INFLUENCE OF TELEVISION ADVERTISEMENTS ON PURCHASING BEHAVIOUR AND ITS IMPACT ON CARIES PREVALENCE AMONG SCHOOL CHILDREN OF BANGALORE CITY.

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INTRODUCTION

• Despite the growing strength of social networks, television advertising is still the most influential medium in people’s purchasing decisions, particularly children.

AIM

1. To assess the influence of television advertisements on the purchasing behavior of foods detrimental to oral health and their impact on caries prevalence among school children
2. To analyse the extent and nature of food advertising in a sample of kids’ television programmes focusing on the foods detrimental to oral health.

MATERIALS AND METHODS

- North and south zones
- Bangalore city
- 4 schools from each zone
- Cluster random
- Multi-stage cluster random sampling
- Simple random
- Subjects who met selection criteria
- Self-administered questionnaire related to advertisements & Clinical examination (DMFT/dmft index)
- Content analysis of television advertisements focusing on foods detrimental to oral health
- Health education using the learning ladder model was given to all the participants about the ill effects of foods advertised on television
- Post intervention questionnaire is administered after one month to evaluate the effect of the intervention

RESULTS

<table>
<thead>
<tr>
<th>DMFT</th>
<th>If yes, how often you purchase them?</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Never</td>
<td>Every Day</td>
</tr>
<tr>
<td>0</td>
<td>8</td>
<td>48</td>
</tr>
<tr>
<td>1 - 3</td>
<td>2</td>
<td>44</td>
</tr>
<tr>
<td>&gt; 3</td>
<td>2</td>
<td>33</td>
</tr>
<tr>
<td>Total</td>
<td>12</td>
<td>125</td>
</tr>
</tbody>
</table>

p < 0.001

Type of food ads in %

- HIGH SUGAR: 73.92%
- HIGH SUGAR AND ACID: 2.05%
- LOW TO MODERATE SUGAR AND ACID: 0.76%
- OTHER ALIMENTARY PRODUCTS: 23.27%

Mean differences in purchasing behaviour pre and post intervention

<table>
<thead>
<tr>
<th>Promotion technique used</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>169</td>
</tr>
<tr>
<td>No</td>
<td>425</td>
</tr>
<tr>
<td>Food Advertisement detrimental to oral health</td>
<td>594</td>
</tr>
<tr>
<td>Yes</td>
<td>196</td>
</tr>
<tr>
<td>No</td>
<td>586</td>
</tr>
<tr>
<td>Total</td>
<td>782</td>
</tr>
</tbody>
</table>

p < 0.05 (0.000)

Conclusion

• Television advertisements may strongly influence children’s food preferences and eating habits, resulting in a higher caries prevalence.
• Food advertising on television is dominated by food items that are potentially harmful to oral health.
• Moreover, persuasive marketing techniques are intensely used in the advertisement of foods that are detrimental to oral health.

Public health significance

A total ban on advertisements would not be practically possible. A more reasonable approach would be to limit the number of advertisements that feature potentially unhealthy food and drinks and to carry health warning messages.

References


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