

Packaging foods and beverages through animated characters: A study of preferences of kids along with perception formation of the parents

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ABSTRACT

Alongside India has the capability of being the greatest with sustenance what's more, horticulture area. The Food Processing industry is the fifth biggest industry in India as far as creation, utilization, send out and anticipated development. Among the different divisions of Food Handling industry, bundled nourishment industry is developing at the quickest pace of 16 % p.a. There are about 100 universal, national and nearby players officially working in the industry and equivalent quantities of players are probably going to enter the market in coming a long time because of its colossal development potential. Bundled nourishment items being the result of low contribution classification, a little separation exists among the items delivered by different players of the business so to separate their item organizations make utilization of different showcasing devices. A standout amongst the most conspicuous apparatuses utilized in the business is bundling. The organizations make utilization of different bundling components to separate their items. This examination is attempted to investigate the effect of enlivened characters gave on the bundles of bundled nourishment and drink items on the item loving and inclinations of kids and on the impression of guardians. To accomplish the point of think about, an example of 300 respondents was taken. The exploration paper is organized into five segments. The main area centers around the early on part of the paper. It features the universal, national and nearby situation of Food preparing industry. The second segment centers around the viewpoints like the meaning of bundled nourishment, portions of bundled sustenance item class, significance also, the job of bundling in the classification and principle destinations of the think about. The third area talks about the past examinations parallel to the present investigation. It additionally features how the present examination is not quite the same as past investigations. The fourth segment uncovers how the examination has been embraced. The last area for example fifth segment portrays the discoveries of the paper, impediments of the investigation, arrangement proposals and closing comments.

1. Introduction

International, National And Local Scenario Of Food Processing Industry

1.1 Global processed food industry

As indicated by Food Agricultural Organization (FAO), Food handling can be characterized as the procedure that incorporates every one of the means that nourishment experiences from the time it is collected to the time it touches base on buyer's plate. The measure of worldwide handled sustenance industry is evaluated to be esteemed around at the US \$ 3.6 trillion and records for 3/4th of the worldwide nourishment sales.¹ Despite its expansive size, just 6% of prepared sustenances are exchanged crosswise over outskirts contrasted with 16% of significant mass agrarian products. Joined States of America (USA) is the single biggest customer of handled sustenance and records for 31% of the worldwide deals. This is on the grounds that as nations grow, high caliber and esteem included prepared sustenance, for example, accommodation nourishment is favored over staples, which are pervasive in less created economies. Over 60% of complete retail prepared sustenance deals on the planet are accounted for by U.S.A, European Union and Japan taken together. Japan is the biggest nourishment handling market in the Asian locale, however, India and China are making up for lost time

quick and are probably going to develop all the more quickly. A standout amongst the most, in fact, propelled nourishment preparing ventures comprehensively is Australia as the items created are of global principles and at similarly lower costs. The offer of India in worldwide Food handled industry remains at around 1.6 %. The Ministry of Food Processing Industries has expressed in its Vision 2015 that it means to build India's offer from the current dimension to 3% of world prepared sustenance exchange.

1.2 Indian processed food industry

India has the second biggest arable place where there are 161 million hectares and has the most elevated real estate underwater system. Besides China, India is the second biggest nourishment maker on the planet and can possibly immerse the greatest with sustenance and horticulture segment. The measure of sustenance industry in India is evaluated to be of Rs. 13, 20,000 crores (the US \$ 220 billion) by 2015 and that of handled sustenance industry is evaluated to be of Rs.6, 60,000 crores (the US \$110 billion) by 2015. The nourishment preparing industry is the fifth biggest industry in India regarding creation, utilization, send out and anticipated development. The nourishment preparing represents about 14% of assembling GDP, almost 13% of India's fares and 6% of the complete modern venture and utilizes around 13 million

individuals straightforwardly and 35 million individuals in a roundabout way

The principal areas of the nourishment preparing industry are given in the accompanying table:-

Table: 1 Main sector of the Food Processing Industry

Sectors	Products
Diary	Whole Milk Powder,, Condensed milk, Ice cream, Butter, Ghee & Cheese.
Fruits & Vegetables	Beverages, Juices, Concentrates, Pulps, Slices, Frozen & Dehydrated products, Potato Wafers/
Grains & Cereals	Flour, Bakery products, Starch Glucose, Comflakes, Malted foods, Beer and Malt extracts, Vermicelli, Grain based alcohol.
Fisheries	Frozen & Canned products mainly in fresh form.
Meat & Poultry	Frozen and packed – mainly in fresh form, Egg powder.
Consumer Foods	Snacks, Namkeens, Biscuits, Alcoholic and Non alcoholic beverages.

(Source:- Ministry of food processing India, Annual Report 2013)

1.3 Food processing industry

Since the 2000s and all the more as of late the nourishment handling area has seen corporatization in a huge way. Because of this, an enormous interest, particularly of sustenance items, has risen. To fulfill the need supply hole, there is a major ascent in private nourishment handling units. A portion of the noticeable private players of bundled nourishment industry working at national dimension is Haldiram, Bikaner and so on.

2. Definition of Packaged food and its various segments

Bundled sustenances can be characterized as those nourishments that are wrapped or put away in the holder and could be delivered to somewhere else with no harm or obliteration. They can be eaten promptly or in the wake of including water or another item, warming or defrosting. They are generally mostly arranged or totally arranged. Bundled nourishments are otherwise called accommodation sustenances in view of simplicity of utilization. Bundled nourishment is a wide term that incorporates the different items over the distinctive divisions of sustenance preparing industry. In more extensive terms, the bundled nourishment/accommodation sustenance could be essentially characterized into two classes:-

Rack stable comfort sustenances are additionally delegated:-

- Ready to cook sustenances – for example, moment blends like cake blends, gulab-jamun blend, falooda blend, frozen yogurt blend and so on., pasta items like noodles, macaroni, vermicelli and so on.
- Ready to eat sustenances – for example, bread, scones, buns, frozen yogurt, chips, namkeens and so on.

Other than over the other general things that go under rack stable comfort nourishments incorporate milk, Atta, corn pieces, vegetable, and eatable oils.

Solidified comfort sustenance incorporate natural products and vegetables in solidified structure, yogurt and so on

Bundled sustenance showcase is relied upon to be of Rs.91, 000 crores by 2015. Principle sorts of Packaged sustenance items incorporate (1) Milk-based items like cheddar, spread, frozen yogurt (2) Bakery items like scones, cakes, buns, breads and so on (3) Fruit based items like organic product juices, jams, natural product drinks and so forth (4) Snakes, namkeens, Potato chips, sauces and so on (5) Confectionary things like desserts, jams, biting gums and so on.

Principle factors in charge of quickest development of bundled sustenance items incorporate increment in urbanization, separating of the customary joint family framework, want for quality, ascent in per capita income, increasing number of working women, increasing health awareness, changing lifestyles and increased level of affluence in the middle-income group.

2.1 Packaging and its importance for the packaged food industry

The bundle is characterized as a compartment which holds, ensures and recognizes the item all through its conveyance channel (Ampuero and Vila, 2006). It has been found from the ongoing exploration that roughly 73% of the items are sold on oneself administration bases at the purpose of the offer (Silayoi and Speece, 2007). This demonstrates critical signs should be given to the buyers at the purpose of offer with the goal that organizations could separate their items from the contenders on one hand and could draw in and induce the customers to purchase their items then again. Under these conditions, the bundling would be the most valuable apparatus that might be accessible for pulling in the customers' consideration. This in light of the fact that not at all like different types of correspondence which will, in general, be momentary, bundling assumes a vital job at the purpose of the offer, yet additionally after the genuine buy of the item. The principal decision time is tied in with getting the clients consideration and imparting the advantages of the offer. The second critical point in time is tied in with giving the instruments the client needs to encounter the advantages when utilizing the item. The bundling is significantly progressively critical for bundled and prepared to eat nourishment items this is on the grounds that they have a place with low inclusion classification. Low association

products are essentially low evaluated items with little significance. For example, motivation buys classifications like namkeens and frozen yogurts. In these classifications, purchasers will, in general, be driven by in-store factors and extraneous signs (for example brand name, bundling and so on) to assist them with making their choices as they have neither the longing nor the need to exhaustively explore and evaluate every one of the contributions accessible to them. Thus to exploit the circumstance organizations frequently make inventive utilization of different bundling components like shape, estimate, shading, marks, the position of visual and verbal components and so forth to separate their items from rivals and to pull in shoppers to their items. A standout amongst the most noticeable method utilized by organizations to move their items, similar to bread rolls, wafers, frozen yogurt, chocolates and so forth, particularly focused to youngsters is utilization of energized characters on their item bundles in order to pull in the kids to their items since the nearness of these figures enables kids to recognize and recall the related item (Connor, 2006).

3. Purpose of the study

The principal destinations of the examination contemplate are as under:-

- 1) To examine whether pictures of computer game characters on sustenance bundling impacts youthful kids' inclinations of nourishment items
- 2) To analyze whether the photos of authorized media spokes-characters on refreshment bundling influences youthful kids' loving for the drink
- 3) To analyze the view of guardians with respect to the impact of enlivened characters on kids' nourishment decisions and conduct.
- 4) To decide the disposition of guardians towards the sustenance items which are being focused on kids and having the photos of enlivened characters on their bundles.

4. Literature review

Nourishment advertising to kids is a widespread wonder. Different explores have been attempted every once in a while to investigate the achievement of different systems that organizations had officially utilized for pitching their items to kids and for discovering still new methodologies that could be produced and utilized to pull in still increasing number of youngsters. Some of the looks into that disjoined as wellspring of motivation for the present examination are given beneath:-

(Stutts and Hunnicutt, 1987) proposes concentrating on offspring of two to seven years old. The reason is that amid this period, they turn out to be progressively constrained by pictures and emblematic procedures, including those from promoting, and start to make decisions about the different items they may use later on. (Valkenburg and Buijzen, 2003) found from his examination that brand characters are engaging youthful youngsters due to their constrained subjective capacities. As per them, preschoolers are not ready to assess boosts on more than a couple of measurements and spotlight just on the most striking qualities. Since these youthful youngsters don't comprehend unique or multileveled improvements and messages, they settle on their choices

dependent on perceptual traits, which could be the presence of the item or its bundle. Accordingly, youthful youngsters may just abhorrence an item with an unusual shape or revolting picture or shading and like an item since it has a pleasant picture on the bundle. (Robinson et.al, 2007) led an examination to break down the impacts of junk food marking on youthful kids' taste inclinations. In concentrate, the youngsters were solicited to taste 5 sets from indistinguishable nourishments and drinks in bundling from McDonald's and coordinated yet unbranded bundling. The kids were then inquired as to whether the two nourishments tasted the equivalent or on the off chance that one tasted better. The aftereffects of the investigation demonstrated that youngsters favored the preferences of those sustenances and beverages that were bundled in the bundling of McDonald's as opposed to those that were pressed in unidentifiable or unbranded bundling. This demonstrated brand personality can impact youthful kids (3-5years old) tastes discernments.

(Philpson et.al, 2008) attempted an investigation to assess the effect of different sustenance showcasing systems, utilized by different organizations, on the kids in Australia. They discovered structure the investigation that most well-known procedures embraced by organizations to move their items were the utilization of spokes-characters, big name, and animals on the item bundles, toy giveaways and costs for winning in challenges composed by the organization. Among the different procedures, the most persuasive was the utilization of animation characters on the item bundle. The organizations could move more sum items which contained pictures of animation characters on their bundles when contrasted with items whose bundles did not fuse any animation characters. (Roberto, Baik, Harris, and Brownell, 2010) assessed the impact of authorized characters on kids' taste and nibble inclinations. For directing the investigation 4-year-old youngsters were chosen. Three sustenance items to be specific graham saltines, sticky natural product tidbits and carrots were chosen. For every nourishment item two bundles, one with animation character and one without animation character, were displayed to kids and they were approached to express their inclinations. The aftereffects of the investigation demonstrated that kids fundamentally favored the essence of nourishment that had well-known animation characters on the bundling, contrasted and similar sustenances without animation characters. Most of the youngsters chose sustenance test with the authorized character on it for their bite, yet the impacts were more fragile for carrots than for sticky natural product tidbits and graham saltines.

A Study was directed by (Lapierre, Vala, and Linebarger, 2011) to examine the effect of authorized media spokes-characters on nourishment bundling and sustenance fixes impact on youthful youngsters' preferences evaluations of items particularly oats. Kids who saw a prominent media character on the container detailed preferring the grain more than the individuals who saw a crate with no character on it. The individuals who were told the grain was named Healthy nibbles preferred the taste more than kids who were let it know was named Sugar Bites. Character nearness was especially persuasive on taste appraisals for members who were informed that oat was named Sugar Bites.

What distinguishes this study from earlier studies

The past investigations attempted have appeared bright picture of energized characters on the front board of the bundles of sustenance items like as grains, lousy nourishments, natural products and so on can be effective in expanding the youthful kids' consideration, acknowledgment and enjoying for these sustenance items just as in animating them to expend a greater amount of these items. However, there was not really any exploration that assessed the effect of utilizing the photos of vivified characters on the bundles of nourishment and refreshment items like vitality/natural product drink and chocolate eggs on the youthful youngsters' item preferring and inclinations. Additionally, this investigation will be first of its thoughtful that assessed the impression of guardians just as youngsters in the meantime. Moreover, in the past investigations led by other noticeable specialists, the members were required to taste 2 things all the while (1 with well-known character bundling and one in clear bundling) and select the one with better loving. Be that as it may, anyway in our examination youngsters were presented to 1 thing just at once and as consequence of this test condition the outcomes gotten from the investigation would be unquestionably increasingly exact ones and would add certainty to the general end that youngsters lean toward items with engaging characters even without constrained decision circumstance among recognizable and novel items. Other than this according to the information of analysts, different past investigations have been attempted in the outside setting. This examination is probably going to be the first to assess the effect in Indian.

5. Research Methodology

- **Target population:-** Children and parents of NCR
- **Type of Research:-** Descriptive research. Since the point of the examination is to inspect and dissect the discernments, inclinations and purchasing conduct of kids and guardians of NCR particularly as for prepared to eat nourishment items.
- **Research Hypothesis:-** The hypothesis tested using the study are:-

H1:- Youthful youngsters (4-7 years of age) would rate the vitality/natural product drink all the more positively if a picture of authorized animation character (RJ) was shown on the bundle as contrasted and vitality/organic product drink without any characters on its bundle.

H2:- Sum spent by guardians to purchase the bundled nourishment and refreshment things like organic product beverages with vivified characters on the bundle is free of the sex of guardians.

Samples and their size

Sources of Data:- The research study employed both secondary and primary sources of data. The details are as under:-

Parents:- 100 parents who had children of 4-7 years of age were considered for the study.

Children:- 100 (4- 7 years old) school going children in NCR were considered for the study.

Products selected for Study:- Fruit/energy drinks with and without cartoon characters on their package.

Sampling Method:- Probability random sampling method was used for the study.

Sources of Data:- The research study employed both secondary and primary sources of data. The details are as under:-

Primary sources of Data:- Personal Interview

Secondary sources of Data:- processed food related websites, Leading Magazines and Newspapers, Company Reports, Research papers, books.

Experiment/study procedure

For leading the investigation for the most part two items were chosen. They were vitality/organic product beverages. The principle explanation behind choosing these items was that for these items, the bundles with enlivened characters and without vivified characters was straightforwardly accessible in the market. Both vitality/organic product beverages chose for the study were of extremely prevalent quality and were being made by the Goliath and driving FMCG organizations of India. Prior to the analysis occurred, guardians assent was taken. When guardians assent was acquired then the youngsters were met separately. To begin with, kids were requested their name and age. At that point, the questioner asked them what they did a weekend ago to make them feel calmer. Amid the presentation, the questioner underlined that there was no set in stone answers and that their own assessment was esteemed the most. A smiley board, portraying five faces that shown expanding measures of positive effect (1, profound grimace: despise it; 5, major grin: love it), was utilized to enable kids to react to the inquiries. The tyke was asked two practice questions orally, which were intended to make differing reactions (for example the amount the person enjoyed going to class or cleaning his or her room). When it was clear that the tyke comprehended the scale, and after that, the investigation was directed formally for both the items as pursues. For organic product beverages item, loving and inclinations were broke down. In each examination, 100 kids were considered. Out of this, 50 were presented to item bundles which had no image of enlivened characters on it. The reactions were noted utilizing a 5 point rating scale comprising of Smiley faces. Another 50 youngsters were approached to rate the items whose bundles had a picture of enlivened characters on it. Again the reactions were noted and results were broke down utilizing suitable measurable test.

6. Findings of the study

The examination was embraced in 2 stages. In the first stage, the effect of animation characters on youngsters' item preferring was examined. In the second stage, the impression of guardians was examined. All the stages have been examined as under.

Stage: 1 Investigation of how pictures of animation characters gave on bundles of drinks impact the item inclinations of kids.

- For doing the above examination, an example of 100 kids was taken. The items considered for the study were organic product/cafeinated drinks.
- Before beginning the examination, the age, sexual orientation, and class of investigation of every kid were noted down. It was found from the noticing that out of 100 kids, 59 were young men and 41 were young ladies. Around 24 % of youngsters were of 4 years old, 36 % of kids were 5 years of age, 30 % of kids were 6 years of age & 10 % of kids were 7 years of age. About 56 % of kids were considering in class 1, 16 % were examining in class 2 and 28 % were contemplating higher K.G. This data uncovered that a large portion of the kids was mature enough who can comprehend the basic inquiries and could react to it effectively.
- After taking note of the age, sexual orientation and class of study, the principal formal inquiry that was asked to youngsters was that whether they sit in front of the TV and motion pictures or not. To this 100 % of the youngsters answered that they sit in front of the TV and motion pictures. At that point, it was asked whether they watch kid's shows and animation put together films with respect to TV channels or not. Again 100 % of the youngsters answered that they watch kid's shows and animation put together films with respect to Television
- In the following stage, it was asked to youngsters that which animation channels they normally watch. 63 % of youngsters answered that they watch Cartoon Network, Pogo, Hungama. 23% answered that they additionally watch Disney and Nick while 14 % uncovered that they observe every single above station just as Discovery Kids. This demonstrates the most well-known channels among the children were Cartoon Network, Pogo, and Hungama.
- After social event information about the animation channels, the next thing that was asked to kids was what kid's shows they ordinarily watch on Cartoon channels. It was an open finished inquiry. The point of the inquiry was to recognize those kid's shows which were prevalent among youngsters and of which they know about. The most mainstream kid's shows among the kids were Ninja Haatori, Chhota Bheem and Mighty Raju, Tom and Jerry, Popeye, Doremon, Micky Mouse Clubhouse
- Next thing that was examined in Phase 1 was the impact of pictures of animation characters, which show up on the bundles of natural product/cafeinated drinks on kids' item inclinations. For satisfying the reason, organic product/cafeinated drinks with blend natural product season were chosen. The animation character whose sway was broke down was
- RJ. The explanation behind this determination of character and item was that in general stores the natural product/cafeinated drinks with and without

pictures of RJ were promptly accessible. So immediate examination should be possible effectively. Presently out of 100 kids, 50 kids were presented to organic product/cafeinated drink containing the image of Chhota Bheem. It was asked to every tyke asked: "What amount did you like this organic product drink?" The reactions were down utilizing 5 point smiley based Likert scale. The other 50 youngsters were presented to comparable kind of natural product/cafeinated drink whose bundle had no image of RJ on it. Again the reactions were noted down utilizing 5 point smiley based Likert scale. For each situation, the kids appraised the items just based on visual fanciful of natural product drink bundles they didn't taste the organic product drinks by any stretch of the imagination. The photos of organic product drinks appear in figure 1.



Figure 1:- Packets of fruit drinks with and without pictures of cartoon characters

Related to children's product preferences for beverages following hypothesis was developed and tested

H₁:- Youthful kids (4-7 years of age) would rate the vitality/natural product drink all the more positively if a picture of authorized animation character (RJ) was shown on the bundle as contrasted and vitality/organic product drink without any characters on its bundle.

H_{alter} :- Youthful kids (4-7 years of age) would rate the vitality/natural product drink less positively if a picture of authorized animation character (RJ) was shown on the bundle as contrasted and vitality/organic product drink without any characters on its bundle.

The responses of children were served as data for testing the above hypothesis. The resultant data were analyzed using the z-test of independent samples. The value of alpha was assumed to be 0.01. The analysis showed that young children of NCR preferred those fruit/energy drinks whose packages contained the pictures of RJ. Thus this showed cartoon

characters had a significant influence on children's product preferences especially for beverages like fruit/energy drinks. Next thing that was asked to youngsters was whether they would consider purchasing this item next time when they visit the market. If there should be an occurrence of natural product drinks with pictures of RJ on the bundle almost 93 % of youngsters answered that they would purchase these organic product drink when they will to go the market next time. In the event of organic product drinks without pictures of RJ on the bundle, almost 28 % of youngsters answered that they might want to purchase this natural product drink when they would go to the market next time. At long last among the youngsters who consented to purchase these particular natural product drinks, it was asked to them that how they would purchase this item. To this, almost 68 % of kids answered that they would go to the store with their folks and would purchase this item. 23% of kids answered only they would go to store for purchasing these rolls. Just 9 % of kids answered that they would demand to their folks to acquire the ideal item.

Stage:2 Investigation of recognition and frame of mind of guardians with respect to the impact of pictures of vivified characters that show up on the bundles of bundled nourishment and drinks on youngsters' sustenance decisions, inclinations, and conduct.

For directing the investigation an example of 100 guardians, who had offspring of 4-6 years old, was picked. Out of 100 guardians chose 46 were male and 54 were female

The first thing that was asked to guardians was whether they enable their youngsters to watch kid's shows on Television and play recreations on TV, versatile or PC. To this 100 % of guardians answered that they enable their youngsters to watch kid's shows and play computer games, in the event that they wish. Next thing that was asked to guardians was whether their kids' nourishment decisions were affected by energized characters of TV or computer games or not. The reactions were noted utilizing a 5 points Likert scale. Around 58 % of guardians answered that their kids' nourishment decisions were essentially impacted by vivified characters of TV or recreations. 22 % of guardians answered that impact was moderately high. While 14 % answered that impact was moderate and around 6 % answered that energized characters had no effect on their youngsters' nourishment decisions. At that point, it was asked to guardians to depict the conduct that tyke displays for purchasing his/her ideal sustenance thing with a picture of spokescharacter. About 36 % of guardians answered that the kid begins arguing once again and over for purchasing the ideal item. 22 % of guardians answered that their youngster begins to tally and pronounce the names of his/her companions/kin who had purchased a similar item and thereby begins making the solicitations for the equivalent. 22 % of guardians said that their youngster begins posting the advantages of the item and accordingly makes demands for the equivalent. 30 % guardians answered that their kid begins crying for buying the

ideal nourishment thing. In the wake of deciding the tyke's conduct, it was asked to guardians that how would they react to their youngster's buy ask for sustenance thing. To this 35% of guardians answered that they more often than not enable the youngster to purchase the ideal nourishment thing. 20 % of guardians said that they prevent the tyke from purchasing the nourishment thing by saying that it would be undesirable or expensive. 14 % of guardians said that they would state straight advance no to their youngster's buy ask. 12 % of guardians said that they would guarantee the tyke to purchase the sustenance thing one more day. While 19 % of guardians said that they, for the most part, recommend elective thing in light of their tyke's demand. Next thing that was asked to guardians was that for what reason do they enable their kid to purchase the ideal sustenance thing. To this 34% of guardians said they fulfill their tyke's demand in order to make him/her glad.. 24 % of guardians said that they fulfill their tyke's demand for sustenance thing in order to stop him/her from getting to be furious. 27 % said they do as such to maintain a strategic distance from any contention with the tyke While 16 % said that they do as such to keep the tyke from crying. Next thing that was broke down was the sum that guardians would pay to purchase the sustenance thing with vivified characters pictures and which kid solicitations to purchase. Out of 100, 14 guardians were to such an extent that who consented to purchase the nourishment thing just if its value exists in Rs. 10. 19 guardians were to such an extent that who consented to purchase the sustenance thing regardless of whether its value falls inside the scope of Rs. 11 to 20. Almost 15 guardians were with the end goal that who consented to purchase the sustenance thing regardless of whether its value falls between Rs. 21-30. Around 12 guardians consented to purchase the nourishment thing regardless of whether its value exists in the scope of Rs.31 - 40 while 40 guardians were with the end goal that who consented to purchase the sustenance thing regardless of whether its value lies above Rs.40. Here cost over 40 was considered as guardians would purchase the nourishment thing regardless of the cost of the thing.

In relation to the amount that parents would be ready to spend for buying the item that the child requests the following hypothesis was developed and tested.

H₁:- Sum spent by guardians to purchase the bundled sustenance and refreshment things like organic product drinks with energized characters on the bundle is autonomous of the sex of guardians.

H_{alter} :- Sum spent by guardians to purchase the bundled nourishment and refreshment things like organic product drinks with enlivened characters on the bundle isn't free of the sexual orientation of guardians.

The above hypothesis was tested using chi-square goodness of fit test with following contingency table. The alpha was assumed to be 0.01.

Table 2: Contingency table for hypothesis testing

		Amount spent by parents for purchasing the food item that child requests				
		Rs. 0-10	Rs. 11 -20	Rs. 21 -30	Rs.31 -40	> Rs. 40
Gender of Parents (No. of persons)	Father	6	8	6	5	21
	Mother	8	11	9	7	19

7. Limitations of the study& scope of future research

(a)The ponder assessed the effect of authorized spokes-characters for two items just to be specific natural product drinks. Be that as it may, a similar effect could likewise be assessed for different items like cheddar, corn pieces, bread rolls, wafers and so on whose bundles additionally consolidate different spokescharacters. (b)The select gathering of items spokescharacters and ages tested breaking point how much these discoveries can be summed up. (c) The item characters mix considered in the investigation were promptly accessible in the market subsequently any past sustenance or character affiliation inclination may have impacted the outcomes gotten. (d) The characters considered in the investigation were mainstream characters however it might happen that they may not be the most loved characters of kids and subsequently, this irregularity may have influenced the reactions for items to taste appraisal and item enjoying. (e) The examination assessed the effect of just a single bundling prompt in particular utilization of spokes-characters yet anyway the effect of other bundling signs like shading, shape and so on frequently utilized for offering items focused to kids could likewise be assessed and evaluated. Notwithstanding the previously mentioned impediments, the examination is probably going to be the first in Indian and particularly in NCR setting to report the discoveries on the effect of utilizing spokes-characters for offering the sustenance items predominantly focused to youngsters.

8. Policy Recommendation and Concluding remarks

- The investigation uncovered that most prevalent animation channels among kids were Cartoon Network, Pogo, and Hungama This data proposes that if sponsors of items focused to youngsters make utilization of these channels for promoting their items then they are probably going to get their ideal effect and suitable reach for the cash spent.
- The investigation recommends that most mainstream kid's shows among the kids were Tom and Jerry, Doremon, Chhota Bheem, Ninja Hatori, Mighty Raju, and Micky Mouse. This data could fill in as a pearl for advertisers of different items. The advertisers could make utilization of these characters for moving their items. They could utilize photos of these commonplace characters on the bundles of their items, could give free toys of these mainstream characters with their items or could dispatch challenges and recreations utilizing these recognizable animation characters. Another favorable position of this data is that advertisers could promote their items amid these prevalent animation indicates timings. In this way, this data would give twofold advantages to the advertisers.

- The discoveries recommend that youngsters get essentially impacted by pictures of RJ on a bundle of organic product drinks. This proposes RJ is a persuasive character for kids. So one can make utilization of this character moving items other than organic product drinks. The impact could be high in the event of sustenance things.
- Most of the kids uncovered that they might want to purchase the item alongside their folks so this data recommends that organizations ought not attempt to move the low quality and undesirable items just by making utilization of alluring bundling with pictures of energized characters as there is a high likelihood this advertising contrivance of organizations could undoubtedly get captured by the guardians of the youngsters who are going to purchase the item for the kids. Other than over, this data additionally proposes that organizations ought to fittingly portray the item related data as that may be perused by guardians before purchasing the nourishment items for their kids.
- The investigation of study uncovers that the greater part of kids plays recreations on portable. Consequently, organizations can make utilization of characters of those versatile diversions which are prominent among the youngsters for moving their items. The greatest case of such sort of character is that of irate winged creatures. The kids are such a great amount of affected by these furious feathered creatures characters that they even assessed the whole item as best one just on observing the image of irate winged creatures on the bundle of chocolates. A similar technique could be broadened further for different items and product offerings.

The investigation uncovered that sum spent by guardians for purchasing the sustenance thing that kid solicitation to buy and the sexual orientation of parent are totally free factors. This data proposes two things. First is that, one can't assume that father would be progressively indulgent in spending and in this way enabling the tyke to purchase the item promptly regardless of cost of the thing and then again one can't likewise assume that moms would be a lot stricter and subsequently less merciful in spending and along these lines not enabling the youngster to purchase the sustenance item he/she enjoys. This finding is curious in light of the fact that it negates the general conviction that moms would be stricter in certain spending than dads. It might be a direct result of shopping center culture or changing urban way of life. The two factors are totally free. Under those conditions the compelling factors could be the wholesome fitness of item, the circumstance under which youngster is making the buy ask for,

no. of youngsters going with the guardians in the shopping excursion or making buy demands for the items and so on. The second thing this data recommends that since parent's sexual orientation and sum spent for purchasing the thing are totally free factors so if organizations make utilization of system of portraying explicitly father-type or mother-youngster mix in the

commercial and subsequently asking the kids to demands the item explicitly from the dad or mother then that methodology may not end up productive as the two guardians are equivalent at level as far as spending the sum for purchasing the ideal sustenance thing of the kid.

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