

**AWARENESS AND EXPOSURE TO TELEVISION COMMERCIALS
OF FOOD PRODUCTS: IMPLICATIONS TO
CHILDREN'S EATING HABIT**

THESIS

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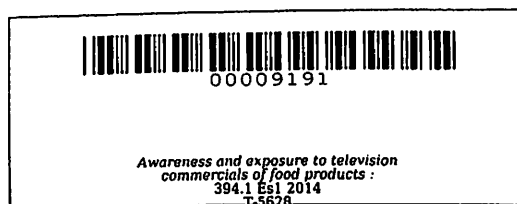
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**AWARENESS AND EXPOSURE TO TELEVISION COMMERCIALS OF FOOD
PRODUCTS: IMPLICATIONS TO CHILDREN'S EATING HABIT**

An Undergraduate Thesis
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ABSTRACT

ESCOBAR, JUDY ANN C. Awareness and Exposure to Television Commercials of Food Products: Implications to Children's' Eating Habit. Undergraduate Thesis. Bachelor of Science in Business Management major in Marketing Management. Cavite State University, Indang, Cavite. April 2014. Adviser: Dr. Florindo C. Ilagan.

This study was undertaken to determine the level of awareness and exposure of television viewing of children in selected areas of Cavite. It aimed to: 1) determine the demographic profile of the participants; 2) determine the level of awareness of children towards television commercials of food products; 3) determine the level of exposure of children to television commercials of food products; 4) determine the eating habit of children; 5) describe the significant relationship between the level of awareness of children to television commercials of food products and their eating habit; and 6) describe the significant relationship between the level of exposure of children to television commercials of food products and their eating habit.

The participants of the study were 75 children with ages 8 to 15 years old in selected areas of Cavite, namely: Dasmarinas City, Bacoor, General Emilio Aguinaldo, Imus, and Indang. The study made use of frequency counts, mean, percentage, and standard deviation to describe the profile of the participants. Five-point Likert scale was used to measure the awareness and exposure. However, Spearman Rank Correlation and Point Biserial Correlation were used to determine the significant relationship between awareness and exposure to television commercials and children's eating habit.

The study revealed that the children have average level of awareness and exposure to television commercials regarding food products. Moreover, the level of awareness of children to television commercials had no significant relationship to their

eating habit. There was also no significant relationship between the level of exposure of children to television commercials and their eating habit.

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AWARENESS AND EXPOSURE TO TELEVISION COMMERCIALS OF FOOD PRODUCTS: IMPLICATIONS TO CHILDREN'S EATING HABIT

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INTRODUCTION

Watching television is the first after-school activity for many children around the world. They often spend more time watching television than they do attending school. While children are watching television they are bombarded with a seemingly unlimited number of commercials and recent research indicates that children are often unable to make a distinction between the commercials and regular programming (Nassar & Al Zien, 2012).

Television is one of the strongest media of advertisement, because due to its mass reach, it can influence not only the individual's attitude, behavior, lifestyle, exposure and other aspects but even the culture of the country. Children, of course, are the most awful victims of TV influences. Its effects on the children are universal in nature. But the magnitude of TV influence varies from child to child, depending on factors like age and individuality of the child, their viewing pattern that includes duration of TV watching, types of programs, and direction provided by the parents. The major chunk of the