
A Study on Food and Beverages Television Advertisement on Food Consumption Behavior

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Abstract

Advertising aims to influence audiences by informing or reminding them of the existence of the brand or at a higher level, persuading or helping the target audience differentiate a brand from other competing brands in the marketplace. A strong theory of advertising propounds that advertising can persuade/influence someone to buy a product that they have never previously purchased. Also, it helps in sustaining a long-term purchase behavior. Advertising is also designed to be capable of improving people's knowledge.

The consumer behavior theory makes the assumption that consumers are rational and they have perfect information about the market. Also theory indicates that consumers are fully aware of their needs and desires and have complete knowledge of how they can satisfy them in the best possible way. The fast food market all over the world is made up of different companies offering closely related products and services but under different brands. Firms are constantly engaged in competition to attract consumers who themselves are much diversified in their demands. All over the world exhibit varied taste and preferences for food, beverages & health drinks hence, it facilitates the firms to understand the behavior of consumers to enable them strategize to respond to the demands of the market and stay competitive.

This study is aimed at measuring the impact of television advertising on the consumption behavior preference and the final purchase decision of the consumer market. It also aims to measure the impact of peer group pressure on their purchase behavior. The study also measures to what extent pester power is used by consumer.

T.V advertising playing a main role in demonstrating and introducing the features and characteristic of goods and beverages services to give the consumer more information about the product to make it easier to select the best brand according to their preferences.

Introduction: Television advertisement is “The activity of attracting public attention to a product or business, as by paid announcements in the print, broadcast, or electronic media”.

"Advertising is the no personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media."

Advertising aims to control audiences by informing or reminding them of the existence of the brand or at a higher level, influencing or helping the target audience discriminate a brand from other competing brands in the marketplace. A strong theory of advertising offer that advertising can persuade/influence someone to buy a product that they have never previously purchased. Also, it helps in sustaining a long-term purchase behavior. Advertising is also designed to be capable of improving people's knowledge. It is generally assumed that

advertising works at a rational, logical level. But that is possibly not true. Feelings and emotions do play an important role in advertising especially when advertising is used to build awareness levels and brand strength. It is also imperative that this should ultimately lead a consumer to purchase the said product. Advertising, for most part of it, is designed ultimately to lead a person towards purchase.

Advertisers also use particular persuasive techniques to appeal to children and young people and such techniques do affect the popularity of the advert with children ,the use of promotional characters and other techniques known to appeal to children is widespread amongst health food & Beverages advertising on popular commercial channels .Children naturally focus their attention on techniques such as animation and visual effects, and emotional appeals do distract children from other aspects of adverts for example nutritional disclaimers or product information Branding is critical to

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product choice, particularly for children and young people; therefore the majority of child-oriented food advertisements take a branding approach. Television advertising is thought to be very effective at building strong brands. Of all commodities, food & beverages is one of the most highly branded items, grocery items being marketed under a brand. This level of branding of food & beverage products provide it to major advertising campaigns, and food & beverage manufacturers carry out advertising activity with the aim of building brand awareness and brand loyalty as it is believed that brand preference precedes purchase behavior. Children are critical targets for marketing and branding activity; they have independent spending power but also exert considerable influence over family purchases. Food and & beverage purchases are the categories over which children have particular influence. Children are also seen as "teenage and adult shoppers of the future" so that any brand loyalty that is fostered at a young age may reward the food company with a lifetime of sales, probably to retailers.

Television influences the attitudes, behaviors, and values of viewers, particularly youngsters. Consequently, television viewing and the resulting exposure to food and branding have been proposed as important factors in influencing food choice decisions and therefore shaping the food habits. Children are major targets for marketing by the food industry, given that they have both independent spending power (current and future) and a significant persuade over family spending. The influence of television, television advertising and branding on health food & beverages having behavior in children is the focus of this review.

Consumption Behavior: Consumer behavior focuses on the factors that solitarily or combines to influence the decision making process of consumers. The consumer behavior theory makes the assumption that consumers are rational and they have perfect information about the market. Also the theory indicates that consumers are fully aware of their needs and desires and have complete knowledge of how they can satisfy them in the best possible way. It also states that, when consumers are presented with certain conditions, they tend to behave in similar fashion and their buying decision follows a logical process that has the ultimate aim of obtaining optimum value for their money. Here, the price they have to pay becomes the strongest decisive factor. The theory focuses on the impact of price and income on buyers.

Food & Beverages:

- Food is any substance or material eaten to provide nutritional support - fuel - for the body, or, especially in mammals, for pleasure. Food is usually of plant or animal origin, and contains

essential nutrients, such as carbohydrates, fats, proteins, vitamins, or minerals, Food is ingested and assimilated by an organism and converted to energy in order to maintain life.

- A beverage is always a food, though a food is not necessarily a beverage. A beverage can be generally described as any liquid specifically consumed by drinking, whether as food or solely for purposes of hydration.
- The fast food market all over the world is made up of different companies offering closely related products and services but under different brand names. These firms are constantly engaged in competition to attract consumers who themselves are much diversified in their demands.

Television advertisements consider as the main media in current time, it is more important for producer to demonstrate their product tell the consumer about their product and their features and to differentiate between the other brand, and telling him when and where to buy it.

But we must notice that TV will increase the price of the goods, and most of the consumer will prefer the goods appeared on TV ads more that the Goods which doesn't. TV advertisement acquiring people new patterns of purchasing goods, and teach them how to select between different alternatives.

So TV advertisements affect consumer behavior by pushing them to buy the Specific goods of the product through frequent advertisement.

TV advertisement trying to change consumer attitudes the targeted goods, by inducing him to buy rather than his preferences so we can say that the TV advertising is more important media for both producer and consumer by facilitating their operations of selling or buying the product.

Consumers all over the world exhibit varied taste and preferences for food, hence, it behooves on firms to understand the behavior of consumers to enable them strategize to respond to the demands of the market and stay competitive.

Literature Review:

Ademola (2009) studied the effect of consumer's mood on advertising effectiveness. The study is essentially an experimental study where a between subject deign was employed. The result revealed that subjects in the induced positive mood group have a more positive attitude and grater intention to try advertised products when compared with subjects in the induced negative mood group. They suggest that advertisers should present adverts in a context that elicits happiness.

Mittal (2009) shows that television advertisements were found to be more effective in creating a desire among children to own the advertised product. Also, celebrity endorsements are found to be more effective among children.

Bargh & Bownelli (2009) explored the priming effects of television food advertising on eating behavior. He found that children consumed 45% more when exposed to food advertising when we watched a cartoon that contained either food advertising for another product and a snack while watching.

Bargh & Morsella (2008) social-cognitive theories suggest a subtle and potentially far-reaching effect of food advertising on eating behaviors that may occur outside of participants' intention or awareness.

Gupta & Devi (2008) This study demonstrates the power of food advertising to prime automatic eating behavior and thus influence far more than brand preference alone on canned food. Studied. It will be around the impact of TV advertisements on buying patterns of adolescent girls. He found that the advertisement played a vital role in introducing a new product in the family list and making better choices during shopping. The girl's utilized pocket money received every month for shopping. The adolescent girl is influenced by T.V advertisement when she purchases clothing; they were guided by fashion, friends and boutiques. The respondents preferred to buy branded and standardized products which are more advertised on television.

(Halford et al. 2004, Halford et al. 2007; Halford et al., 2008) findings, we predict that the advertising will affect consumption of available foods, not only those that were advertised.

(Dijksterhuis, Chartrand, & Aarts, 2007) the mechanism through which behavior priming operates appears to be an overlap or strong association between representations activated by the perception of a given type of behavior, and those used to enact that type of behavior oneself.

(Folta et al., 2006; Harrison & Marske 2005) Advertising for food and beverages communicates potentially powerful food consumption cues, including images of attractive models eating, snacking at normal times, and positive emotions linked to food consumption.

Hoek & Gendall (2006) studied concern advertising and obesity: A behavioral perspective. In the following studies, we experimentally test whether TV food advertising, embedded as it would naturally occur within a TV program, will prime, or directly activate, an automatic increase in snack food consumption. Because these effects are hypothesized to occur outside of conscious awareness, the intention or ability to regulate

impulsive tendencies should not affect the outcome. Therefore, we predict that food advertising that conveys snacking and fun (i.e., those typically shown during children's programming) will automatically cue eating behavior among adults as well as children. In addition, in line with the Helford et al. (2004; Helford et al., 2007; Helford et al., 2008) findings, we predict that the advertising will affect consumption of any available foods, not only those that were advertised.

Folta et al. (2006); Harrison & Marske (2005) Food consumption. We propose that the messages presented in TV food advertising similarly have the power to act as real-world primes and lead to corresponding eating behaviors. Given the types of foods and consumption benefits typically promoted in food advertising, what is primed is usually snacking on unhealthy foods and beverages (Harrison & Marske, 2005; Powell et al., 2007).

Enwalled, et al (2005) The Influence of Advertising on Consumer Brand Preference: The study observed the levels of obesity in the western countries has grown, and the researchers forecast a rapid growth in the medical care that a progressively more obese population will require. Policy makers have examined the factors contributing to this problem, he found advertising that promotes high fat and high sugar products to children has come under increasing scrutiny. This reasoning overlooks the role advertising plays in the reinforcing and normalizing behavior, however, and it assumes that only that only direct link merit regulatory attention. This study presents an alternative analysis of how marketing contributes to obesity and uses behavior modification theory to analyze the fast-food industry's promotions. Investigated the factors affecting the consumer behavior of durable goods and food items. The sample consisted 150 females, 75 from rural and the other 75 urban areas from.

(Ofcom 2004 finds) that there is insufficient evidence to determine the relative size of the effect of TV advertising on children's food choice by comparison with other relevant.

Panwar (2003) Research studies in India, more or less, firmly conclude that television in this country is getting transformed rapidly into a primary source of information and entertainment for millions of Indian families. In a paper published in 2003, Strahan, Spencer & Zanna, (2002) Winkielman, Berridge, & Wilbarger, (2005) The unconscious nature of these influences is further established by studies in which primes of thirst-related words or smiling faces, presented subliminally outside of the participant's conscious awareness, increased beverage consumption among thirsty individuals.

Dillon, et al.(1997) Re examined the role played by advertising influencing consumer's preference for Bourn vita which is one of lading food drinks in the food and Beverage industry in Nigeria. Results revealed that both male and female and different age groups were equally. Hastings 2003: Finds little evidence to show whether the influence of food promotion on children's food behaviour and diet is greater or lesser than that of other factors.

Etzel et al. (1997) Advertising, sales promotion and public relations are mass- communication tools available to marketers. There name messages everyone in an audience. The mass communication tools trade off the advantage of personal selling the opportunity to tailor a message to each prospect for the advantage of reaching many people at a lower cost per person.

Rationale of Study: T.V advertising playing a main role in demonstrating and introducing the features and characteristic of goods and beverages services to give the consumer more information about the product to make it easy to select the best according to their preferences.

This study is aimed at measuring the impact of television advertising on the consumption behavior preference and the final purchase decision of the consumer market. It also aims to measure the impact of peer group pressure on their purchase behavior. The study also measures to what extent pester power is used by consumer.

Objectives of the Study: The purpose of this study is to examine activities and to achieve the following specific objectives to:

- § To determine the degree of consumption behavior by the effects of television advertisement of food & beverages.
- § To find out the effect of advertisement attributes on Consumption Behavior of food & beverages.
- § To know the effect of advertisement on consumer decision-making process for food & beverages.
- § To find out if the television advertisement able is to acquire consumer new variety for food & beverages.
- § To suggest measure of consumption may be increase positive or negative effects of television advertising on customer's behavior with reference food & beverages.

Research Methodology:

- § **Type of the Study:** It was an exploratory study based on primary data and secondary data both.
- § **Sample Size:** 100 respondent of Indore city
- § **Tools for Data Collection:** Research was based on

primary data and secondary date both. Primary data was collected by self developed question 5-point likert scale. It was collected by questionnaire and Secondary data was collected form references, books, journals, and articles.

§ **Tools for Data Analysis:** MS-Excel was used to list and store the data. Frequency distribution, percentage analysis method were used for analysis data.

Data Analysis and Interpretation:

Frequency Table

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Businessman	5	5.0	5.0	5.0
	Service	22	22.0	22.0	27.0
	Student	72	72.0	72.0	99.0
	Other	1	1.0	1.0	100.0
Total		100	100.0	100.0	

Table No. 6.1-Occupation

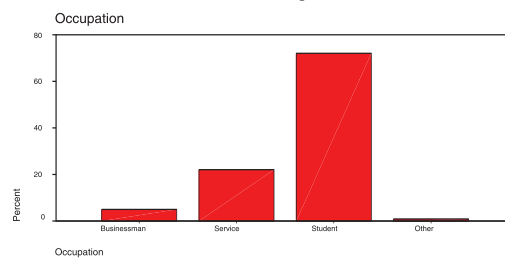


Fig.-6.1- Occupation

Interpretation: From the above table and figure Occupation wise there are 72% students, 22% serviceman 5% businessman, and 1% others consumption behavior by the effects of television advertisement of food & beverages.

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	49	49.0	49.0	49.0
	Female	51	51.0	51.0	100.0
Total		100	100.0	100.0	

Table No. 6.2-Gender

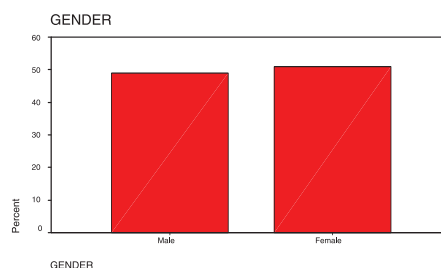


Fig.-6.2- Gender

Interpretation: From the above table and figure 49% people is males and 51% is female's consumption behavior by the effects of television advertisement of food & beverages.

AGE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid (Below 20)	6	6.0	6.0	6.0
(20-25)	68	68.0	68.0	74.0
(25-30)	23	23.0	23.0	97.0
(30-35)	2	2.0	2.0	99.0
(Above 35)	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Table No.6.3- Age

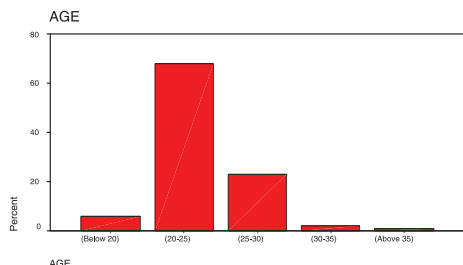


Fig:-6.3- Age

Interpretation: From the above table and figure age-wise there are 68% is (20-25), 23% is (25-30), 6% is (below 20), 2% is (30-35) and 1% is (Above 35) consumption behavior by the effects of television advertisement of food & beverages.

marital status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Unmarried	91	91.0	91.0	91.0
Married	9	9.0	9.0	100.0
Total	100	100.0	100.0	

Table No.6.4- Marital Status

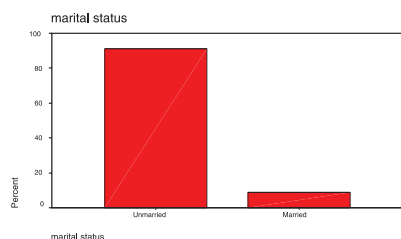


Fig:-6.4- Marital Status

Interpretation: From the above table and figure marital status-wise there are 91% is unmarried and 9% is married affect their consumption behavior by the effects of television advertisement of food & beverages.

Q1. Thinking again about TV advertising which affects consumption behavior.

Thinking again about TV advertising

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	8	8.0	8.0	8.0
Disagree	12	12.0	12.0	20.0
Neutral	23	23.0	23.0	43.0
Agree	41	41.0	41.0	84.0
Strongly Agree	16	16.0	16.0	100.0
Total	100	100.0	100.0	

Table No.6.5- Thinking again about TV advertising

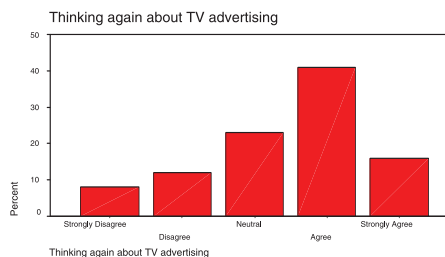


Fig-6.5- Thinking again about TV advertising

Interpretation: From the table and figure shows that 8% strongly disagree, 12% disagree, 23% neutral, 41% agree and 16% strongly agree for the factor of Thinking again about TV advertising which affects consumption behavior.

Q2. The use of popular personalities or characters to promote unhealthy Foods which affects consumption behavior.

The use of popular personalities

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	4	4.0	4.0	4.0
Disagree	17	17.0	17.0	21.0
Neutral	26	26.0	26.0	47.0
Agree	39	39.0	39.0	86.0
Strongly Agree	14	14.0	14.0	100.0
Total	100	100.0	100.0	

Table No.6.6- The use of popular personalities

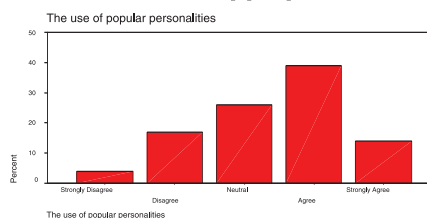


Fig: - 6.6- The use of popular personalities

Interpretation: From the table and figure shows that 4% strongly disagree, 17% disagree, 26% neutral, 39% agree and 14% strongly agree for the factor of the use of popular personalities or characters to promote unhealthy Foods which affects consumption behavior.

Q3. Food and beverages television ads influence consumption behavior.

Food & beverage TV ads influence consumption behavior

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	6	6.0	6.0	6.0
Disagree	14	14.0	14.0	20.0
Neutral	25	25.0	25.0	45.0
Agree	43	43.0	43.0	88.0
Strongly Agree	12	12.0	12.0	100.0
Total	100	100.0	100.0	

Table No.6.7- Food and beverages TV ads influence consumption behavior.

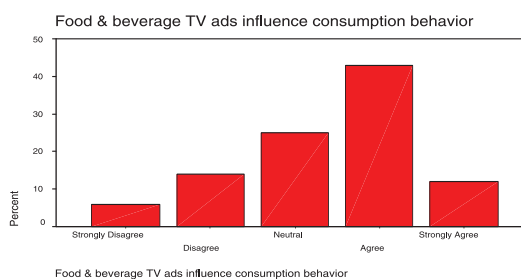


Fig-6.7- Food and beverages TV ads influence consumption behavior.

Interpretation: From the table and figure shows that 6% strongly disagree, 14% disagree, 25% neutral, 43% agree and 12% strongly agree for the factor of Food and beverages television ads influence consumption behavior.

Q4. I'm going to read out some suggestions that people have made about the advertising of food and beverages on TV ads.

Read out advertisement suggestions				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	9	9.0	9.0	9.0
Disagree	22	22.0	22.0	31.0
Neutral	30	30.0	30.0	61.0
Agree	29	29.0	29.0	90.0
Strongly Agree	10	10.0	10.0	100.0
Total	100	100.0	100.0	

Table No.6.8- Read out advertisement suggestions

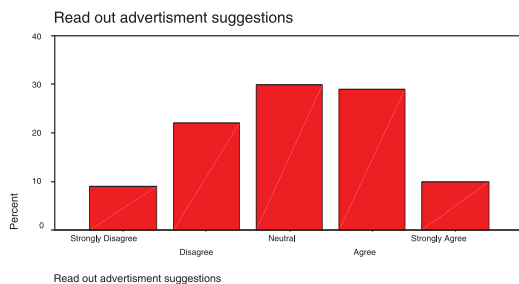


Fig: - 6.8- Read out advertisement suggestions

Interpretation: From the table and figure shows that 9% strongly disagree, 22% disagree, 30% neutral, 29% agree and 10% strongly agree for the factor of I'm going to read out some suggestions that people have made about the advertising of food and beverages on TV ads.

Q5. The government should introduce stronger restrictions on food advertising.

Government restrictions				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	5	5.0	5.0	5.0
Disagree	24	24.0	24.0	29.0
Neutral	27	27.0	27.0	56.0
Agree	34	34.0	34.0	90.0
Strongly Agree	10	10.0	10.0	100.0
Total	100	100.0	100.0	

Table No.6.9- Government Restrictions

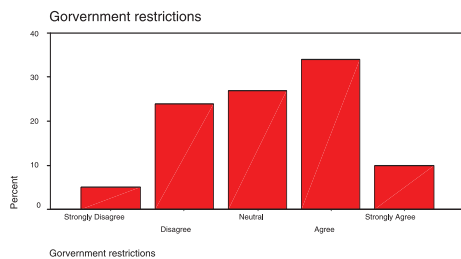


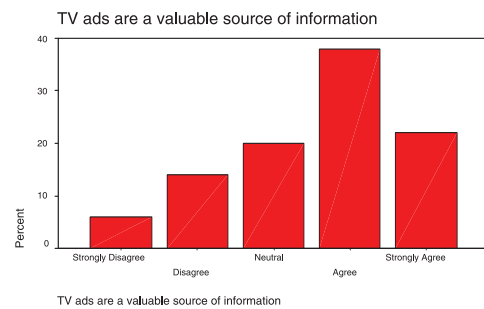
Fig: - 6.9- Government Restrictions

Interpretation: From the table and figure shows that 5% strongly disagree, 24% disagree, 27% neutral, 34% agree and 10% strongly agree for the factor of the government should introduce stronger restrictions on food advertising.

Q6. TV ads are a valuable source of information about the products and brands available in the market which affects consumption behavior.

TV ads are a valuable source of information					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree		6	6.0	6.0	6.0
Disagree		14	14.0	14.0	20.0
Neutral		20	20.0	20.0	40.0
Agree		38	38.0	38.0	78.0
Strongly Agree		22	22.0	22.0	100.0
Total		100	100.0	100.0	

Table No.6.10- TV ads are a valuable source of information



TV ads are a valuable source of information

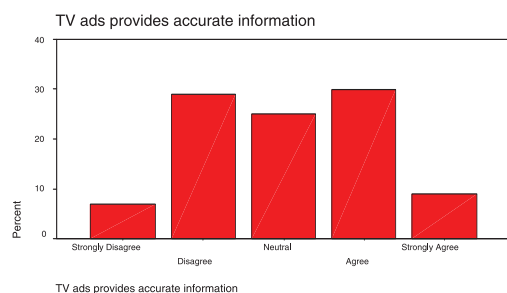
Fig: -6.10- TV ads are a valuable source of information

Interpretation: From the table and figure shows that 6% strongly disagree, 14% disagree, 20% neutral, 38% agree and 22% strongly agree for the factor of TV ads are a valuable source of information about the products and brands available in the market which affects consumption behavior.

Q7. TV food advertising provides accurate information about the nutritional quality of the product being advertised.

TV ads provides accurate information					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree		7	7.0	7.0	7.0
Disagree		29	29.0	29.0	36.0
Neutral		25	25.0	25.0	61.0
Agree		30	30.0	30.0	91.0
Strongly Agree		9	9.0	9.0	100.0
Total		100	100.0	100.0	

Table No.6.11- TV food advertising provides accurate information



TV ads provides accurate information

Fig: -6.11- TV food advertising provides accurate information

Interpretation: From the table and figure shows that 7% strongly disagree, 29% disagree, 25% neutral, 30% agree and 9% strongly agree for the factor of TV food advertising provides accurate information about the nutritional quality of the product being advertised.

Q8. My demand for food and beverages purchase is influenced by TV ads.

Demand for purchase is influenced

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	11	11.0	11.0	11.0
Disagree	17	17.0	17.0	28.0
Neutral	24	24.0	24.0	52.0
Agree	34	34.0	34.0	86.0
Strongly Agree	14	14.0	14.0	100.0
Total	100	100.0	100.0	

Table No.6.12- Demand for purchase is influenced

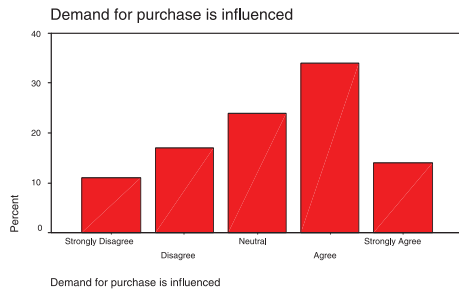


Fig: - 6.12- Demand for purchase is influenced

Interpretation: From the table and figure shows that 11% strongly disagree, 17% disagree, 24% neutral, 34% agree and 14% strongly agree for the factor of my demand for food and beverages purchase is influenced by TV ads.

Q9. I mostly purchase food and beverages shown in TV ads.

Purchasing done by watching TV ads

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	11	11.0	11.0	11.0
Disagree	26	26.0	26.0	37.0
Neutral	22	22.0	22.0	59.0
Agree	28	28.0	28.0	87.0
Strongly Agree	13	13.0	13.0	100.0
Total	100	100.0	100.0	

Table No.6.13- Purchase done by watching TV ads

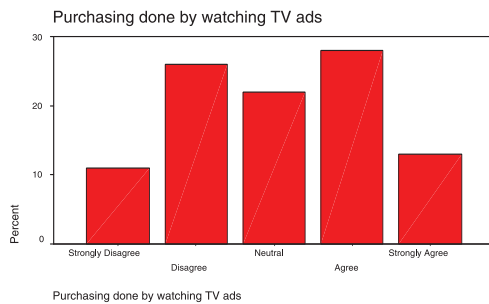


Fig:-6.13- Purchase done by watching TV ads

Interpretation: From the table and figure shows that 11% strongly disagree, 26% disagree, 22% neutral, 28% agree and 13% strongly agree for the factor of I mostly purchase food and beverages shown in TV ads.

Q10. TV ads create confusion over product a distinction which affects consumption behavior.

TV ads create confusion

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	10	10.0	10.0	10.0
Disagree	18	18.0	18.0	28.0
Neutral	23	23.0	23.0	51.0
Agree	34	34.0	34.0	85.0
Strongly Agree	15	15.0	15.0	100.0
Total	100	100.0	100.0	

Table No.6.14- TV ads create confusion

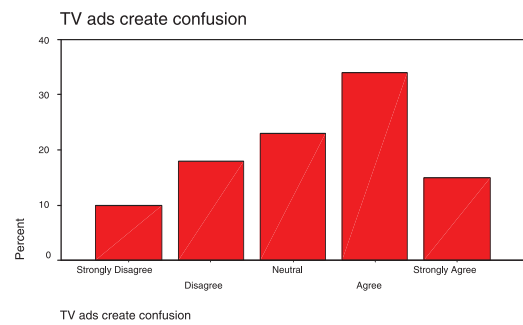


Fig:-6.14- TV ads create confusion

Interpretation: From the table and figure shows that 10% strongly disagree, 18% disagree, 23% neutral, 34% agree and 15% strongly agree for the factor of TV ads create confusion over product a distinction which affects consumption behavior.

Q11. TV ads affect short term food and beverages consumption.

TV ads affect short term consumption

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	9	9.0	9.0	9.0
Disagree	14	14.0	14.0	23.0
Neutral	32	32.0	32.0	55.0
Agree	28	28.0	28.0	83.0
Strongly Agree	17	17.0	17.0	100.0
Total	100	100.0	100.0	

Table No.6.15- TV ads affect short term consumption

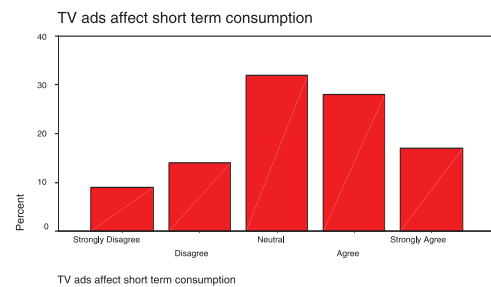


Fig: - 6.15- TV ads affect short term consumption

Interpretation: From the table and figure shows that 9% strongly disagree, 14% disagree, 32% neutral, 28% agree and 17% strongly agree for the factor of TV ads affect short term food and beverages consumption.

Q12. New food and beverages TV ads affects old food and beverages consumption.

Affect of new on old purchasing

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	4	4.0	4.0	4.0
Disagree	12	12.0	12.0	16.0
Neutral	20	20.0	20.0	36.0
Agree	39	39.0	39.0	75.0
Strongly Agree	25	25.0	25.0	100.0
Total	100	100.0	100.0	

Table No.6.16- Affect of new on old purchasing

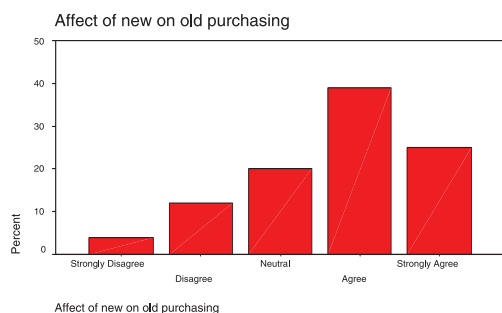


Fig. - 6.16- TV ads affect short term consumption

Interpretation: From the table and figure shows that 4% strongly disagree, 12% disagree, 20% neutral, 39% agree and 25% strongly agree for the factor of new food and beverages TV ads affects old food and beverages consumption.

Results:

- Occupation wise there are highly response from student that is 72%.
- Gender wise there are not much difference between male and female despondence.
- Marital status-wise there is high response from unmarried that is 91%.
- Age-wise there is high response from age group (20-25) that is 68%.

Most of the people are agree for the factors of Thinking again about TV advertising, the use of popular personalities, food and beverages TV ads influence consumption behavior, government restrictions, TV ads are a valuable source of information, TV ads provides accurate information, My demand and purchase is influenced, purchasing done by watching TV ads, TV ads create confusion, affects of new in old purchasing.

- Most of the people are Neutral for the factor of read out advertisement suggestions; TV ads affect short term consumption.

Suggestions: The study suffers from a basic deficiency that the survey was conducted in Indore which represents a small percentage of the population of India. For further research, it is recommended to use cluster sampling design for collection of data since a convenient sampling

method was adopted. The region selected for the study is less aware in terms of economics and advertisements compared with other Indian cities.

Television advertisements consider as the main media in current time, it is more important for producer to demonstrate their product tell the consumer about their product and their features and to differentiate between the other brand, and telling him when and where to buy it.

TV will increase the popularity of the goods, and most of the consumer will prefer the goods appeared on TV ads more that the Goods which don't appear on TV Adv. TV advertisement acquiring people new patterns of purchasing goods, and teach them how to select between different alternatives.

The food & beverage market all over the world is made up of different companies offering closely related products and services but under different brand names. These firms are constantly engaged in competition to attract consumers who themselves are much diversified in their demands.

Conclusion: According to this research the impact of advertising is play a vital role the increase the sales of the food and beverage items and creation of brand image. The target customer for the food and beverages is all age of people and middle class to higher class age growing due to high disposal income. Customer found the prices are affordable with a good variety of the products available less than one roof.

Consumers responded positively to the promotion offered food and beverages brands with the sales during the year and festive season. The quality of the products offers by food and beverages brands very well accepted by the consumers.

Reasonable price of the product driving factors for the consumers to buy food and beverages items so we can conclude that the overall perception of the consumers towards the food and beverages is positive and satisfied with the way food and beverages is well managed.

TV advertisements affect consumer behavior by pushing them to buy the Specific goods of the product through frequent advertisement. To change consumer Attitude toward can food to increase the demand on it, then it will Increase the volume of it sales.

TV adv. Trying to change consumer attitudes the targeted goods , by inducing him to buy rather than his preferences so we can say that the TV advertising is more important media for both producer and consumer by facilitating their operations of selling or buying the product .

The present study explored the consumer behavior for food products in India from different perspectives.

Cleanliness of the product, free from pesticides, freshness, good for health, and clean place of sale are some of the most important attributes, which are rated very highly by people in India while buying food products. Value for money, overall quality, taste, availability of variety of products at same place, seasonality for the product, flavors, good display of products, nearby availability and good ambience are some other important parameters. Promotional offer does not have much impact on the sale of food products.

Limitations: The limitations of this research are:

A convenient sampling method was adopted. The region selected for the study is limited.

The study suffers from a basic deficiency that the survey was conducted in Indore city which represents a small percentage of the population of India.

Due to the limitation of time, it was unable to cover larger base of respondent where in sample was limited.

The consumer opinion might have been biased and may not represent the whole population opinion.

Analysis and interpretation of data obtained from the questionnaire was done on the assumption that the data given by the consumer was correct and honest.

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