

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

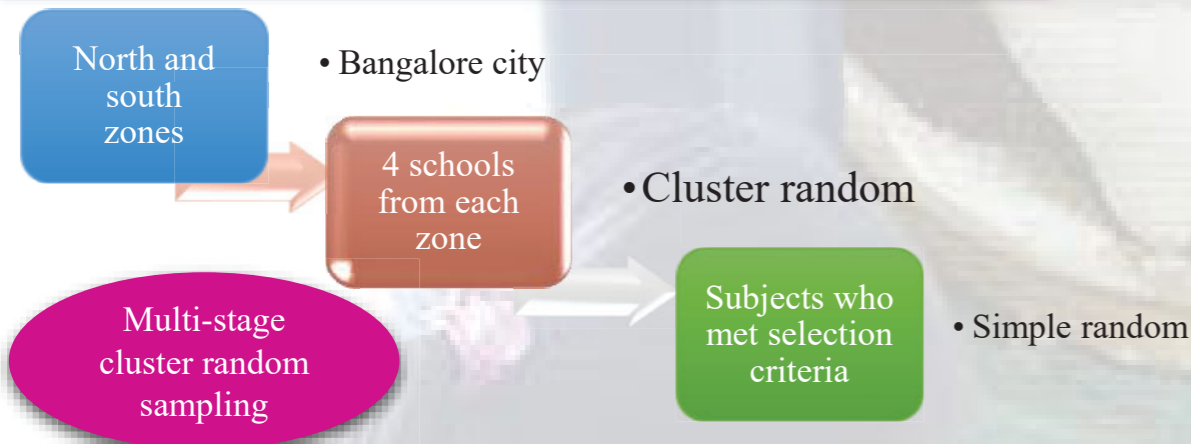
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## INTRODUCTION

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

## MATERIALS AND METHODS



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

## Discussion

- For each additional hour of television viewing per day, there was a 10% increase in the amount of snacking by the child (Pagani *et al.*, Arch Pediatr Adolesc Med. 2010)
- 59.1% of the children demanded snacks after watching TV advertisements, of which 61.9% had dental caries (DMFT score  $\geq 1$ ) (Ravishankar *et al.*, J Clin Diagn Res. 2016, 4:1)
- Persuasive techniques in food advertisements are used more often in advertisements for non-core, unhealthy foods (Boyland *et al.*, 2012; Kelly *et al.*, 2008; 2010).

## AIM

- 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
- To analyse the extent and nature of food advertising in a sample of kids' television programmes focusing on the foods detrimental to oral health.

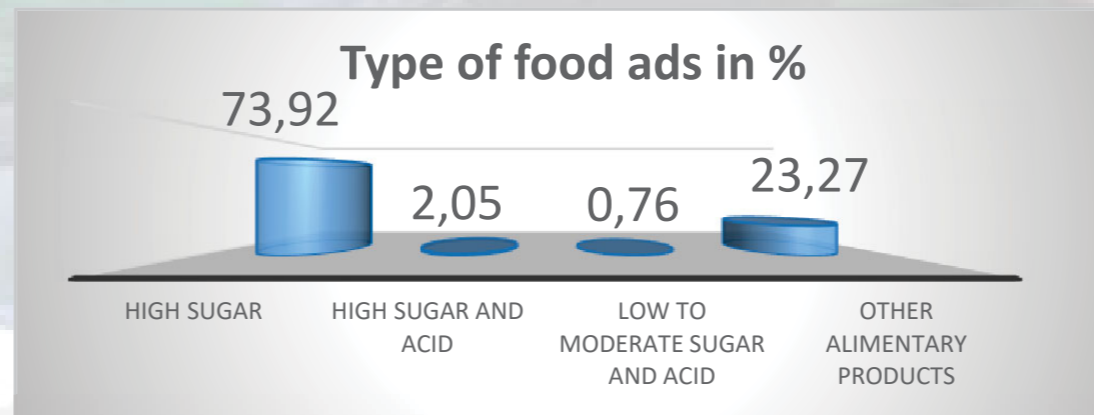
## RESULTS

DMFT	If yes, how often you purchase them?				Total
	Never	Every Day	Once in a week	Once in a month	
0	8	48	163	41	260
1 - 3	2	44	88	21	155
> 3	2	33	24	6	65
<b>Total</b>	<b>12</b>	<b>125</b>	<b>275</b>	<b>68</b>	<b>480</b>

p < 0.001

Food Advertisement detrimental to oral health	Yes	Promotion technique used		Total
		Yes	No	
Food Advertisement detrimental to oral health	Yes	169	425	594
	No	27	161	188
<b>Total</b>		<b>196</b>	<b>586</b>	<b>782</b>

p < 0.05 (0.000)



Mean differences in purchasing behaviour pre and post intervention

	Post - Pre
Z	-5.720
P value	.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

- Gatou T, Mamai-Homata E, Polychronopoulou A, Koletsi-Kounari H. The extent of food advertising to children on Greek television: focus on foods potentially detrimental to oral health. Community Dent Health. 2014 Jun 1;31(2):68-74.
- Ghimire N, Rao A. Comparative evaluation of the influence of television advertisements on children and caries prevalence. Global health action. 2013 Feb 12;6.

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