomly.

When questionnaires are distributed, data are collected for model test and examining factors then first effectiveness of each one of factors is investigated and then the effects of model components on each other are recognized. Result shows that all of the four factors, food advertisement, TV advertisement, musical advertisement and musical advertisement effects the children's food consumption behavior, the results emphasis on the reality of this hypothesis and its true, and importance of it and also show that in this research obtained the result which wanted. However, regression equation can be used to estimate. In this case, according to regression analysis, TV Advertisement and Musical Advertising can be used to estimate children's food consumption behavior scores.

Some of the limits which was faced during this research are illustrated as below:

Lack of information related to the family: to have a better idea and conclusion, another survey was prepared which was related to parent's information and should be asked from parents. However, based on collage policy, this survey was waved. On the other hand, collecting parent's survey as an extra data would give us further information, in this way, finding the convincible explanation regarding to the hypothesis would be tough so waving this survey was not a big issue concerning to this thesis.

The research developed only in DOGA College, it were solider evidence to prove hypothesis considered in this thesis if several collage were involved. It was considered that additional information collected from several collage and/or school

may give us reasonable and more convincing result.

A disadvantage of completing this survey is the limited sampling according to our mentioned aged (8-11).

Additional limit which was faced during this investigation: teacher attended her/his classroom and some students were irritated from their teacher company. Assumably, students were afraid that this survey would be graded or have influence on their grades even though there were prior explanation that this survey has nothing to do with their grades and they should be totally honest regarding to the survey replies.



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## APPENDIX A

Personal information

Gender: Male Female

Age: 8 9 10 11 12

TV viewing hours: 0 to 2 2 to 4 4 to 6 6 to 8

	Questions	Strongly agree	Agree	Neutral	disagree	Strongly disagree
1	Do you like the food advertisement?					
2	Do you want to watch the food advertisement repeatedly?					
3	Do you spend most of your pocket money on advertised food?					
4	Do you happy to watch the food advertisement?					
5	Do you purchase that product which is not advertised?					
6	Do you like to watch the TV advertisement?					
7	Do you like to watch frequently appearing TV Advertisement?					
8	Are you influenced by TV advertisement at first sight?					
9	You are influenced by the product being advertised by selling advertisement					

	again and again?					
10	Do you watch TV advertising after watching cartoon?					
11	Do you the purchasing the food which are placed in your school?					
12	Do you want to purchase everything that placed in school?					
13	Do you like to eat something in school's canteen?					
14	Have you influenced by the product exhibition in your school?					
15	Do you like product exhibition in your school after every month?					
16	Do you like musical advertisement?					
17	Are you convinced by the products used in music videos?					
18	The products advertised by your favorite music star convince you very much?					
19	Are you singing along with song while you are watching ads?					
20	Are you influenced by musical TV advertisement at first sight?					
21	Are you enforcing your parent to buy the products after watching TV advertisement?					
22	Do you think advertisement influence you eating behavior?					
23	Do you think you're eating consumption habit have changed after watching TV food advertising?					
24	Would you like to buy what you are watching in TV ads?					

25	Would you like to eat what you are watching in TV ads?					
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## APPENDIX B

Kişisel Bilgiler

Gender: Erkek Kız

Yaş: 8 9 10 11 12

TV izleme süresi (saat): 0 - 2 2 - 4 4 - 6 6 - 8

	Sorular	Kesinlikle Katılıyorum	Katılıyorum	Kararsızım	Katılmıyorum	Kesinlikle Katılmıyorum
1	Yiyecek reklamlarını beğenir misiniz?					
2	Sıklıkla yiyecek reklamları izlemek ister misiniz?					
3	Harçlığımızın çoğunu reklamlarda gördüğünüz yiyeceklere harcar mısınız?					
4	Yiyecek reklamı izlemekten hoşlanırmısınız?					
5	Reklamlarda görmediğiniz ürünleri alırmısınız?					
6	TV reklamları izlemeyi sever misiniz?					
7	Sıklıkla TV reklamları izler misiniz?					
8	Tv reklamlarından ilk görüşte etkilenir misiniz?					
9	Defalarca reklamı gösterilen bir ürüne ilgi duyar mısınız?					
10	Çizgi filmlerden sonar reklam izler					

	misiniz?					
11	Okuduđunuz okulda yiyecek satın alır mısınız?					
12	Okulda satılan her Őeyi satın almak ister misiniz?					
13	Okul kantininde satılan herhangi bir Őeyi yemekten hořlanır mısınız?					
14	Okulunuzda tanıtılan yiyeceklerden etkilenir misiniz?					
15	Okulunuzda her ay sonunda yapılan yiyecek sergilerini sever misiniz?					
16	Müzikal reklamları sever misiniz?					
17	Müzik kliplerinde kullanılan ürünlerden etkilenir misiniz?					
18	Favori müzik yıldızınızın bir ürünü tanıtması sizin o ürünü almanıza teşvik eder mi?					
19	Reklamları izlediđinizde reklam müziđi ile bir likte Őarkı söyler misiniz?					
20	İlk gördüđünüzde müzikal TV reklamlarından etkilenir misiniz?					
21	TV reklamların gördüđünüz bir ürünü almaları için ailenize baskı yapar mısınız?					
22	Sizce reklamların yeme alışkanlıklarınızı etkilediđini düşünüyor musunuz?					
23	Sizce yiyecek tüketim alışkınlarınız TV reklamlarını izledikten sonar deđiřti mi?					
24	TV reklamlarında gördüđünüz Őeyleri satın almak ister misiniz?					
25	TV reklamlarında gördüđünüz Őeyleri yemek ister misiniz?					





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