

A STUDY ON THE CUSTOMERS PERCEPTION ABOUT ADVERTISEMENT OF ORGANIC TODDLER FOOD

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 24 March 2023</p> <p>Accepted 22 June 2023</p>	<p>Purpose: This study assesses the impact of organic toddler food labelling on customer attitudes towards advertising, brand loyalty, and purchase intentions as well as consumer perceptions of healthiness and tastiness.</p>
<p>Keywords:</p> <p>Organic Toddler Food; Food Advertising.</p> 	<p>Theoretical Framework: These advertisements negative effects on the lower middle class are significantly more severe. Quite frequently, these food products develop snob appeal, and people from less affluent backgrounds are persuaded to buy them as dietary supplements and a means of ascension.</p> <p>Design/methodology/approach: Researcher used Purposive sampling technique This study concentrates on the impact and awareness of advertisement in organic toddler foods. Both ancillary and principal data were used in this study. Researcher has taken 384 as a sample for research study which is greater than the minimum statistically accepted sample size. The data were analyzed using the SPSS_22.</p> <ul style="list-style-type: none"> • Pearson's Coefficient of Correlation • Chi-square <p>Findings: Study reveals that there is no association between demographic variables and legal consideration of advertisement. It depicts that unlike gender and age, qualification has association opinion about legal consideration of advertisement. There exists a high positive relation between attitude toward advertising of toddler organic foods and awareness about legal issues related to toddler organic foods.</p> <p>Research, Practical and Social Implication: Customers should evaluate the value of advertisement and take buying decision. They should be given a clear picture on the myths and reality and identify the source and authenticity of advertisement. They should understand the legality related to advertisement.</p> <p>Originality/value: The importance of health in customers food shopping decisions has increased as their interest in health-related problems has increased.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i6.2339</p>

UM ESTUDO SOBRE A PERCEPÇÃO DOS CLIENTES EM RELAÇÃO À PROPAGANDA DE ALIMENTOS ORGÂNICOS PARA CRIANÇAS PEQUENAS

RESUMO

Objetivo: Este estudo avalia o impacto da rotulagem de alimentos orgânicos para crianças pequenas sobre as atitudes dos clientes em relação à propaganda, à fidelidade à marca e às intenções de compra, bem como sobre as percepções dos consumidores em relação à saudabilidade e ao sabor.

Estrutura teórica: Os efeitos negativos dessas propagandas sobre a classe média baixa são significativamente mais graves. Com bastante frequência, esses produtos alimentícios desenvolvem um apelo esnobe, e as pessoas de origens menos abastadas são persuadidas a comprá-los como suplementos dietéticos e um meio de ascensão.

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Projeto/metodologia/abordagem: O pesquisador usou a técnica de amostragem proposital. Este estudo se concentra no impacto e na conscientização da publicidade em alimentos orgânicos para crianças. Neste estudo, foram usados dados auxiliares e principais. O pesquisador escolheu **384** como amostra para o estudo de pesquisa, o que é maior do que o tamanho mínimo de amostra estatisticamente aceito. Os dados foram analisados usando o SPSS_22.

- Coeficiente de correlação de Pearson
- Qui-quadrado

Conclusões: O estudo revela que não há associação entre as variáveis demográficas e a consideração legal da propaganda. Isso mostra que, ao contrário do gênero e da idade, a qualificação tem opinião associada sobre a consideração legal da propaganda. Existe uma relação altamente positiva entre a atitude em relação à publicidade de alimentos orgânicos para crianças pequenas e a conscientização sobre questões legais relacionadas a alimentos orgânicos para crianças pequenas.

Implicações práticas, sociais e de pesquisa: Os clientes devem avaliar o valor da propaganda e tomar a decisão de compra. Eles devem ter uma visão clara dos mitos e da realidade e identificar a fonte e a autenticidade da propaganda. Eles devem entender a legalidade relacionada à propaganda.

Originalidade/valor: A importância da saúde nas decisões de compra de alimentos dos clientes aumentou à medida que cresceu o interesse deles por problemas relacionados à saúde.

Palavras-chave: Alimentos Orgânicos para Crianças Pequenas, Propaganda de Alimentos.

UN ESTUDIO SOBRE LA PERCEPCIÓN DE LOS CLIENTES DE LA PUBLICIDAD DE ALIMENTOS ECOLÓGICOS DIRIGIDA A NIÑOS PEQUEÑOS

RESUMEN

Objetivo: Este estudio evalúa el impacto de la publicidad de alimentos ecológicos dirigida a niños pequeños en la actitud de los clientes hacia la publicidad, la fidelidad a la marca y la intención de compra, así como en la percepción de los consumidores sobre la salubridad y el sabor.

Marco teórico: Los efectos negativos de estos anuncios en la clase media baja son significativamente más graves. Muy a menudo, estos productos alimenticios desarrollan un atractivo esnob, y se persuade a las personas de entornos menos acomodados para que los compren como suplementos dietéticos y un medio para ascender.

Diseño/metodología/enfoque: El investigador utilizó la técnica del muestreo intencional. Este estudio se centra en el impacto y el conocimiento de la publicidad sobre alimentos ecológicos dirigida a los niños. En este estudio se utilizaron datos auxiliares y principales. El investigador eligió **384** como muestra para el estudio de investigación, que es mayor que el tamaño mínimo de muestra estadísticamente aceptado. Los datos se analizaron con el programa SPSS_22.

- Coeficiente de correlación de Pearson
- Chi-cuadrado

Conclusiones: El estudio revela que no existe asociación entre las variables demográficas y la consideración legal de la publicidad. Muestra que, a diferencia del sexo y la edad, la cualificación tiene una opinión asociada sobre la consideración legal de la publicidad. Existe una relación altamente positiva entre la actitud hacia la publicidad de alimentos ecológicos para niños pequeños y el conocimiento de las cuestiones legales relacionadas con los alimentos ecológicos para niños pequeños.

Implicaciones prácticas, sociales y de investigación: Los clientes deberían evaluar el valor de la publicidad y tomar una decisión de compra. Deben tener una visión clara de los mitos y la realidad e identificar la fuente y la autenticidad del anuncio. Deben comprender la legalidad relacionada con la publicidad.

Originalidad/valor: La importancia de la salud en las decisiones de compra de alimentos de los clientes ha aumentado a medida que ha crecido su interés por las cuestiones relacionadas con la salud.

Palabras clave: Alimentos Ecológicos para Niños Pequeños, Publicidad de Alimentos.

INTRODUCTION

To guarantee the best possible growth and development, proper nutrition in infancy is crucial. Poor consumption habits can cause overnutrition and undernutrition as well as non-

communicable disorders including obesity and iron deficiency. The early supplemental feeding period affects long-term eating habits and flavor choices. Infant feeding can begin when a baby is around 6 months old and is developmentally ready.

While Family food is advocated, commercial baby foods are a quickly growing arcade segment that are currently thought to be worth American currency 8 billion annually in the America alone. The nutritious toddler foods do not fit national and international infant feeding recommendations. The fast proliferation of child "nosh foods," which are typically highly processed, indulgent foods with minimal dietary value, is especially concerning. Furthermore, a lot of baby food is offered in pouches that can be sucked from rather than eaten with a spoon. The risk of deferred growth of critical self-feeding abilities and appetite dysregulation exists with this form of feeding.

The claims made in a recent advertising for "PediaSure" by Abbott Nutrition sparked a lot of discussion and controversy in academic circles since many academics believed that the claims were false, and that the advertisement violated the Infant Milk Substitutes (IMS) Act. Similar concerns were previously voiced in opposition to the promotion of "Complan," another food item. These debates were further stoked by a recent revelation in the general press about a young person who killed himself because he felt he was not growing taller despite routinely ingesting a popular nutritional supplement that promises a huge rise in height. Three main issues—legal, ethical, and enforcement—have emerged from a review of the current discourse. Advertising ethics have in fact become a thing of the past with the rise of tough competition and aggressive marketing tactics. It is either immoral or criminal to create ambitions that are not achievable, to make claims that are believable but false, or to make assertions that are deceptive. However, unless it directly impacts each of us, no one has the time to worry. In the case of Glaxo instance (now GSK), it first introduced a food product named "Limical," a calorie-restricted beverage that was targeted at the upper-class society people who were concerned about their weight and calorie intake. As it was not successful, the business relaunched it under the name "Complan" with only minor changes to the ingredients and aggressively marketed it as a complete meal for growing youngsters.

According to a study from Canada, more than half of processed foods for babies and toddlers had higher sodium and sugar content than is recommended. Diets high in sodium have been associated to hypertension, while diets high in sugar have been linked to obesity. Particularly among the medium and high-income levels, childhood obesity rates are rising in India. In Delhi, a recent study of a wealthy schools revealed that 7% of students were fat and

27% of schoolchildren were overweight. But in India, not even sodium and sugar are subjected to any regulations on the ingredients that go into infant food products.

These advertisements negative effects on the lower middle class are significantly more severe. Quite frequently, these food products develop snob appeal, and people from less affluent backgrounds are persuaded to buy them as dietary supplements and a means of ascension. And this has a negative impact on their expenditure on necessary foods and nutritional goods. They are unaware that for their children, the same amount of money might be used to purchase much better-nutritional foods. When the unreasonable promises are not kept, these advertising also have a negative psychological effect on youngsters. Children who are too young to evaluate what is being offered to them emotionally or cognitively are the target audience for children's television advertisements, which used to target parents in the past. The objectives are to study

- (a) The customers perception about advertisement in organic toddler foods.
- (b) Examine legal consideration of advertising organic-label foods.
- (c) The customer's perception about legal issues related to organic toddler foods.

LITERATURE REVIEW

An overview of the main reasons driving the promotion of organic toddler food has been provided by number of studies. Numerous studies show that, in addition to concerns about the environment and welfare, health considerations are now just as essential as environmental ones when choosing organic toddler food. The opinions of different authors on their own preferences for the study's mention of organic toddler food advertisements are also taken from this section.

The issue of harmful food advertising was brought up by Obstein and Dibb (2015). HC providers or critics feel that advertising contributes to obesity since it encourages customers to eat more unhealthy diets and causes health concerns. When the issue of corrupt food in the media came up, it appeared that there needed to be some restrictions or standards for advertising bad food. So, the American government took action. The Govt. permitted to put labels and health-related claims on food in order to provide precise to assist consumers in making better eating choices. Thus, health-related claims on labels and other sources started to provide consumers with additional information about food products.

Hughner, McDonagh, Prothero, and Shultz (2007) have identified a number of impediments to buy organic goods, including excessive price premiums, a shortage of supply of organic items, poor merchandising, and distrust about certification bodies and organic labelling.

According to **Yiridoe et. al., (2005)**, some consumers choose not to purchase organic food because they believe it to be no better than conventional food.

The study of the OFM literature by **Hemmerling et. al., (2015)** demonstrates the extremely narrow focus of the body of research on promotional communication for organic food items as well as the dearth of studies on message techniques. The number of articles is incredibly little when one simply chooses from that literature the papers describing processed organic food.

According to **Hemmerling et. al., (2015)**, the bulk of research that have been published in the literature on marketing organic foods focused on product labels. Only 30 articles about consumers' information and communication demands could be found. Of those, 14 focused on messaging tactics; none, however, addressed how customers' views of product healthfulness are affected by widely disseminated promotional communication techniques like advertising. Clearly, further research is required to better understand how processed organic foods are marketed.

here is evidence to back up the hypothesis that food processing can make people feel less healthy was provided by **Lazzarini et. al., in 2016**. The researchers looked into variables that affect consumer perceptions of a product's healthfulness and environmental friendliness. They discovered a link between food processing and opinions of healthfulness that was adverse:

It has been established by **Arpan Banerjee (2010)** in his work on comparison advertising and the tort of generic disparagement that plaintiffs can more easily protect themselves from deceptive comparative marketing by using statutory trademark law. Indian judges have also permitted claims asserting generic disparagement, which is the disparagement of a large group of unnamed traders rather than a specific trader, and tortuous disparagement claims, which demonstrate a greater readiness to establish malevolent intent.

Rita Marie Cain (2010) found marketing literature on children's advertising in her study, "Entrenched Advt. to children: An advt. practice that requires a new regulatory approach." The article examines the concerns that researchers have previously discovered with child-targeted advertising.

According to **Yiridoe et. al., (2005)**, many customers recognize organic products based on the labels and/or logos that are affixed. In fact, several researchers have discovered a favorable association between customer purchasing choices and the labelling of organic products.

METHODOLOGY

Research Design

In this study, researcher used an analytical study with an exploratory and descriptive design. Purposive sampling technique was used for this study.

Research Gap

Several studies are conducted in the field of organic baby food but impact of advertisement in organic toddler foods is new area for study. This study concentrate on the impact and awareness of advertisement in organic toddler foods.

Source of Data

Both ancillary and principal data were used in this study. Primary data have been collected through the online survey of 384 respondents with the help of well-structured and pretested questionnaire. Secondary data have been collected by reviewing available literature, reports, books, journals, and websites.

Sample Size

The mean technique was used to establish the appropriate size for this investigation. As the thumb rule is larger the sample size is greater the accuracy, even though the minimum statistically accepted sample size should be 384; researcher has taken **384** as a sample for research study which is greater than the minimum statistically accepted sample size.

Tools Used for Analysis

The methods used for data analysis were based on the study's established research objectives. The data were analyzed using the SPSS_22.

- Pearson's Coefficient of Correlation
- Chi-square

RESULTS AND DISCUSSION

Data Analysis and Interpretation

H₀: "No impact on demographical factors and customers perception about advertisement for organic toddler foods".

Table 1: Crosstab between gender of the respondents and customers perception about advertisement

		Customers perception about advertisement			Total
		Low	Medium	High	
Gender	Male	31	79	84	194
	Female	30	79	81	190
Total		61	158	165	384

Source: Prepared by the author (2023)

Table 2: Crosstab between age of the respondents and customers perception about advertisement

		Customers perception about advertisement			Total
		Low	Medium	High	
Age	21-30	25	53	50	128
	31-40	22	74	89	185
	above 55	14	31	26	71
Total		61	158	165	384

Source: Prepared by the author (2023)

Table 3: Crosstab between qualification of the respondents and customers perception about advertisement

		Customers perception about advertisement			Total
		Low	Medium	High	
QUALIFICATION	Technical or Diploma	22	46	53	121
	Bachelor's degree	30	76	75	181
	Master's degree	9	33	35	77
	Doctorate degree	0	3	2	5
Total		61	158	165	384

Source: Prepared by the author (2023)

Table 4: Hypothesis

Hypothesis	Chi-value	P-value	Alpha value
<i>Gender and customers perception about advertisement for Toddler organic foods"</i>	.029a	.985	0.05
<i>Age and customers perception about advertisement for Toddler organic foods"</i>	6.013a	.194	0.05
<i>Qualification and customers perception about advertisement for Toddler organic foods"</i>	3.149a	.790	0.05

Source: Prepared by the author (2023)

Above details of gender and customers perception about advertisement for toddler organic foods. It is clear from the table that the Sig value is more than the critical value. As the sig value is more than the critical value the H_0 is accepted. It reveals that gender and perception about Advt.of toddler foods is not different

The Chi square analysis of age and customers perception about advertisement for Toddler organic foods. It is clear from the table that the sig value is above the critical value. As the sig value is more than the critical value, the H_0 is accepted. It means that that age and customers perception about advertisement for toddler organic foods are differ.

The Chi square analysis of qualification and customers perception about advertisement for toddler organic foods. It is clear from the table that the sig value is more than the critical value. As the sig value is higher than the critical value, the H_0 is accepted. It explain that there is qualification and customers perception about advertisement for toddler organic foods has no relation.

H_0 : “There is no association between demographical factors and opinion about legal consideration of advertisement”

Table 5: Crosstab between gender of the respondents and customers perception about advertisement

		Legal consideration of advertisement			Total
		Low	Medium	High	
Gender	Male	45	60	89	194
	Female	37	66	87	190
Total		82	126	176	384

Source: Prepared by the author (2023)

Table 6: Crosstab between age of the respondents and customers perception about advertisement

		Legal consideration of advertisement			Total
		Low	Medium	High	
Age	21-30	29	38	61	128
	31-40	45	62	78	185
	above 55	8	26	37	71
Total		82	126	176	384

Source: Prepared by the author (2023)

Table 7: Crosstab between qualification of the respondents and customers perception about advertisement

		Legal consideration of advertisement			Total
		Low	Medium	High	
Qualification	Technical or Diploma	28	44	49	121
	Bachelor's degree	32	53	96	181
	Master's degree	21	25	31	77
	Doctorate degree	1	4	0	5
Total		82	126	176	384

Source: Prepared by the author (2023)

Table 8: Hypothesis

Hypothesis	Chi-value	P-value	Alpha value
Gender and legal consideration of advertisement	1.047a	.592	.05
Age and legal consideration of advertisement	6.219a	.183	.05
Qualification and legal consideration of advertisement	12.757a	.047	.05

Source: Prepared by the author (2023)

Table 8 shows that Chi square analysis of gender and legal consideration of advertisement. It is clear from the table that the Sig, is higher that the critical value ($P > 0.05$),

the H_0 is .accepted. It means that there is no association between gender and legal consideration of advertisement.

The chi square analysis of age and legal consideration of advertisement. It is clear from the table that the sig is higher that the .05. As the p value is more than the .05 the H_0 is believed. It means that there is no association between qualification and legal consideration of advertisement.

The chi square analysis of qualification and ethical consideration of advertisement. It is clear from the table that the p value is less that the alpha value ($P < 0.05$). As the p value is lower than the alpha value, the null hypothesis is rejected. It indicates that there is association between age and ethical consideration of advertisement.

H_0 : “There is no relation between awareness toward advertisement of organic toddler foods and effectiveness of advertisement”.

Table showing awareness toward advertising of organic toddler foods and effectiveness of advertisement:

Table 9: Correlations

		Awareness	Advt.
Awareness	Correlation	1	.874(**)
	p-value		.000
	N	384	384
Advt.	Correlation	.874(**)	1
	p-value	.000	
	N	384	384

Source: Prepared by the author (2023)

Interpretation: above details there exists a very strong connection between awareness toward advertising of organic toddler foods and effectiveness of advertisement (0.874) and the p- value is .000. As p-value is below the critical value, we reject the H_0 . It indicates that there is a very strong relationship between awareness towards advertising of toddler organic foods and effectiveness of advertisement.

RESULT OF THE STUDY

- Study reveals that there is no association between demographic variables (gender, age and qualification) and legal consideration of advertisement.
- Study depicts that unlike gender and age, qualification has association opinion about legal consideration of advertisement.

- There exists a high positive correlation between attitude toward advertising of toddler organic foods and awareness about legal issues related to toddler organic foods.

CONCLUSION

The importance of health in customers food shopping decisions has increased as their interest in health-related problems has increased. Only a few studies on organic toddler food advertising have been done, despite the rapid expansion of the organic market. The majority of research on organic food is done in the agricultural sector. Studies on the organic food sector that use an agricultural approach are conducted differently from those that take an advertising strategy. As a result, little research has been done on the function and effects of organic toddler food in advertising. Additionally, conventional food promotion has garnered the most attention in the domains of marketing and advertising. Despite the brief history of the organic food sector. There will be more television advertising for organic toddler meals. Taking into account all of these facts, it is worthwhile to research organic food advertising. It is suggested that: The customers should evaluate the value of advertisement and take buying decision. They should be given a clear picture on the myths and reality about facts in advertisement. They should identify the source and authenticity of advertisement. They should also understand the legality related to advertisement of toddler foods.

The research study was done in a limited area and its results cannot be generalized in other areas. In the context of the organic baby food industry, the study was limited to buyer's perception on organic toddler food only. This research study is consumer based so with passage of time and change in place or different consumer characteristics the study might become useless overtime.

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