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## Impact of Food Advertisement on Captive Audience - An Empirical Study

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### ABSTRACT

The descriptive research investigates the impact of television commercials of food advertising to children in the age group of 6-11 years from Tamil Nadu, Kerala, Andhra Pradesh and Karnataka. Children rarely employ cognitive ability and lack of perceptual differences contributes to poor evaluation of the impact of the advertisement. At this background, the impact is measured in terms of attitude and behaviour of captive audience, data collected from 238 respondents through a structured questionnaire circulated using survey monkey. The main objectives are to understand the evil effects of advertisements on children, parent's opinion towards advertisements and evaluating the influence of commercials on a child's attitude and behaviour. The data analysed using Reliability analysis, Chi square, Correlation and Regression. The main findings are- there is a positive relationship between TV commercials and Child's attitude and Child's Behaviour. There is also a significant relationship between family type and child purchase behaviour. Based on the understanding and analysis recommendations are provided for parents, companies and Government. At the end of the study further scope for research is provided.

**KEYWORDS:** *Attitude, behaviour, Captive Audience, South India, TV Commercials.*