ISSUES OF FOOD ADVERTISING ON CHILDREN

Johana JOURNO, declare that this research report is my own, unaided work, except as indicated in the acknowledgments, the text and the references. It is being submitted in partial fulfilment of the requirements for the degree of Bachelor of Business in Business Management at Dublin Business School, Dublin.


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First of all, this Business Project could not have been possible without the expertise of Ray MCDONNELL, my supervisor. I would like to express my deepest gratitude for his advice and guidance during the entire project. He offered me constant support and guidance throughout the duration of this research project and for that I am extremely grateful.

Besides, I would like to thank my Business Project lecturer, Aisling DUHY, who guided me throughout the course of this project and provided me with extremely valuable information.

I would like to thank the participants in the survey conducted. Thanks to them, I could get the information I requested, and was able to answer to my goals.

Finally, I would like to thank the people who have helped me throughout the course of this project.
Abstract

Children and adolescents are now the target of intense and specialized food marketing and advertising efforts. Food marketers are interested in youth as consumers because of their spending power, their purchasing influence, and as future adult consumers. Multiple techniques and channels are used to reach youth, beginning when they are toddlers, to foster brand building and influence food product purchase behaviour. These food marketing channels include television advertising, in-school marketing, product placements, kids clubs, the Internet, toys and products with brand logos, and youth-targeted promotions. Foods marketed to children are predominantly high in sugar and fat, and as such are inconsistent with national dietary recommendations (Jean Pierre Poulain, 2009).

Through this dissertation, the researcher will understand which are the issues of fast food advertising on children. The aim of this business project is to explain the relation between the issues of fast food advertising and the children’s behaviour. The researcher will try to explain how fast food advertising leads to negative impacts such as obesity, malnutrition and addiction in children.

The literature review allows the researcher to gain an important amount of knowledge marketing and cultural aspects of fast food advertising.

The researcher also conducted an online survey to interview parents who have children aged between 5 to 12. This questionnaire allows describing and understanding the attitudes of parents about these issues, which flow from fast food advertising on children. My target is parents of children, so it is a non-probabilistic method as all the persons of the studied population are potentially eligible in my sample.
Introduction

For decades, food advertising has been omnipresent in our visual and sound environment. It is produced by the fast food industry in order to influence the eating habits of young children. Indeed, children consumed 45% more when exposed to food advertising.

Adults consumed more of both healthy and unhealthy snack foods following exposure to snack food advertising compared to the other conditions. In both experiments, food advertising increased consumption of products not in the presented advertisements, and these effects were not related to reported hunger or other conscious influences. Children are special target of fast food companies and the impact of marketing on their eating behaviour is getting increasingly important. (Jennifer L.Harris, John A.Barding and Kelly D.Browning, article on-line, 2009).

Besides, fast food commercials featuring toy giveaways led children to ask their parents to take them to the restaurants and the children saw the fast-food commercials, frequently, they ate fast food.

According to Harris JL (2009, p 404-413), when children were exposed to television content with food advertising, they consumed 45 percent more food that children exposed to content with non-food advertising. Children have great trust in advertising. They do not always understand the persuasive dimension and it influences them to consume more.

Furthermore, the marketing of unhealthy food (sweet, biscuits...) contributes to an environment that promotes overweight, as children are more attracted to unhealthy food, it appears more complicated to choose healthy food for the parents. Therefore, marketing of food could impact on weight.

Methodology:

For this project, I would to explain the relation between the issues of fast food advertising and the children’s behaviour.
**Research question**
To explain the relationship between the issues of fast food advertising and the children’s behaviour.

**Research Hypothesis**
Fast food advertising leads to negative impacts such as obesity, malnutrition and addiction in children.

**Research Objectives**
To explain why the child became the first target of advertising for fast food companies.

To investigate and understand the techniques use to reach target children through a commercial marketing such as packaging and gift.

To investigate how techniques influence behavior of children and describe what are the best techniques.

To explain what are the health consequences for children especially obesity and malnutrition

To answer my objectives, I decided to make an online survey. I interviewed parents of children aged 5 to 12 years. 27 people responded to my questionnaire, which is wide enough to make a study and have an objective opinion of the population. After interviewing these people, I could make my data analysis to collect and analyse my results.

**Personal motivation**: Currently, I am a student in 3rd year of Business School in Dublin. I will choose Digital Business as my specialization for my Masters Degree. Indeed, the future tends to change with the digital era. I am really interested about Digital Business because it will allow me to study the following topics throughout my masters: consumer behaviour and digital marketing (e.g. advertising, Apps) and also one of most important topic for the future: digital marketing.
Finally, marketing techniques encourage the consumer behaviour. Indeed, the influence of food advertising could have many impacts on children, who are the consumers of tomorrow.
My subject deals with the issues of food advertising on children aged 5 to 12. For my literature review, I decided to focus on two points: obesity and the role of advertising. Indeed, advertising is the primary means of communication whose aim is to fix the attention of a target under particular children to encourage them to adopt a desired behaviour. I chose these two topics as the influence of fast food on children may lead to obesity. These two points are closely related.

1. Obesity

According to the report of the World Health Organization, (Irish Times, 2015) obesity is described as "global epidemic" and is on the front of the media and political scene for many years. Early findings of an alarming increase in the frequency of excess weight in children came from North America in late 1980. It was in the late 1990s there has been a global awareness about obesity.

In France, there has been an increase in overweight among children 5–12 years between the 1960s and the 1990s various factors (geographical, social) are associated with this excess weight. We also know that nearly half of children overweight at 5-6 years are still in adolescence. The obesity treatments are difficult, both in adults than in children (Marie Aline Charles, 2007, p360-4).

David Jobber, published in his book (2012, p11) an article about obesity, "Using social marketing to fight the obesity Crisis". Indeed, obesity is growing in many developed countries because of overeating. For example, in the UK, more than 9000 people per year died prematurely because of obesity. According to the article, government data shows that diseases related to obesity will cost payers of taxes £50 billion and in 2050, child obesity rates increase by 90% because of their overweight or obesity. To inform people of the risks and links there between obesity and disease threatening the life such as cardiovascular disease and diabetes, the UK government has funded a social marketing campaign to £75 million. Of large corporations and government organizations have supported the social marketing project through support £200 million for the fight against obesity.
This advertising campaign aimed supermarkets, food manufacturers, health clubs, the London Marathon, voluntary groups and especially the media since these organizations play a critical role in the evolution of this disease.

Jobber concluded by explaining that the time we go up the effectiveness of such a partnership and social marketing in the fight against obesity.

According to Christina Paxson and Elisabeth Donahue (2006, p3), pediatricians, parents and policymarkers alike are concerned about high and rising rate of overweight and obesity among US children. Over the past three decades, the share of children who are considered overweight or obese has doubled, from 15 percent in 1970s to nearly 30 percent today, while the share of children who are considered obese has tripled. The problem of childhood obesity has captured public attention and is regularly featured on the evening news, in school newsletters and in articles in parenting magazines. Increasingly policymakers are recognizing the need for action. According to these authors, the “epidemic” in childhood obesity has been attributed to various factors: increases in television and computer game use that have led to a new generation, the explosive proliferation of fast-food restaurants, many of which market their products to children through media campaigns that tout tie-ins to children’s moves and TV shows, increases in sugary and fat-laden foods displayed at children’s eyes level in supermarkets and advertised on TV: schools that offer children junk food and soda while scaling back physical education classes and recess; working parents who are unable to find the time or energy to cook nutritious meals or supervise outdoor playtime, the exodus of grocery stores from urban centers, sharply reducing access to affordable fresh fruit and vegetables, and suburban sprawl and urban crime, both of which keep children away from outdoor activities.

According to Steve Cater, (2012, p286), article based on articles in The Daily Mail in 27 May 2004 and 15 May 2008, in 2004, England had the fastest-growing obesity problem in Europe. Indeed, this rate will increase by 400% in 25 years and will cost £7.4 trillion per year for the treatment and cause loss of employment. Nearly 75% of adults have weight problems, 22% of which were detected clinically obese.
In 2008, Britons topped the female European obesity league, with Scotland 60% leading, followed by England with 58%. The males did little better; with Cyprus 73% at the top and England second 70%.

According to Steve Cater, in the USA, 2 million super-morbidly obese people because of the abundance of fast food advertising and their constancy. In fact, in 2007, The US fast food industry was nearly US $ 101 trillion. The reasons for the increase in obesity is due to the attitude of the parents, the loss of healthy food in schools was replaced by snacks and the role of food advertising. Celebrities such as David Beckham and Brittany Spears have been paid to promote brands such as McDonald’s and Pepsi, which have been designated by some as bad sound advertisements because these are companies that market of junk food. The junk food advertisement during television programs for children were also involved. The Members of Parliament also asked food companies to put aside their publicity concerning the high supply of sugar, salt and fat. Nearly 1,500 advertisements for junk food markets have been every day for the television programs for children and among these many commercials are known worldwide. Parents, individuals, factories, advertisements advertisers and the government are concerned by this phenomenon.

This article well illustrates the problem of obesity. For instance, fast food manufacturers are increasingly being confronted with the social impact of their products on their customers. Consumers are increasingly worried about the degradation of the environment and are quick to boycott the products of global brands, which are shown to be socially, or ethnically unsound.

2. The role of food advertising

Advertising is highly creative process. Companies have message that they want to communicate and they work with advertising agencies to find ways to get their message across. Because of proliferation of media now available to an advertiser, such as hundreds of TV channels or radio station, the media selection decision has become a very important one. Advertising is a means of stimulating sales and increasing profits. It can be used to create awareness of a brand or a solution to company’s problem.
According to David Jobber and John Fahy, (2012, p41), the breakfast market account £ 1.23 trillion in the UK. The main target for the breakfast is particularly children with cartoons e.g Shrek, The Simpsons, that appear in advertisements and packaging. The increase in the obesity phenomenon in our society is growing especially in children. One in every five English children is obese, and this trend has increased to one in four in 2010.

This article explains that there are more and more restrictions on certain advertisements for children. Ofcom, English communication agency, has implemented a series of restrictions, including the elimination of advertising or sponsorships with power companies and beverages targeting children aged under 10 years. This type of restriction has had a powerful effect on children and allowed to do research on the effect of food advertising on children. The European food safety authority showed that there was a link between the dyes used in sweet and hyperactivity in children. Companies need to be careful with their advertising target.

David Jobber, (2012, p 227), published another article "Informing of misleading" and he explains the role of advertising. Indeed, advertising is everywhere, it is the communication medium of all firms. However, many critics believe that advertising is the communication means worse because it is misleading, offensive and dangerous. Indeed, misleading advertising can take the form of exaggerated claims and concealed facts. For example, the low cost airline Ryanair is frequently in trouble around Europe for its provocative advertising.

According to Jobber, food advertising, such as advertisements for the breakfast, is to be susceptible of misleading advertisements such as omitting details of sugar and salt level, or making bogus scientific programmes. Many industrialized countries have their own codes of practice that protect the consumer from deceptive advertising.

This article shows that many criticisms are made because of the advertising images that have a significant impact on society. They complain that they are directed hotspots of human beings such as the need or the desire for belong status. Advertising is accused of procuring stress and promote wrong values in society. For example, the British
government have created a ban on food advertising at times, along with the prohibition of smoking and alcohol.

This article explains that one area particularly affected is children, children are much more likely to persuasion and so they need a special protection for advertisements. For example, the UK study has shown that children, particularly obese children increasing their consumption of sweets and food to more than 134% after watching commercials on television fast food breakfast and sodas.

Parents also play an important role because they can be important on the impact of advertising. Many Europeans countries have put in more regulations to control advertising to children. For example, in Germany, certain advertisements on toys are banned in the UK and the alcohol advertising is also prohibited. The broadcasting commission of Ireland, introduced a new code for infantile advertisements. The ads with the theme of Christmas are prohibited before the 1st of November each year. Advertisements stars celebrities and sports for children are also prohibited.

According to Anna Lena Hellmann, (2014, p31), parents strongly agreed that it was their responsibility to mediate their children on advertising. Parents, who were interviewed for a study, indicated that they are controlling the amount of time children spend watching TV as well as the programme they watch. They have set up small rules, from early childhood on like TV watching was also twice named as a way of punishing children for unwanted behaviour.

According to Jeffrey Jensen Arnett, (2006, p345), although most food advertising may contain primarily white actors, food companies-especially those who make packaged food and fast food items- clearly understand the increasing value of younger, more ethnically diverse audiences and therefore are pursuing heightened marketing efforts to reach them. The evidence that advertising is effective in increasing consumption of whole categories of foods is more limited. Children’s exposure to television food advertising significantly increased the number of their snacks. Those effects of this small size were unlikely to have a serious effect on children’s health and nutrition.
In conclusion of my literature review, there is an inevitable link between obesity and the role of fast food advertising. According to the World Health Organization, Ireland by 2030 will become the country with the highest obesity rates in Europe (Irish Times, 2015). This is largely because of advertising that children eat badly and this causes an increase in obesity rates. Although many restrictions have been introduced in many European countries, including England and Germany, obesity is an evolving phenomenon, particularly among children. However, advertising magnifies the increase of this disease but they are also economic health and marketing issues. Parents, schools and the media are the first concerned by this global phenomenon.
Methodology

**Introduction:**

Children are being "bombarded" with as many as 11 advertisements for junk foods during an hour's viewing of family-orientated television shows such as X-Factor and The Simpsons (The Guardian, 2014).

The purpose of this study is to understand what are the impacts of food advertising on children.

**Research question**

To explain the relation between the issues of fast food advertising and the children’s behaviour.

**Research Hypothesis**

Fast food advertising leads to negative impacts such as obesity, malnutrition and addiction in children.

**Research Objectives**

To explain why the child became the first target of advertising for fast food companies.

To investigate and understand the technics use to reach target children through a commercial marketing such as packaging and gift.

To investigate how techniques influence behavior of children and describe what are the best techniques.

To explain what are the health consequences for children especially obesity and malnutrition.
Methodology:

- **Research design**

The research design used in this project was descriptive research. Indeed, this research design is a scientific method, which involves observing and describing the behaviour of a subject without influencing it in any way. It refers to the type of research question, design, and data analysis that will be applied to a given topic. The type of approach is necessary to complete an accurate assessment of the topic at hand. Three main purposes of research are to describe, explain, and validate findings. This information that can be used in relation to fast food advertising and child’s behaviour.

Advantages can acquire a lot of information through description useful for identifying variables & hypothetical constructs, which can be further investigated through other means. Descriptions can be used as an indirect test of a theory or model some behaviours/situations cannot be studied any other way. 2 general categories of descriptive designs: surveys & observational studies.

According to Dr Rajendra Kumar, (2008, p6), the major purpose of descriptive research is description of the state of affairs, as it exists at present. The main characteristics of this method are that the research has no control over the variables; he can only report what has happened or what is happening.

- **Sampling**

To answer my problematic and understand the impact of fast food advertising on children, I decided to investigate and interview the parents of children aged 5 to 12 years. Indeed, an on-line survey aims at asking (many people) a question or a series of questions in order to gather information about what most people do or think about something. The method non-probability has several advantages. Indeed, the cost of this method is cheaper and it’s quicker to execute. This method can be used in the absence of a sampling frame or where there is the lack of a reliable sampling frame.
However, there are some limits for the method non-probability. Results can only be generalised to the population from which the sample was taken, they may be specific to the characteristics of the population and they may be locality and temporarily specific.

Thus, my sample is parents who have children aged 5 to 12. I do not have the probability that an individual is selected and some people will never have the chance to be part of the sample.

My specific sampling is convenience sample because respondents are chosen "Because they are there". Individuals are selected because of their availability to the researcher. This method is considered the easiest and cheapest to implement.

Indeed, I will choose parents who they are child between 5 to 12 years. They are most conveniently available. This method is easier, faster and the cost is very low. I decided that I would not to take into account the sex of the parents because I want to interview as many men than women, nor the age or place of residence. However, I will exclude parents with children under 5 years and / or over 12 years.

- **Instrumentation**

To answer my study, I will use the method of the on-line survey to interview parents. I chose the questionnaire because it is the easiest method to gather evidence. It is an appropriate tool to collect accurate information from my participants. It can work on a larger scale and have an unlimited number of participants. It is easy to spread and it allows participants to meet their pace. My questionnaire will be composed of 3 parts, with questions / answers open to enable parents to freely meet.

In preparing my questionnaire, I selected questions in functions of my 4 objectives, which are economic, health and marketing objectives to respond more precisely to my problem. I interviewed 27 people for an objective opinion. I will explore the attitudes of parents about economic, marketing and health issues of fast food advertising on children.
Data Analysis Strategy

This chapter will outline the findings from the interviews, the questionnaires and the literature review conducted to see if there is correlation between the findings. The evidence is presented according to each research objective and triangulation occurs to identify similarities and difference found between the secondary and primary research. Finally, the research hypothesis will either be proven or disproven.

I did my survey online and I share it with Facebook and I asked several parents that I knew around me. I will study the main questions and their answers. Among my 27 participants, 74.1% have children aged 5 to 12.

Objective 1: To explain why the child became the first target of advertising for fast food companies.

Each year, the world's food and beverage companies spend billions on marketing and advertising their products to children and teenagers. The overwhelming majority of these products are high in calories, added sugar, saturated fat and sodium – fast food, fizzy drinks, sweets and chocolate to name just a few. Children are a prime target for marketers. Not only do children today have more disposable income at younger ages, but also they have significant influence over family purchases. Indeed, children and adolescents are now the target of intense and specialized food marketing and advertising efforts. (Jean Pierre Poulain, 2009).

After interviewed my target, 67% of parents believe that advertising has a negative impact on children's behaviour and 23% think that they is any impact. Food marketers are interested in youth as consumers because of their spending power, their purchasing influence, and as future adult consumers.
Children and adolescents are targeted aggressively by food advertisers, and are exposed to a growing and unprecedented amount of advertising, marketing, and commercialism through a wide range of channels. The principal goal of fast food advertising and marketing aimed at children is to influence brand awareness, brand preference, brand loyalty, and food purchases among youth. Indeed, in my survey, 20% of my target is extremely dissatisfied and 22.2% is moderately dissatisfied and 41% not have an opinion about fast food advertising aimed at children.
Objective 2 and 3: To investigate and understand the techniques used to reach target children through a commercial marketing such as packaging and gift.
To investigate how techniques influence behavior of children and describe what are the best techniques.

Multiple techniques and channels are used to reach youth, beginning when they are toddlers, to foster brand building and influence food product purchase behavior. These food marketing channels include television advertising, in-school marketing, product placements, kids clubs, the Internet, toys and products with brand logos, and youth-targeted promotions, such as cross-selling and tie-ins. Children as young as two are starting to recognize logos and request specific brands as soon as they begin to speak.

There has been a recent trend among food companies to market toys and products with brand logos to pre-schoolers and young children to develop an early and positive relationship with the child and thereby promote brand awareness and preference. (Jean Pierre Poulain, 2009).

Several companies sell counting and reading books for pre-schoolers and young children for brand-name foods. Kids who watch too much TV are usually overweight, according to the American Medical Association. Kids often snack on junk food while watching TV. They are also influenced by commercials to consume unhealthy food. Also, they are not running, jumping, or doing activities that burn calories and increase metabolism. Obese kids, unless they change their habits, tend to be obese when they become adults. A recent study confirms this finding, suggesting that even just an hour of TV is associated with childhood obesity. (Jean Pierre Poulain, 2009).

In my survey, 54% of parents think that their children spend watching TV every day.

**Figure 3: Question 7**

<table>
<thead>
<tr>
<th>How much time per week do your children spend watching TV? (26 responses)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>15.4%</strong></td>
</tr>
<tr>
<td>Everyday</td>
</tr>
</tbody>
</table>
Fast food restaurants typically use premiums in children's meals, giving away simple toys. Sweetened cereals also commonly give premiums in the form of toys, cards or games. Premiums can increase short-term sales since children may desire the item over the food, but they also can help elevate the image of that brand in children's minds.

65.4% of my respondents think that the packaging and toys of fast food restaurants influence their children. Fast food branding really does make food more appetising to children. A study has revealed that pre-school kids prefer foods wrapped in McDonalds packaging to the same snacks wrapped in unmarked packaging.

One of the most powerful marketing tools that fast food restaurants use is the promise of a toy with the purchase of any kids' meal. The food inside the meal is far less important to most children than the toy that comes with. When a kids' meal is packaged in a box or a bag that depicts well-known cartoon characters, children often want to eat the meal. Fast food restaurants use this to their advantage by offering toys that depict the characters, as well as packaging overloaded with the characters. It is a powerful marketing tool to use popular characters because they are so recognizable by children. Many fast food restaurants go so far as to offer a character aimed toward girls and a different character aimed toward boys, which increases their demographic considerably. Celebrities that endorse fast food restaurants can have similar impacts on the desire children have to eat the food. (Jean Pierre Poulain, 2009).

Figure 4: Question 11

Do you think the packaging and toys of fast food restaurants influence your children?
(26 réponses)

- 34.6%
- 65.4%
**Objective 4:** To explain what are the health consequences for children especially obesity and malnutrition.

Children and adolescents take in more calories in fast food and other restaurants than at home. Nearly half of U.S. middle and high schools allow advertising of less healthy foods, which impacts students' ability to make healthy food choices. In addition, foods high in total calories, sugars, salt, and fat, and low in nutrients are highly advertised and marketed through media targeted to children and adolescents while advertising for healthier foods is almost non-existent in comparison.

The association between television viewing and childhood obesity is directly related to children's exposure to commercials that advertise unhealthy foods.

By the time they are 5 years old, children have seen an average of more than 4,000 television commercials for food annually. During Saturday morning cartoons, children see an average of one food ad every five minutes. The vast majority of these ads are for foods with poor nutritional value, the researchers say. (Marie-Eve Nadeau, PDF Report 2010).

The growing epidemic of childhood obesity has focused attention on the possible role that media consumption and food advertising may play in influencing body weight and eating behaviour.

**Figure 5: Question 13**

Moreover, children tend to snack on sweets (cakes, sweets) during meals. Snacking is not good for health and can cause poor food and a horaire decallage for meals. 60% of my target have responded that their children tend to eat between meals. It is necessary to monitor the growth of children. In most cases, it normally, but it is recommended to remain vigilant: too snacking can cause eating disorders later.
Figure 6: Question 5

Do your children tend to eat between meals? (26 responses)

- Yes: 57.7%
- No: 42.3%
Conclusions and Recommendations

**Conclusion Objective 1:**

In recent years, food and beverage industry has seen that children and adolescents are the major strength of the market. Thus, they are now the main targets for the commercialization of food products. Advertisements and food marketing has developed thanks to the young, who are consumers today. They have purchasing power and influence purchases as future consumers. Food companies use all possible channels to reach youth, to promote their loyalty to the brand. These channels of commercialization can be the televised advertising, marketing to school, product placement. Food for children is mainly high in sugar and fat, and therefore inconsistent with the dietary recommendations.

Several factors influence eating behaviour in food choices for children including advertising, major force of influence. Over the past 10 years, American children and adolescents were increasingly targeted with intensive advertising and aggressive forms of commercialization. Marketers have interested to children and adolescents as consumers (Jack Dickey, 2015).

My study confirmed this idea, because 61% of parents interviewed think that advertising have a negative impact and 20% of my target is extremely dissatisfied and 22.2% is moderately dissatisfied and 41% not have an opinion about fast food advertising aimed at children.

**Conclusion Objective 2-3:**

The society in which we live is a society where everything is implemented to best meet the consumer. Advertising is one of the means available to companies to reach their maximum target. Since the 1980s, in Western consumer societies, a real advertising campaign is observed on television towards younger. Become in the home first purchase influencers, children are both the targets and key players of the advertising spots. Packaging is considered is a communication medium, it can visually recognize a product. It allows children to find their familiar characters, crucial element in decision-making in children.
Despite the proliferation of media platforms, television remains the preferred channel of food advertising. Because of the elevation of the time spent watching television and the majority presence of nutritionally unbalanced food (soft drinks, biscuits, dairy products, breakfast cereals) in the programs watched by children, the advertising exposure is increased and led to changes in their eating habits. (Alissa Fleck, no date)

The packaging is a real impact on perception and purchasing decisions. Indeed, product perception requires that it’s packaging and the image conveyed by this transfer can be the source of a judgment and thus affect how consumers imagine the taste of the product. Here, the packaging has a mission of communication but also of seduction before, during and after purchase.

Packaging is both a container and a media, which must convey the product but also communicate the characteristics and unique identity. It can be considered as the component of marketing strategies with the most impact (than advertising) because it is seen at the point of sale and at any time in the home.

**Conclusion Objective 4:**

On the impact of advertising on children overweight and obese, experimental studies conducted by experts in psychology from the University of Liverpool England has shown the link between advertising exposure and body mass index of children. Thus, obese or overweight children increase their food intake by more than 100% after exposure to food advertising on television.

Junk food can be appealing for a variety of reasons, including convenience, price and taste. For children, who do not always understand the health consequences of their eating habits, junk food may appear especially appetizing. However, regularly consuming fattening junk food can be addictive for children and lead to complications like obesity, chronic illness, low self-esteem and even depression, as well as affecting how they perform in school and extracurricular activities. (Laura Beil, 2015)
Junk food and foods with high sugar content deplete energy levels and the ability to concentrate for extended periods of time. Energy and focus are especially crucial for school-age children. Children set the foundation for lifelong habits in their youth, making junk food particularly hazardous to their well-rounded development.

Kids who ate fast food were more likely to consume a higher amount of calories, fat, carbohydrates and added sugars in one fast food meal. Children who consumed more fattening foods while eating fast food were also likely, in general, to eat more unhealthy foods at other meals.

**Recommendations:**

Following the completion of secondary and primary research into the issues of fast food advertising on children, the following three recommendations are suggested.

First, the government in each country should develop state school policies that promote a healthful eating environment in schools. The government should establish regulations to protect children from manipulative, invasive, and deceptive food advertising on the Internet and television.

Besides, eliminate fast food advertising aimed young children on children's television programs, such as morning, after-school, and weekend children's programs. It could have stricter limitations on the amount of advertising permitted on children's television.

Finally, build public support by increasing awareness among parents, educators, and consumers on the nature and extent of food advertising and marketing to children, especially young children. For example, the government can ask the doctors in each region, to organize of information meetings for parents and children about the issues of fast food.
Appendices

Issues of fast food advertising on children

Business Project

Have you got children aged 5 to 12?

- Yes
- No

Do you practice your food shopping with your children?

- Yes
- No

If yes, do they influence your shopping basket?

- Yes
- No

How often do you buy foods like sweets, chocolates and cakes?

- Once per day
- Once or twice per week
- Once per month
Do your children tend to eat between meals?

- Yes
- No

When you prepare food for your children, do you cook a balanced meal?

- Yes
- No

---

What do you think about school meals?

- School meals are excellent
- School meals are very good
- School meals are good
- School meals are poor
- School meals are very poor
- Autre...

---

How much time per week do your children spend watching TV?

- Everyday
- Once per week
- Two to three times per week
- More than three times per week
What do you think of fast food advertising aimed at children?

- Extremely satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Moderately dissatisfied
- Extremely dissatisfied

Do you think that advertising has an impact on children's behavior?

- Yes, a negative impact
- No impact
- Yes, a positive impact

How many times do you eat at a fast food restaurant?

- Once per month
- Between two to three times per month
- More than three times per month

Do you think the packaging and toys of fast food restaurants influence your children?

- Yes
- Not necessarily
- No
How many times do you eat at a fast food restaurant?

○ Once per month
○ Between two to three times per month
○ More than three times per month

Do you think the packaging and toys of fast food restaurants influence your children?

○ Yes
○ Not necessarily
○ No

What do you think about fast food industry targeting children? (through toys, advertisements, packaging...)

Réponse longue

Do you think there is an important relationship between fast food and obesity and malnutrition on children?

○ Very important relationship
○ Important relationship
○ Low relationship
○ No relationship
Responses:

Have you got children aged 5 to 12? (27 responses)

- Yes: 74.1%
- No: 25.9%

Do you practice your food shopping with your children? (26 responses)

- Yes: 76.9%
- No: 23.1%

If yes, do they influence your shopping basket? (24 responses)

- Yes: 37.5%
- No: 62.5%

How often do you buy foods like sweets, chocolates and cakes? (25 responses)

- Once per day: 65.4%
- Once or twice per week: 30.8%
- Once per month: 4.8%
Do your children tend to eat between meals? (26 responses)

- Yes: 57.7%
- No: 42.3%

When you prepare food for your children, do you cook a balanced meal? (26 responses)

- Yes: 65.4%
- No: 34.6%

What do you think about school meals? (27 responses)

- School meals are excellent: 33.3%
- School meals are very good: 7.4%
- School meals are good: 7.4%
- School meals are poor: 51.9%
- School meals are very poor: 7.4%
- Other: 7.4%

How much time per week do your children spend watching TV? (26 responses)

- Everyday: 53.8%
- Once per week: 15.4%
- Two to three times per week: 15.4%
- More than three times per week: 15.4%
What do you think of fast food advertising aimed at children?  
27 responses

Do you think that advertising has an impact on children's behavior?  
26 responses

How many times do you eat at a fast food restaurant?  
26 responses

Do you think the packaging and toys of fast food restaurants influence your children?  
26 responses
What do you think about fast food industry targeting children? (through toys, advertisements, packaging...)
(5 responses)

- jojoej
  - They are influencing children.
- Wrong should be banned
- Cc
- Nothing

Do you think there is an important relationship between fast food and obesity and malnutrition on children?
(27 responses)

- 44.4% Very important relationship
- 33.3% Important relationship
- 18.5% Low relationship
- No relationship
Bibliography


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