IMPACT OF TV ADVERTISEMENT ON CHILDREN WITH SPECIAL REFERENCE TO CONFECTIONARY PRODUCTS (BISCUITS; SNACKS; ICE-CREAM AND CHOCOLATES) IN REWARI DISTRICT, HARYANA

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ABSTRACT
In recent times, Television influences the children’s eating habit to a large extent as they spend a lot of time in front of TV; thus the present study aims to examine the opinion of parents regarding the impact of confectionary product’s (chocolates; ice-cream; biscuits and snacks) TV advertisement on children’s eating habit with special reference to their demographic characteristics. The data were collected from 200 respondents. The result shows, parents opinion is that children’s eating habit is influenced by TV ads. TV ads are the only medium which gives information to children about new products available in the market and newly launched products. Parents are also in favor that because of over consuming of confectionary products there is problem arise of many health related issues like obesity, cavities.

KEY WORDS: TV Advertisement, Confectionary Product, Parent’s Opinion.

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