CHAPTER 2
LITERATURE REVIEW
AND
RESEARCH METHODOLOGY
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2.1 INTRODUCTION

Television is the most economical and a popular medium which is in use today (Saxena, 2005). Today a T.V set is a common sight in every home whether rich or poor, urban or rural (Shah & D’Souza, 2008). Advertisers therefore use television as it can reach maximum people with minimum cost Television has become an inseparable part of one’s life. After a hard day’s work people look up to television to provide them entertainment and information of their choice. It has become an instrument of relaxation instead of conversing with family members.

In U.S children in the age of 6-14 watch television for 25 hours per week. They see 20,000 commercials in a year. Such intense T.V watching initiates wants in children and they are found to nag and pester their parents to buy the advertised products (Leonhardt Kerwin, 1997).

In India too there has been a drastic change in the family structure. There is development of nuclear families, working women and women with career ambition. As a result we find that parents succumb to children’s pressure (Rajesh Sud, 2007). In the recent past there has been a sea change in the life style and living standard in India. With a total population of over 1 billion, India will be the world’s biggest consumer market. One fourth of this huge population is in urban area and three fourth of it is in rural areas (Sehrawet & Kundu, 2007). As a result marketers are eyeing India as their largest future market. Advertising on television has a direct effect on eating habit of children (Aktas Arnas, 2006). TV advertising and prime time programmes are found to have an influence on the food habits of children .It has
been found that viewing television brings about snacking. To add to this food commercials shown in between programmes create a desire to consume food rich in energy.

Continuous TV watching lowers metabolism in children (Pavleen Soni, Raghbir Singh, 2012). Several studies have shown that foods advertised on TV are mainly high in sugar and fat.

Banning advertising all together will not solve the problem as children would see advertisements in shop windows, internet, movie screens etc. Understanding the role advertising plays is important in children’s growing up. Children have to understand to make critical comparisons and choosing what is right for them.

The following literature reviews have been undertaken to study the various aspects of the impact of T.V advertising on the food habits of children.

### 2.2 TELEVISION VIEWING AND ADVERTISING

**Kara Chan (2000)** in her study on Chinese children’s level of understanding and how they look at advertising was examined. 448 children from grade 1-6 in kindergartens were selected. The results showed that children in grade two, i.e. 7-8 years old start to understand what is advertising and were slowly getting to know the persuasive intent of advertising on television. One third of the older children from grade 4 know that television stations carried advertisements for money. The main reason for liking or not liking commercial depends upon the ability to entertain.

**Borzekowski D.L., Robinson T.N (2001)** in their study tried to find out whether food commercials shown on television influenced pre-schoolers food preferences. For this children were allowed to see a video tape of cartoons that were popular among children which contained or did not contain commercials in them. Forty six 2-6 year old children were selected for this study from Northern California. They found that children who saw videos with commercials were more prone to pick up advertised products than those who were not shown commercials. Further it revealed that even a small exposure to commercials can influence children’s preferences of food.
Carol Bryrd Bredbenner (2002) analysed the content of advertisements that were broadcast from 1993 to 1999 in the top ranked children’s television programs that were shown on Saturday mornings.

They were further compared with recommendations made on diet and guidelines set for advertising. It was found that in the last three decades food was the biggest category in advertisement. The advertisements were mainly for breakfast cereals and food that had high doses of sugar and fat. Foods rich in protein and dairy products were hardly advertised.

Oats et al (2003) in his paper takes a look at the ethical concerns in advertising on television to children. He reviews UK and Sweden’s policy. In the UK advertisements are allowed to be targeted to children but they are governed by code of practice. According to this all advertisements should be decent, honest, truthful and legal. On the other hand in Sweden it is the Swedish Broadcasting Commission that overlooks television broadcasting. Ever since 1991 they considered advertisements to children below the age of 12 to be illegal.

Nidhi Kotwal, Neelima Gupta and Arjee Devi (2008), in their study on the effect of advertisements shown on TV on the purchase behaviour of adolescent girls found that it is advertisements that influence families to buy new products for themselves. Pocket money was used by girls to purchase eatables, beauty items, gifts and cards which they have seen on TV. This study was undertaken on 100 adolescents’ girls who were in 9th to 12th standard in Gandhi Nagar area of the city of Jammu. The results also found that while buying food items 80% of the people were influenced by advertisements.

Study carried out by Amardeep Kaur Ahluwalia and Raghbir Singh (2012) in their study tried to find out the level of understanding of advertisements shown on television among children from various socio economic groups in the urban areas giving stress to middle and upper middle class. 400 children from various places of Punjab, from well-known private schools having children from middle and upper class. T test, Z test, ANOVA and Pearson’s correlation was used. Results showed that children watching TV was around 76% and those who were able to differentiate
advertisements and programmes were 91%. It was found that almost all children said that they could identify the difference between ads and programmes. The fact is that there is a selling intent in advertisements while it is entertainment which is the intent of programmes was understood by 53.2% of the children.

This understanding was higher among those in 14-16 years as against 8-10 years old. Children showed a better understanding of advertisements when somebody elderly accompanied them when they were watching alone. Maximum of the parents discussed about advertisements among their children only when they were enquired, instead of taking the lead on their own. Further it was found that parents discussed the effects of advertisements with their daughters then with children who were older.

Ayuntanji Gbadamosi, Robert E. Hinson, Eddy K, Tukamushaba, Irene Ingunjiri (2012) studies the attitudes of children towards advertisements on television. They find that advertising is found to be entertaining and enjoyable by children and they like its humour, music, characters that are animated, love the celebrities, actions and stunts exhibited. Children aged 5-12 were selected.

Raghothan Reddy, Sashidhar B (2013) studied the T.V viewing habits of children from high school in order to know the good and bad effects of television viewing. It was found that average time children viewed television ranged from 1 to 6 hours/day. Health problems like headache, eye strain, sleep disturbances, neck pain and nail biting were found among children due to T.V viewing. It was also found that duration of T.V viewing had a distinct effect in causing headache and eye strain but there was no significant effect related to disturbance in sleep and performance at school.

2.3 FOOD ADVERTISING TO CHILDREN

Research undertaken by Gold &Hei (1990), showed that the more children watched television the more is the risk of high cholesterol. Children who watch for 4 hours a day stand a higher chance than children who watch for 2 hours a day. He states that if parents cannot control the T.V viewing of children they should see that they do enough exercise and adopt nutritional eating habits.
Hal ford, J.C.G. Gillespie .J. Brown et al (2004b) conducted study on lean, overweight and obese children. It tried to find out children’s ability to recognise 8 food and 8 non-food related advertisements. It was found that children who were obese were more familiar with food advertisements than non-food advertisements on TV.

Similarly children who were obese ate minimum amount of savoury low fat food while the children with normal weight continued to eat savoury low fat snack after seeing the non-food advertisements. This shows obese children’s interest to food. More the exposure to advertisements more is the consumption of unhealthy food.

Aktas Arnas (2006) in his study on the impact of food advertising on TV and its effect on purchase request of children undertaken in Turkey found that out of the total 775 TV advertisements shown, 344 were for food which included products like chocolates, milk, chips, products made from milk like cheese, and cereals had for breakfast. It was also found that 89.6% children ate and drank while watching TV. On the other hand children who nagged and forced parents to buy what they saw on TV were 40.3%. This has increased the unhealthy consumption of children. Questionnaire was developed and given to 347 mothers with children in the age group of 3-8 years. Chi square and ANOVA was used.

Helen Dixon, Maree Scully et al (2007) in their study examines the association between regular T.V viewing habits of children and their attitude towards food and also tries to evaluate the influence of different T.V advertisements for healthy and unhealthy food on children’s knowledge of their diet, attitudes and intentions.

The study comprised of 919 school students from grade 5 and 6 from Melbourne, Australia. It was found that more the T.V use and more frequent viewing of commercials led to positive approach towards junk food and its consumption. Further experiment revealed that advertisements directed towards nutritious food promoted a favourable attitude towards these food. It was found that changing the environment on children’s food advertisement wherein nutritious food is promoted and there is
less representation of junk food can normalise and bring about consumption of healthy food.

In the study conducted by Yoon J, Lyu E & Lee K (2008) on 1050 middle and high school students aged 14-19 from 5 school districts in Busan (Korea) found that there was significant difference in the perception of fast food with regard to gender. Females are found to have a higher awareness of fast food being unhealthy than males and would take more care of their health and nutrition.

Similarly it was found that students from high school were not much concerned about their nutritional status as compared to middle school students when choosing their fast food.

Jennifer Harris, John Bargh and Kelly Brownell (2009) have stressed on the existence of advertised food rich in calorie and low in nutrient as the main contributor to obesity. They try to test the hypothesis that continuous exposure to advertising of food while watching television creates automatic consumption of advertised food. It was found that children ate more by 45% when they were exposed to advertisement of food on television. It was also observed that adults ate more of both unhealthy as well as healthy food after exposure to food advertisement.

Muhammad Haroon, Tahir Masood Quereshi et al (2011) in their study on 200 children and their parents tried to examine advertisements on television and children’s eating pattern while seeing television and their desire to purchase various items they saw on television. The results revealed that children were a witness to large number of advertisements and their wants were very much influenced by food advertisements shown on television. It also had an influence on their food choices and health.

Asha Kiran and Deepthi R (2012) in their study on the impact of junk food on the health of individuals state that junk food is the result of globalisation, urbanisation and modern life style. Junk food is irresistible and consumed by people due to taste, attractiveness, time factor and advertising.

But it is associated with a large number of diseases like cholesterol, diabetes, high blood pressure, clogging of arteries and cancer. For children in the age of 6-12 years
food nutrition is the main priority, hence children should control eating junk food, give preference for nutritious food and develop awareness for healthy food.

**Rathod R. M & Parmar B.J (2012)** in their study on chocolate brands found that when children want to buy advertised food items they do not bother about the price. They also do not consider whether it is healthy or unhealthy for them. The only thing they have in their mind is to purchase the product. Advertising has a stronger effect on younger children.

**Stefanie Selly, Patricia Brasili (2014)** in their study tries to examine Italian children and adolescents as to which foods are fattening. 244 children and 305 adolescents from Bologne, Northern Italy were examined. It was found that lean meat, condiments, fruits not sweet and vegetables were found to be fattening. Boys preferred such type of food while girls preferred bread and pasta.

**2.4 CONSUMPTION OF ADVERTISED PRODUCTS**

**Babicz - Zielinska E (2001)** in their study have tried to find out factors influencing purchase of different types of food like vegetables, fruits, products related to dairy, spreads, baking and frying. It was undertaken among 448 polish students. It was found that in case of vegetables it was freshness, taste and health that were given priority. In case of dairy products it was freshness, taste and health that were given importance. It was also found that female students had a higher score in case of choice of the various factors.

This research by **Meyers & Wallace (2003)** tries to find out what are the factors that influence people towards fast food restaurants. Survey was undertaken in University of Wisconsin Stevens: 519 completed questionnaires were gathered. It was found that taste of food and workers expertise were the most important factors while selecting a fast food restaurant. Least importance was given to in store promotion.

**Goyal& Singh (2007)** in their study of Indian consumers has a liking for visiting fast food restaurants mainly for fun and change but home-made food is their first choice. They feel that food cooked at home is far better than the one served at fast food restaurant. Highest value has been given for taste and quality followed by location and cleanliness, comparative study of Mc Donald and KFC.
Elizabeth Denney Wilson, Anthony Okely et al (2009) study tries to examine the influence of soft drinks and fast food among 2719 adolescents aged 11-16 from 93 schools in New South Wales, Australia. It was found that 50% of the boys and 30% of the girls said they consumed soft drinks daily especially grade 8 students. One fourth of them chose soft drink in place of water or milk. While 40% stated that soft drinks was always in their homes. The study found that since soft drinks were present at home children of all age groups consumed it for lunch.

Consumption of fast food was more among boys as compared to girls in all the ages. Boys preferred fast food due to convenience and value for money while girls preferred fast food to home-made food due to the large size and discounts associated with it.

Salami C.G.E and Ajobo R.T (2012) in their study about fast food restaurants in Asaba, Nigeria tried to assess the customer’s perceptions about the quality of service in fast food restaurants. Customers were randomly selected and it was found that product range, availability and product consistency and good packaging affect perception and quality. Gender has no effect on this. It was found that people visit fast food restaurants for change and not because of nutritional value.

Naheed Vaida (2013) in his study on fast food consumption among adolescent’s students found that children in the age group of 14-18 like to eat fast food while those in the age of 19 were not eating fast food. However 50% of respondents in the age of 15-18 skipped lunch. The entire pocket money of children in age of 16-18 was spent on fast food. The highest consumption was during pre-lunch period. There was rarely any consumption of fast food in the morning as all children were at home.

Pavleen Kaur, Jyoti Vohra (2013) have studied the food promotional strategies adopted by retail outlets to attract children. A sample of 179 mothers from Amritsar in Punjab was taken. Data was analysed using mean, standard deviation, factor analysis and ANOVA. The results showed that free gifts that are highlighted on the package was an effective strategy to promote food to children, in addition to assorting food, sales force who were cooperative, giving easy access to favourable foods of children and keeping the packed food at proper shelf locations. It was also
found that boys were more strongly influenced by promotional strategies as compared to girls.

The objective of this paper by Azilabinti Jaini, Noor Asmabinti Ahmed et al (2015) is to find out the factor that bring about positive experience and to find out the reasons that motivate people to dine-in at a certain fast food restaurant. Convenience sampling method was used.

The findings of the study showed that there is a favourable relationship between quality of food, quality of service and perceived value and experience of customer. Overall this paper suggests that an outlet that deals in fast food should concentrate on providing services to customers and side by side also provide improve other qualities so as to maintain long term relationship with customers.

The study by Horsu Emmanuel & Yeboah Solomon (2015) tried to find out the perceptions, preferences and factors that being about development of fast food among tertiary students. Study was conducted on 159 consumer’s from 2 main tertiary institutions in Cape Coast. The result show that urbanisation, long hours of work, rising interest in outside meals, advertising and increase in income lead to growth of fast food. People who like fast food consider it to be convenient, something that saves time, tasty and good for a change while those who hate it consider it to be unhealthy expensive and alien. People normally prefer take away like pizza, burger etc.

2.5 PARENTAL ATTITUDE TOWARDS ADVERTISING AND FAST FOOD CONSUMPTION

Kara Chan and James Mc Neal (2002) conducted a study on Chinese parent’s attitude for advertising and mediation undertaken by parents on TV viewing. Study was conducted on 1065 parents whose children were in the age group of 6-14 in China. Results showed that parents in China hold negative attitude towards advertising on television in general and about children’s advertising in particular. They feel that advertising is not worthy. Parents strongly feel that advertisements should full of lies be banned. About 98% of the parents keep a check on what
children view and how long they view although parents do not co-view or discuss with their children about advertising.

The results of the study by **Neeru Kapoor & DPS Verma (2005)** show that advertisements on TV have a significant influence on Indian children’s consumer socialization. Parents too accept the fact that TV influences the buying behaviour of children.

15

But one aspect to be kept in mind is that parents should have continuous interaction with their children if they wanted to protect their children from the adverse effect of TV advertisements. They need to explain to their children the right picture. In other words they need to decide what their child should learn from TV advertisements.

**Hyunjae ‘Jay’ Yu (2007)** conducted a study on the effects of T.V snack/fast food advertisements and conflict between parents and children. It deals with the diverse relationships between conflict and the various environmental factors surrounding children like mother’s general attitude towards advertising, mother’s employment status, income and presence of siblings. This study tests the ecological theory and tries to find out whether it can be applied in advertising research.

The study undertaken by **Nathalie Dens, Patrick De Pelsmacker (2007)** tries to find out how advertising and advertised food affects parents attitude and concern for children’s eating habits and advertising viewing and how monitoring is undertaken. It was found that attitudes parents exhibit on nutrition and intensity at which family conflicts occur due to advertising are the main factors for undertaking restrictive mediation of television.

**Singh Takur Mahima, Khatri Puja (2008)** attempted to find out whether child rearing practices are different from one culture to another and whether it is an important factor that influences the behaviour of purchase in families. They have attempted to study the parenting styles in America and India and have found that there is no significant difference in cultures of the two countries regarding what interest and desire children have about packed products. The difference is in the role played by children in influencing actual buying. It has been found that American
parents undertake restrain in buying whatever children ask while Indian parents purchase whatever is promoted by marketers and asked by children. For Indian parents children are their centre of attention and tend to buy whatever is asked by them without thinking of the consequences.

The study undertaken by **Pavleen Soni, Raghbir Singh (2012)** tried to find out the strategies for mediation of TV content (for ads and programmes) that are followed by parents.

For this a structured questionnaire was given to 714 individuals in the age group of 15-24 years to find out what type of mediation is followed by families in India. The sample was from schools and colleges in the 3 cities of Punjab. The results revealed that Indian mothers undertake mediation of advertisements in general & advertisements of food in particular. Mothers mediate as per the age of children. They undertake it more strongly to younger children as compared to older ones. Data was analysed by using descriptive statistics, ANOVA and exploratory factor analysis.

### 2.6 RESEARCH GAP

After an extensive literature review the following research gap has been observed:

1. Most of research studies have concentrated either on high school or secondary school children while this study is undertaken on primary and high school children in the age of 6-12 years.
2. Most of the studies have been undertaken either in urban area or rural area but no comparative study has been undertaken between urban and rural area especially in Goa.
3. Research studies have been undertaken on the impact of advertising on various products but not much work has been undertaken exclusively on food products.

It is in this context that the present study has been undertaken.

### 2.7 SIGNIFICANCE OF THE STUDY

This study assumes importance due to the following
1) It has been found that the food habits of children are ever changing. The practice of eating home-cooked food is slowly being replaced by packed food or fast food mainly in the age of 6-15 years.

2) Food companies which are multinational or domestic are in favour of food and beverages that are low in nutrients and high in energy and adopt various practices to bring about purchase and consumption continuously.

3) Marketers today consider children as a big future market mainly in a country like India.

4) Today children get a lot of pocket money and so they have the ability to spend and encourage buying of various products for the family.

5) Despite the advent of internet and other developments in technology, television is still the vital source of communication.

6) Children between the ages of 5-14 spend a lot of time in front of television and end up watching 20,000 T.V commercials in a year.

7) Children are very much motivated to buy various food and beverages made available in the market.

8) Such overconsumption of unhealthy food is no doubt going to create health problems like diabetes, stroke and cancer. As a result there is an urgent need to save our children from the abundant food advertisements.

9) If this practice persists the old eating habits will definitely become extinct and will slowly and surely be replaced by the modern style of eating along with companionship of obesity, diabetes and heart disease for the future.

Taking consideration of the above points this study is an attempt to examine how T.V viewing has transformed the outlook of children, how they are influenced by food advertisements, how this has brought about a change in the eating habits and how this new trend in consumption could have an adverse effect on their health. A comparative analysis is undertaken to find out the impact of T.V advertising on children in urban and rural areas.

This study also evaluates the existing rules and regulations and tries to find out whether existing rules are sufficient enough or is there an urgent need to make
amendments in the existing rules or establish new laws to safeguard the interest of children’s future.

2.8 OBJECTIVES OF THE STUDY

The topic “The impact of television advertising on food habits: A comparative analysis between urban and rural children in Goa” has been carried out to find answers to the following objectives.

1. To study the TV viewing habits of children in Goa.
2. To examine the influence of TV advertising on food and beverage preferences of children.

3. To analyse factors influencing consumption of advertised products.
4. To examine parents attitude towards advertising, TV viewing and consumption of advertised products

2.9 Hypothesis

In order to study and find solutions to each of the four objectives, a set of hypothesis has been formulated in order to test the validity of the data. Hypothesis framed for each objective is given below.

**Objective 1:** To study the TV viewing habits of children in Goa.

H01: There is no significant difference in the TV viewing habits of children in urban and rural areas of Goa.

H02: There is no significant difference in the TV viewing habits of children in North and South districts of Goa.

H03: There is no significant difference in the TV viewing habits of children in relation to their age.

H04: There is no significant difference in the TV viewing habits of children in relation to their gender.

**Objective 2:** To examine the influence of TV advertising on food and beverage preferences of children.
H01: There is no significant difference in the influence of TV advertisements on food and beverage preferences of children in urban and rural areas of Goa.

H02: There is no significant difference in the influence of TV advertisements on food and beverage preferences of children in North and South districts of Goa.

H03: There is no significant difference in the influence of TV advertisements on food and beverage preferences of children in relation to their age.

H04: There is no significant difference in the influence of TV advertisements on food and beverage preferences of children in relation to their gender.

Objective 3: To analyse factors influencing consumption of advertised products.

H01: There is no significant difference in the impact of various factors on consumption of advertised products in urban and rural areas of Goa.

H02: There is no significant difference in the impact of various factors on consumption of advertised products in North and South districts of Goa.

H03: There is no significant difference in the impact of various factors on consumption of advertised products in relation to their age.

H04: There is no significant difference in the impact of various factors on consumption of advertised products in relation to their gender.

Objective 4: To examine parents attitude towards advertising, TV viewing and consumption of advertised products.

H01: There is no significant difference in parent’s attitude towards advertising, TV viewing and consumption of advertised products in urban and rural areas of Goa.

H02: There is no significant difference in parent’s attitude towards advertising, TV viewing and consumption of advertised products in North and South districts of Goa.

H03: There is no significant difference in parent’s attitude towards advertising, TV viewing and consumption of advertised products in relation to their age.
H04: There is no significant difference in parent’s attitude towards advertising, TV viewing and consumption of advertised products in relation to their gender.

2.10 RESEARCH METHODOLOGY

Goa the smallest state in India with a lot of scenic beauty is called as the land of the sun, sand and sea. It has a total area of 3,702 sq. km and a total population of 14, 57, 723 (2011 Census) mostly residing in villages. This state is equally divided between urban and rural areas. It has a literacy rate of 87.40% (2011 Census). The state has 1240 primary schools and 448 middle schools. For administrative purpose it has been divided into 2 districts i.e. North and South Goa and 12 talukas.

This study is the result of research undertaken from 2011 to 2015. Data was collected from various schools in urban and rural areas of Goa from November 2013 to February 2015. The authorities from education department were consulted to get permission to enter schools. The objective of the study was explained and their acceptance was gathered. For this study a total of 38 schools and 1000 children were considered. The schools in Goa are mostly aided by Govt. of Goa and cater to 174,516 students from primary and middle level (Table 2.1). Of the total students 80,968 are from South Goa and 93,548 are from North Goa. 22 schools from North Goa and 16 schools from South Goa were visited for collecting the data (Table 2.2 and 2.3). Random sampling was undertaken in selecting the sample while convenience sampling was undertaken in selecting the schools. The sample covered around 5.7% of the total population. While deciding the sample care was taken so that due weightage was given to urban and rural segments. As a result 500 respondents from rural and urban areas each were considered for the study. An equal number of 500 fully filled questionnaires were recovered from various schools visited in North and South Goa.

Before starting the actual work, a pilot study was undertaken. Thereafter changes were incorporated in the questionnaire which was finally distributed to 1500 respondents out of which 1000 correctly filled questionnaires were considered for analysis. Sample consisted of 1000 children in the age group of 6-12 years and one of their parent selected randomly.
Since parents are children’s caretakers they were also the prime respondents for this study. Children were asked to take the questionnaires home. The questionnaire had four parts. Three parts of it had to be filled by the child and the fourth part by the parent who spent maximum time with the child. First part of the questionnaire was to study the T.V viewing habits of children, the second part was to study the food and beverage preferences of children, the third part to study the factor influencing consumption of advertised product while the fourth and last part which was filled by the parent was to study parents T.V viewing behaviour and what they felt about their child’s behaviour on various aspects related to T.V viewing and consumption of advertised products. For the second, third and fourth part respondents were told to rate the items on a 5 point likert scale.

T.V advertisements showing food products particularly confectionery items for the period from January 2014 to June 2014 were considered for the second part of the study. Data gathered was classified on the basis of Area (urban and rural), District (North and South Goa), Age (6-7, 8-9, 10-12 years) and Gender (male and female). The information gathered has been carefully interpreted.

Table 2.1

<table>
<thead>
<tr>
<th>Institution</th>
<th>South Goa</th>
<th>North Goa</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary level</td>
<td>46662</td>
<td>52056</td>
<td>98718</td>
</tr>
<tr>
<td>Middle level</td>
<td>34306</td>
<td>41492</td>
<td>75798</td>
</tr>
<tr>
<td>Total</td>
<td>80968</td>
<td>93548</td>
<td>174516</td>
</tr>
</tbody>
</table>

Source: Department of Education 2012-2013

Table2.2

List of schools visited in North Goa

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Names of the Schools</th>
<th>Urban/Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mustifund Primary School, Panaji</td>
<td>Urban</td>
</tr>
<tr>
<td>2</td>
<td>Little Penguins Primary School, Old Goa</td>
<td>Urban</td>
</tr>
<tr>
<td>3</td>
<td>St. Cruz Primary School, St.Cruz</td>
<td>Rural</td>
</tr>
<tr>
<td>4</td>
<td>St. Michael Convent High School, Vagator</td>
<td>Urban</td>
</tr>
<tr>
<td>5</td>
<td>Mustifund Middle School, Panaji</td>
<td>Urban</td>
</tr>
<tr>
<td>Sr. No.</td>
<td>Names of the Schools</td>
<td>Urban/Rural</td>
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<tr>
<td>6</td>
<td>St. John Primary School, Sanquelim</td>
<td>Urban</td>
</tr>
<tr>
<td>7</td>
<td>Chubby Cheeks Spring Valley High School, Alto Porvorim</td>
<td>Rural</td>
</tr>
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<td>8</td>
<td>Shree Saraswati High School, Kavlem, Ponda</td>
<td>Rural</td>
</tr>
<tr>
<td>9</td>
<td>S.S. Samiti I.V.B.D. High School, Dhavli, Ponda</td>
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<td>10</td>
<td>Mahanadu G. Naik Memorial High School, Banastarim, Ponda</td>
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<td>Lokmanya Tilak Vidyalaya, Kavlem, Ponda</td>
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<td>Shree Kamleshwar High School, Deulwada</td>
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<td>Mandrem High School, Mandrem, Pernem</td>
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<td>G.S. Amonkar Vidya Mandir, Mapusa</td>
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<td>15</td>
<td>Dr. K.B. Hedge war High School, Mala, Panaji</td>
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<td>16</td>
<td>Peoples High School, Mala, Panaji</td>
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<td>St. Anthony’s Duler, Mapusa</td>
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<td>Sacred Heart Of Jesus High School, Anjuna</td>
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<td>22</td>
<td>Our Lady of Fatima Primary School, Valpoi,</td>
<td>Urban</td>
</tr>
</tbody>
</table>

**Table 2.3**

List of schools visited in South Goa

Chi Square analysis ($X^2$) was conducted in objective 1 and 4 among various sets of variables in order to assess the relationship and the level of significance of the variables under study. Here the cells having expected frequency of 5 or higher is considered while Fisher’s Exact Test is used when the expected frequency of the cells is 5 or less and you want to conduct a Chi Square test. The variables that bring
about change in each other are called independent variables and dependent variables. They are statistically associated with each other significantly. Since change in one variable causes change in other, the first one is called independent variable and second one is called dependent variable. To measure the strength we require contingency coefficient which lies between 0 and 1 and can be used for any cross tabulation with any number of rows (R) and any number of columns (C) provided R and C are equal. However it cannot attain the maximum value of 1. The maximum value of the contingency coefficient depends on the number of rows and columns in the cross tabulation. Garret’s mean score is also used in objective 1 to rank the variables.

Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors. In other words it is used to bring down the number of variables into smaller and manageable ones by combining the related factors. It has been used in objective 2 and 3. Principal component analysis (PCA) is used for factor extraction, which is the first phase of exploratory factor analysis.

Pearson’s coefficient of correlation (r) is used to find out the degree of association between various sets of responses in order to make certain whether they are positively or negatively related to each other. Further regression analysis was used to explain the variation in one variable (i.e. dependent variable) based on the variation in the other variable (i.e. independent variable). Mann Whitney test has been used for comparing two samples that are independent or not related (i.e. urban and rural, North and South Goa) while Kruskal Wallis test has been used for comparing more than two samples that are independent or not related (i.e. 6-7 yrs.,
8-9 yrs. and 10-12 yrs.). They are used when data cannot be measured on a quantitative scale.

2.11 SCHEME OF CHAPTERISATION
The thesis is divided into seven chapters.

CHAPTER 1: INTRODUCTION
This chapter gives an introduction to television and advertising, children and food advertising, children and consumption of advertised food and parent’s attitude towards T.V and food advertising. It brings to light the background of the research problem and explains in what context this study has been undertaken.

CHAPTER 2: LITERATURE REVIEW AND RESEARCH METHODOLOGY
This chapter reviews similar studies carried out on the impact of television advertising on food habits of children and identifies the research gap. It also gives information about the topic, objectives, hypothesis, significance of the study, research methodology and tools and techniques used for analysing the data. It also explains the sample profile, how it has been collected and analysed.

CHAPTER 3: T.V VIEWING HABITS OF CHILDREN IN GOA
How children are influenced by T.V viewing is analysed and explained with the help of data gathered from students in Goa. It is analysed under different heads using various variables.

CHAPTER 4: INFLUENCE OF T.V ADVERTISING ON FOOD AND BEVERAGE PREFERENCES OF CHILDREN
How T.V advertising influences children’s food and beverage preferences are discussed in detail in this chapter with the help of data gathered from students in Goa. Here advertisements seen on television are taken into consideration and children’s preferences for food and beverages are studied. Further children’s level of consumption of various food and beverages are also looked into.
CHAPTER 5: FACTORS INFLUENCING CONSUMPTION OF ADVERTISED PRODUCTS
What are the factors that influence consumption of advertised products is covered up in this chapter. Data has been gathered from various schools in Goa and has been analysed to find out the results.

CHAPTER 6: PARENTS ATTITUDE TOWARDS ADVERTISING, T.V VIEWING AND CONSUMPTION OF ADVERTISED PRODUCTS
What are parents attitude towards advertising, T.V viewing and consumption of advertised products is discussed in this chapter. Data has been gathered from parents in Goa. First and foremost parents T.V viewing behaviour has been studied and further their opinions on their children’s T.V viewing behaviour, about advertising and its impact on children, consumption of advertised products by children and what is their opinion about influence of T.V in changing the food habits of children are discussed in this chapter.

CHAPTER 7: FINDINGS, CONCLUSION AND SUGGESTIONS
This chapter summarises and puts forward what has been understood from this study. It gives the findings of this study and the conclusion. It also gives suggestions for improving the situation and puts forth what future research can be undertaken.

2.12 LIMITATIONS OF THE STUDY
1. Since the data was collected from children in the age group of 6-12 years the questionnaire had to be made as simple as possible for their level of understanding and at the same time to serve the purpose of research.

2. Since respondents are in the age group of 6-12 years they are very young, tender and their understanding level is slowly picking up so the response has been very slow.
3. Several rounds had to be made in case of many rural schools as some children took longer time to give their feedback.