

THE IMPACT OF INSTANT FOOD TV ADVERTISING ON CHILDREN BUYING BEHAVIOUR: A STUDY OF NESTLE LANKA (Pvt.) IN SRI LANKA

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Abstract

TV advertisement is well known direct promoting apparatus for advertisers across the world. This study aims to open to cost-effective ways for marketers to promote their products and services in Nestle Lanka (Pvt) Ltd. Consequently, advertisers ought to comprehend the outcomes of acknowledging TV advertisements on consumers' buying behaviour. This study sought to analyse the impact of TV advertisements on children's buying behaviour in the instant food industry in Sri Lanka. Primary data was assembled through a questionnaire among 200 respondents from selected five supermarkets in the Matara District. Descriptive analysis, correlation analysis, and multiple regression analysis were employed to assess the impact between the independent and dependent variables. This study uses IBM SPSS 20.0 version. It was founded on inventiveness, celebrity endorsement, knowledge, and frequency impact on purchasing behaviour and the impact of creativity is the critical factor that mainly influences buying behaviour in the instant food industry. Finally, this study assists marketers in developing their TV advertisement strategies.

Keywords: *TV advertisement, Buying behaviour, Instant food industry.*

Introduction

In a modern business world, Marketing is an essential and significant function throughout business activities. Because in this competitive market, no one can win a reasonable market share without marketing.

Advertisements are commonly used as marketing tools, and advertisements for instant food focus on all types of customers in the business market. This research was conducted with the main objective of identifying how silent consumers perceive instant food advertising towards consumers and its influences on their buying decision. Instant food defines as an eating regimen high in handled food varieties and soft drinks instant food. This kind of diet might prompt to pack and think in glucose with related times of hyperactivity and laziness. Those advertisements can create a massive effect on children, like adopting unhealthy food habits.

This research has covered the Matara District. This research target sample was 200 parents with children in the Matara District. Mainly, the Researcher tried to gather information what is a theory on the impact of advertisements and children's buying decisions. That research gathered information on instant food and beverage products in the market of Nestle Lanka (Pvt) Ltd. This research project mainly aimed at establishing customers' perceptions of instant food advertising coordinated at kids that influence instant food television advertisements towards their food buying decisions.

Research on how purchasers see the effect of TV food advertising on their food inclinations, just as the general degree of parental worry as to this issue, was restricted. In contrast, most studies have zeroed in on the immediate impacts of youngsters' openness to fast food advertising on their food inclinations and

choices. There has been less examination because of instant food advertising's impact on choices regarding what food varieties they will (or won't) propose to their children (Halford et al., 2004; Harris, Bargh and Brownell, 2009; Linn and Novosat, 2008). Inferable from the pull of, most of the studies have zeroed in on the prompt impacts of youngsters' openness to fast food advertising on their food inclinations and choices. There has been less examination because instant food advertising impacts guardians' choices regarding what food varieties they will (or won't) propose to their children (Halford et al., 2004; Harris, Bargh and Brownell, 2009; Linn and Novosat, 2008). Inferable from the fact that created by the children and the annoying power they use to purchase the instant food develops positive, long-lasting brand relations with guardians to make brand devotion later on. Featuring this significance progressively, academic and lay conversation has zeroed in on the job of the media and marketing, for the most part, in impacting kids' food decisions.

This research was trying to address Sri Lankan guardians' view of TV food advertising to kids; how that advertising affects their buying decisions was the critical finding trying to extract through this research. Therefore, the results of this study help the new entrants to this field to design their future goals and use TV advertisements as their marketing strategy. This research focuses on identifying the TV advertisements factors affected mainly by customer buying behaviour. On the other hand, customers also can evaluate the instant food of Nestle Lanka by knowing information about instant food advertising methods.

Statement of the problem

While most of the studies have zeroed in on the immediate impacts of kids' openness to instant food advertising on their food tendencies and choices. (Halford et al., 2004; Harris, Bargh and Brownell, 2009; Linn and Novosat, 2008), there have been more minor examinations on the job of instant food advertising in impacting guardians' choices regarding what food varieties they will (or won't) provide for their child. Due to the pull effect created by the children and the pester power they use to buy instant food develop positive, long-lasting brand relations with guardians to make the brand dependable later on. Featuring this

significance progressively, scholarly and lay conversation has zeroed in on the job of the media, and advertising all the more for the most part, in impacting kids' food decisions. This research was trying to address Sri Lankan guardians' impression of TV food advertising to kids, how that advertising affects their buying decisions was the key finding trying to extract through this research.

Research questions and objectives

The main research issue was caused by a research question which is what is the impact between TV advertisements and children's buying behaviour in the instant food industry in Sri Lanka. This research question is converted into a research objective. The objective is to reveal the impact of instant food television advertisements on customers' eating habits to identify the level of influence that advertisements create to buy instant food.

Need for the study

This research study endeavours to distinguish the connection between TV advertisements and buying behaviour preference of instant foods with special reference to Nestle Lanka in the Matara District. With the rapid growth of the southern province, a lot of supermarkets are placed in the Matara District. As well as according to past literature, TV advertisement is a famous and good marketing strategy. Therefore, analyzing the TV advertisement practices and buying behaviour of instant food is important.

To avoid the problems that occurred in the instant food industry, most instant food businesses tend to entice customers back to their businesses, they are lowering their rates even further and expanding their advertising. During a recession, some instant food chains consolidate to get a larger market share and enhance profitability. However, it can generate losses for the fore organization. Therefore, TV advertisement practices and their characteristics will help them increase their market shares without trying to do expensive marketing campaigns.

Therefore, the findings of this study will be ill helpful for the new entrants to this field to design their future goals and use TV advertisements as their marketing strategy. This research focuses on identifying the TV

advertisements factors which are mostly affected by customer buying behaviour. On the other hand, customers also can evaluate the instant food of Nestle Lanka by knowing information about instant food advertising methods.

Study of Literature

This section incorporates two things, one is advertisement and the other one is buying behaviour. TV advertising is a technique for showcasing used to sell items and administrations by utilizing commercials on TV. Buyer buying behaviour is the mix of a customer's viewpoints, tendencies, objectives, and decisions concerning the client's conduct in the business place when purchasing a thing or organization.

Gaumer, C., & Shah, A. J. (2022) studied different strategies for marketers on TV advertising and child consumer in US and Japanese markets. Marketers' intent on targeting the Japanese child consumer must understand that Japanese children are seen as more vulnerable to advertising messages, often not recognizing an embedded commercial. Further, as Japanese children watch less television than American children, advertisers have a smaller window of opportunity with which to impact the viewer, therefore advertisements should employ an emotional appeal. Japanese children tend to prefer and react more positively to an emotional rather than a rational appeal. Lastly, advertisements need to focus on how the product/service will interact with and/or impact the family unit not just how it will satisfy the needs and/or wants of just the child.

The examination of purchaser conduct draws upon social science disciplines of human sciences, cerebrum research, sociology, and monetary perspectives. Nithiya, Anjani and Saravanan (2021) studied about pursues the children's understanding of television advertisements and attempt to examine the influence of TV advertisements on Child's responsiveness which in turn affects the buying behaviour of the parents. It has recognized the factors influencing parents' buying behaviour and also the connection between the connected elements. Children often attempt to impact

their parent's buying decisions especially when it comes to child-related products. The present study attempted to separate those factors to understand whether a parent yields to the influence and accepts to buy the products or not. The findings of the study provided an understanding that children do influence their parent's buying behaviour significantly. The study throws light on the effective medium for promoting child-related products, identifies the influencing factors and also determines the most preferred products because of children. This study can be used to lay the promotion policies for child-related products to achieve desired sales.

Debjani and Agarwal (2021) Studied correlational investigation of the Children's viewpoint towards TV Advertisements: (Special regard to Noida and bigger Noida Region). Understanding the people partaking in looking for focuses is the way to progress for advertisers. they'll style selling correspondence thus and may target them through OK channels. The job of children in the looking for call technique is vital in families looking for higher intellectual cycles. Furthermore, with the upgraded pay and nuclear family construction of NCR families, their job as powerhouses and assessment pioneers in looking for higher intellectual cycles is truly expanding. the extension of correspondence and along these lines the openness of children to different media vehicles, be it web, TV, print advertisements or underneath street Ads, has upgraded item and entire mindfulness among children and given them the capacity to offer meaningful contributions to looking for the call. The paper targets looking for the effect of proposes that of selling correspondence, especially TV advertising data of viewpoint towards the definite item. The selling correspondence shapes the youngsters' viewpoint towards any item and thereupon it impacts the guardians' looking for conduct. The study was directed to search out the effect of TV promotion and hence the elements were known and examined in understanding the point of view arrangement. An example of a hundred and eighty children and oldsters were chosen on a testing premise in Noida and the bigger Noida area.

Saxena, J. (2020) study about consumer behaviour towards instant food products in selected regions of Uttarakhand. The present examination put forth an attempt to analyze the current customer conduct of Instant Food Products by discrete family units and to gauge the interest in Instant Food Products in Uttarakhand. The findings are Minimum effort of home form and contrast in tastes and inclinations were the significant explanations behind non-utilization, though prepared accessibility and spare time for planning were the purposes behind expanding Instant Food Products. Retail shops, the Internet, through ads, are the wellspring of data and the wellspring of the acquisition of Instant Food Products. The standard of month-to-month consumption of Instant Food Products was seen as most elevated in higher salary gatherings. The normal per capita buy and per capital of Instant food Products had a positive relationship with the pay of households. High cost and poor taste were the explanations behind not buying a singular brand while best quality, retailers' impact and prepared accessibility were considered for inclining toward a specific brand of items by the customers.

Herath and Kapilarathna (2019) studied the impact of television advertising on children buying behaviour in the chocolate market in Sri Lanka. According to the findings, the most significant television advertising dimension is Information focused advertising. In addition to that, it was found that Emotion-focused and Imagery focused advertising also significantly influences children buying behaviour in the chocolate market. The study concluded a positive relationship between Television Advertising and children's n Buying Behavior.

These are a portion of the hidden elements that impact the customer conduct, and the advertiser should remember these so that a proper vital showcasing choice is made. Bylon, Jerry, Perdita and Bede (2019) learned with regards to the impact of TV adverts on youngsters' buy conduct: proof from Ghana. The study involved the number of inhabitants in youngsters between the ages of 13 and 18

years who sat in front of the TV adverts. The study observed that rudeness and agreeable adverts affect kids' buy conduct. The study proposed that arrangement of value, exact, dependable, and opportune data about items just as utilizing famous and affable big names in the TV notice.

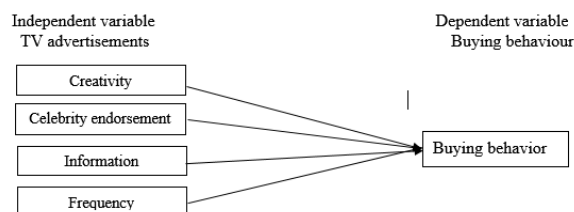
Hassan, A. (2015) studied about effects of tv advertisements on consumer buying behaviour. This study aims to answer the question that whether the residential background of consumers i.e., rural and urban has varying effects on buying decisions due to television advertisements. This study also compares the effect of TV advertisements on males and females. Results indicated that rural residents like TV advertisements more than urban residents. It was also concluded that urban residents do not purchase the goods unless they do not need them. Female behaviour towards purchase is more prejudiced by the TV advertisements than their male counterparts. The study also portrayed that both gender groups and both residents think good when they look at the ad of the product that they are now using or having.

Brian (2015) learned with regards to that Does food promotion impacts youngsters' food decisions? A basic survey of a portion of the new writing. The study observed ends are the accompanying: that kids comprehend the capacity of publicizing from the age of 8–9 years, even though there are constraints on how successfully they apply this information; that the substance of promotion to youngsters has remained generally unaltered for a very long time; that kids assume a functioning part in food decision in families; that kids' dietary inclinations and propensities are grounded before promoting is perceived; and that promoting's job in kids' food decisions and inclinations are multi-factorial and complex.

Conceptual model

The conceptual framework gives the impact between an instant food TV advertisement and buying behaviour variables. Dependent variable Buying Behaviour is explained by the independent variable dimensions of Creativity, Celebrity endorsement, Information and

Frequency. This conceptual model is shown in figure 1.



Sources: (Shabbir, & Arabian. (2016). *The impact of advertisement on buying behaviour of the children*)

Figure 1: The conceptual model for TV advertisement on consumer buying behaviour

Hypotheses

Based on the above literature and conceptual framework, the hypothesis for this study is developed as follows:

H1: There is an impact between creativity in TV advertisements and buying behaviour in the instant food industry.

H2: There is an impact between celebrity endorsement TV advertisements and buying behaviour in the instant food industry.

H3: There is an impact between information TV advertisements and buying behaviour in the instant food industry.

H4: There is an impact between the frequency of TV advertisements and buying behaviour in the instant food industry.

Operationalization of study

Operationalization for TV Advertisement on Buying Behaviour is shown in table 1 and table 2.

Table 1: Dimensions of the Independent variables (TV advertising)

Concept	Dimension	Indicators
	Creativity	Story
		Background and environment
		Music
	Celebrity endorsement	Popularity
		Familiarity
		Believable
	Information	Way of presenting
		Simple and understandable
		Usefulness
	Frequency	Time belt
		Repetition
		Short time

Sources: (Shabbir, & Arabian. (2016). *The impact of advertisement on buying behaviour of the children*)

Table 2: Dimensions of the Independent variables (Buying behaviour)

Concept	Dimension	Indicators
	Perception	Personality
		Attitude
		Culture
	Environmental Influence	Self-content
		Parents Recommendation
		Social usage level
	Product attributes	Quality
		Ingredients
		Price

Sources: (Shabbir, & Arabian. (2016). *The impact of advertisement on buying behaviour of the children*)

Research Methodology

Data was gathered utilizing a survey. Convenience and purposive testing procedures were embraced in choosing respondents. The data was dissected utilizing IBM SPSS Statistical bundles with the utilization of multiple linear regressions. The study observed data meddling and affable TV advertisement altogether affecting children purchasing behaviour.

Data Collection

This piece of exploration is expected to introduce the examination plan by distinguishing the connection between instant food advertising and buying behaviour in the investigation of Nestle Lanka (Pvt) in Sri Lanka. The specialist embraced an investigation of tests of instant food purchasers in the Matara locale to accumulate important data. Just as this examination intended to accomplish the truth that was set out by the researcher. The target population of this study has been considered as all the consumers who were engaged in instant food product advertisement and their buying behaviour in the Matara District. The sampling element was a single number of populations, and as for as, the study concerned most of the customers who buy or intend to buy Nestle products. It has 200 respondents from the Matara District for the research.

Sampling Units

The researcher was utilizing the non-probability sampling procedure where the components of the populace don't have a probability of being chosen for the example. By utilizing this method there may be an issue in certainly summing up discoveries of the study to the populace. The researcher had explicitly picked this sampling technique over the probability sampling technique to get starter direct data quickly and cost-effectively. The researcher utilized a comfort sample of 200 respondents from the individuals from the populace who are advantageously ready to give it.

Data Source, Period and Investigation

This unit of investigation alluded to the degree of accumulation of the data gathered during the ensuing data examination stage. In this specific study unit of investigation from people, where data was gathered from the individual premise. In this study, the researcher gathered information from people about the buying behaviour of guardians in Nestle Lanka and TV notices.

Out of all the supermarkets in Sri Lanka, products of Nestle Lanka (Pvt) Ltd Sri Lanka were selected for this study. According to Matara municipal council information, there were many main supermarkets in the Matara District. For this study top, bigger 05 supermarkets were selected from them. After one supermarket is selected from each selected supermarket and 40 consumers are selected from each restaurant using a multistage sampling method from all selected supermarkets.

Primary data was gathered through self-controlled polls among the buyers who purchase food varieties from instant food restaurants. Oneself controlled inquiries were comprised of two sections. Section A has comprised questions in regards to TV ads factors. These inquiries help to communicate a basic outline of the example. Part B has comprised questions concerning purchasing conduct. Those inquiries are made dependent on a five-point Likert scale. The scale was

going from unequivocally concur (SA) to firmly clash.

Gathered surveys have been cross-checked and utilized as a contribution to handling in SPSS. To expand the destinations of examination, essential information was broken down by utilizing descriptive statistical techniques, correlation coefficients analysis and regression analysis. Furthermore, charts, tables and other measurable devices were utilized for insightful and translation purposes.

Mainly this research was to find answers about children's buying behaviour, regarding TV advertisements of instant foods which key factors had affected their buying behaviour about the four variables in figure 1. In this conceptual model, independent variables are creativity, celebrity endorsement, information, and frequency. At the same time-dependent variable was buying behaviour.

Results and Discussion of Findings

Reliability and Validity

The Cronbach's Alpha Reliability Test was done to evaluate the internal reliability of the poll. The reliability analysis investigation method works out various usually utilized proportions of scale reliability and gives data about the connections between individual things in the scale. The test is huge when the alpha worth outcome is more than 0.7. four distinct marks of reliability, Excellent Reliability (0.90 or more), High Reliability (0.70 – 0.90), High Moderate Reliability (0.50 – 0.70) and Low Reliability (0.50 and underneath). The alpha coefficient for the television advertisement is 0.705 and purchasing conduct is 0.817. It proposes that things have high inward consistency. It implies that the data collection from the study is solid. It is shown in the after the table.

Table 3: Cronbach's Alpha Values

Factors	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No of Items	No of Respondents
TV advertisements	0.705	0.715	12	200
Buying Behaviour	0.817	0.821	9	200

Mean and Standard Deviation of Buying behaviour

In terms of buying behaviour that implies, that the mean value was 3.68 and the value can deviate from 0.537. Since the mean value was between the range of $3.5 \leq X < 5$, it discovered that customers are almost highly agreed with buying behaviour.

The variables such as creativity, celebrity endorsement, information, and frequency. These variables have mean values of 3.73, 3.57, 3.59 and 3.22 respectively. Those are deviated from 0.651, 0.657, 0.533 and 0.476 respectively. It shows that creativity, celebrity endorsement, information, and frequency have a high level of attributes to children's buying behaviour.

Table 4: Mean and Standard deviation of Buying behaviour

Dimensions	N	Mean	Standard Deviation
Creativity	200	3.73	0.651
Celebrity endorsement	200	3.57	0.657
Information	200	3.59	0.533
Frequency	200	3.22	0.476
Buying behaviour	200	3.68	0.537

Source: SPSS output from field information

Pearson Correlation analysis

Table 5: Correlation between TV advertisements dimensions and Overall Buying

Dimensions	Pearson correlation	P-value
Creativity	0.777	0.000
Celebrity endorsement	0.713	0.000
Information	0.516	0.000
Frequency	0.268	0.000
TV advertisements	0.813	0.000

Source: SPSS output from field information

In the impact between TV advertisement and buying behaviour, the Correlation coefficient of Pierson was concentrated on the connection between two factors. General guidelines about

connection coefficient, coefficient range ± 0.91 to ± 1.00 = extremely amazing, ± 0.71 to ± 0.91 = high, ± 0.41 to ± 0.70 = moderate, ± 0.21 to ± 0.40 = little yet clear impact, ± 0.00 to ± 0.20 = slight, practically immaterial.

Table 5. shows there is a critical and positive connection between creativity, celebrity endorsement, information, and frequency. The impact coefficient of creativity is 0.777. It falls under the coefficient scope of ± 0.71 to ± 0.91 . This demonstrates a high impact. The impact coefficient of celebrity endorsement is 0.713. It falls under the coefficient scope of ± 0.71 to ± 0.91 . This demonstrates a high impact. The impact coefficient of information is 0.516. It falls under the coefficient scope of ± 0.41 to ± 0.70 . This demonstrates a moderate impact. The impact coefficient of frequency is 0.268. It falls under the coefficient scope of ± 0.21 to ± 0.40 . This demonstrates a slight impact. As per table 5. the connection between independent variable TV advertisement and dependable variable buying behaviour is 0.813 and which infers that there was a solid positive connection between TV advertisement and Buying behaviour.

Multiple Regression Analysis

By utilizing the above data, a multiple regression model can be enunciated as follows.

Table 6: Model Summary of Multiple Linear Regression Analysis

Figure	Value
R	0.839 ^a
R Square	0.703
Adjusted R Square	0.697
Standard error of the Estimate	0.295

Source: SPSS output from field information

According to Table 6., the Adjusted R Square statistic is 0.697 which implies that 69.7% of the change in buying behaviour towards TV advertisements is explained by these four variables.

Table 7: Analysis of Variance for Multiple Linear Regressions

Model	Sum of Squares	Degrees of Freedom	F	Significant
Regression	40.294	4	115.462	.000 ^b
Residual	17.013	195		
Total	57.307	199		

Source: SPSS output from field information

Table 8: Coefficients

Model	β Coefficients	Standard Error	T value	Significance (P Value)
(Constant)	0.500	0.196	2.551	0.012
Creativity	0.387	0.046	8.377	0.000
Celebrity endorsement	0.298	0.041	7.297	0.000
Information	0.117	0.047	2.496	0.013
Frequency	0.076	0.046	1.666	0.097

Source: SPSS output from field information

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$$

$$BB = 0.500 + 0.387IN + 0.298EN + 0.117SC + 0.076IR + \epsilon$$

R-squared is a factual proportion of how close the information is to the fitted regression line. It is otherwise called the coefficient of determination, or the coefficient of multiple determinations for multiple regressions. As indicated in table 6. the R square value for the model was 0.703. It addresses 70.3 % of variety in subordinate variable Buying Behaviour clarified by the free factor aspects of Creativity, Celebrity endorsement, Information and Frequency. Subsequently, it tends to be recognized that there is 29.7% of unexplained variety in this model. Subsequently, the model fitted reasonably. The reason is the clarified variety is higher than the unexplained variety.

Adjusted R Square worth is adapted to the number of factors remembered for the regression equation. This is utilized to gauge the normal variety in R Square that would not sum up to the populace since the model is over-fitted to the informational collection by including an excessive number of free factors. As per table 6, (0.697) adjusted R Square worth is lower than the (0.703) R Square worth, which shows that the relapse condition might be over-fitted to the example and restricted generalizability. Moreover, the worth of the

standard mistake of the gauge is 0.295. It recommended that the model fitted well since the standard mistake of the gauge esteem was higher than the mean worth of the ward variable of buying behaviour. (Mean value of Buying Behaviour is 3.68).

As indicated by the above data Creativity, Celebrity endorsement, Information and Frequency were exceptionally critical for the model as p-values were under 0.05. Among these factors Buying Behaviour is exceptionally sway on Creativity (0.000), Celebrity endorsement (0.000), Information (0.013) and Frequency (0.097).

Conclusions and Recommendations

As the result of this research, it can be observed that TV advertisement has a significant impact on Buying behaviour of the instant food industry in Sri Lanka. Based on multiple regression analysis carried out by the researcher, the entire elements of TV advertisement dimensions which impact buying behaviour in the instant food industry in Matara District creativity, celebrity endorsement, information and frequency have significantly impacted buying behaviour in the instant food industry in Matara District.

The third objective of this study was to identify the factors that affect customers' decisions in instant food buying and the most influencing TV advertisements practice in buying behaviour of the instant-food industry in Sri Lanka. According to the multiple regression analysis It was identified that buying behaviour through customer satisfaction is highly influenced by the creativity of the message in the instant food industry in Sri Lanka.

However, the results of the study show that TV advertising does not only affect the buying behaviour of the instant food industry in Sri Lanka. Some other factors affect the buying behaviour of the instant food industry. According to literature personality, attitude, culture, parent's recommendations, ingredients other factors are the same factors which affect buying behaviour.

Limitations, Suggestions and opportunities for further research

The limitation is that geographically the area concerned only the Matara District. The reason is most instant food supermarkets with Nestle foods are located in the Matara area. The study questionnaires gave only 200 respondents in 5 franchise instant food supermarkets. Time and budget constrain are the reasons for limitations. Further, Customers hesitated to disclose the accurate information, as well as some of the supermarkets, were not given the authorization to get the information from their customers. Some customers refused to participate in the survey. Therefore, it was difficult to collect the data on time.

The study findings indicate that customers are most like to give their attention to a message when it is story, usefulness and popularity sources. Marketers should focus on these three dimensions when they make a TV advertisement. It will help them to increase their brand image and brand awareness. However, literature indicated that TV advertisements are a kind of highly effective marketing method. Therefore, it is recommended that is a suitable marketing method for increasing the brand image and brand awareness which affect the brand preference of the instant food industry in Sri Lanka.

The restriction is that geographically the region is concerned just the Matara region. It very well may be done in different pieces of the nation or for the entire country. Also, the polls were given to 200 respondents in 5 establishment moment food grocery stores. It additionally can be augmenting to an enormous number of respondents. A bigger example created better outcomes with more noteworthy possibilities for speculation. Further, this study did utilize establishment moment food general stores with Nestle food varieties as it were. Thusly, future scientists can move towards an extensive populace including neighbourhood moment food and wide region by growing testing outline. The potential specialists ought to think about another assistance area while assessing the effect of TV advertisements components on buying behaviour.

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