

ABSTRACT

PORMALEJO, REGINE E., RODERNO, MARISSA F., and SORIANO, MARICEL D. (2013). Mariners' Polytechnic Colleges, Panganiban Drive, Naga City. "EFFECTS OF TV ADVERTISEMENTS ON THE FOOD PREFERENCE AND CONSUMPTION OF CHILDREN IN NAGA CITY".

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The study primarily determined the effects of TV advertisements on the food preference and consumption of children in Naga City. Specifically, it answered the following questions: 1) What is the profile of the respondents along: a) age, b) sex, c) no. of hours watching TV in a day, d) network frequently watched e) with or without cable connection; and 2) What is the level of behavior of children manifested by their action towards TV food commercial.

The study used the descriptive research wherein 100 children residing in Naga City were used as respondents. A questionnaire was formulated and was used as a major tool in gathering data. The data gathered were analyzed and treated through the use of tabulation, ranking percentage, weighted mean, and frequency distribution.

The major findings were: 1) On the personal profile of the respondents in terms of age, 10-12 had the frequency of 25 or 50%. Along sex, male had the frequency of 28 or 56% and the rest were female. In terms of the number of hours watching TV, the children spent more than 2 hours in a day. In terms of connection, mostly children have their cable connection with 29 or 58%. In terms of the network frequently watched, most children at 15 or 30% watched TV programs in ABS-CBN. In terms of with whom the children are watching TV, 24 or 58% of the children watched TV with their family members. 2) On the level of behavior of children, data shows that the respondents created Action for Jollibee and McDonalds which means that they persuaded their parents to buy their desired food. Jollibee (3.85) ranked first followed by McDonalds (3.57), and Goldilocks

(3.04). The respondents reached action for their level of behavior in Jollibee and McDonalds while at Goldilocks they reached Desire. 3) Along food preference, the respondents rated all effects as Highly Effective with mean scores ranging from 3.26 to 3.54. Among the Highly Effective were: rank 1 was slogan/ tagline provides easy recall (3.54), rank 2 was children show a positive facial expression when they see the TV ads (3.38), and rank 3 was TV ads give choices to the children (3.36). Along food purchase and consumption, all were Moderately Effective with mean scores ranging from 2.98 to 3.24. Rank 1 was TV ads introduce new product for the children to buy new food (3.24); rank 2 was TV ads shape the children's mind to buy the food product (3.20); and rank 3 was TV ads show nutritional value of the purchased product (3.13). The average weighted mean for food purchase and consumption was 3.13 interpreted as Moderately Effective.

The study concludes the following: 1) Most of the respondents were within the age bracket of 10-12 years old. Majority of the respondents were male. Majority of the respondents were watching TV for more than 2 hours in a day in ABS-CBN. Majority of the respondents had their cable connection. Majority of the respondents watched TV with their family members. 2) For the level of behavior, respondents tend to purchase and consume food products at Jollibee and McDonalds. Common food purchased and consumed in these food chains were spaghetti, chicken, and French fries. 3) Slogan/Tagline of TV advertisements was the primary indicators that affect the food preference of children in the top three food establishments Jollibee, McDonalds and Goldilocks. TV ads that introduce a new product for children to buy new food was the primary indicator that affects the food purchase and consumption of children in the top three establishments.