A STUDY ON PERCEPTION OF SOFT DRINKS AND FAST FOODS ADVERTISEMENTS AND ITS IMPACT ON YOUTH LIFESTYLE AND EATING HABITS

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ABSTRACT

Purpose – Without a set of ethical principles in place, chaos would reign supreme and social order would crumble. Likewise, advertising professionals also have to adhere to a standard set of practices, that would ensure their survival in the industry and maintain a level of credibility with the consumers. The purpose of this study is to understand the effect of unethical issues in advertisements of soft drinks and fast food which are being broadcasted on various media and how they affect youth lifestyle and eating habits.

Design/methodology/approach – The study is descriptive in nature. Sampling design is random convenience in nature. Primary data was collected through questionnaire from students and working professionals in university campus.

Findings - The results of the data analysis revealed sufficient evidence to show that there is direct relation between soft drink and fast food advertisements with youth lifestyle and eating habits.

Research limitations/implications – The accuracy of the analysis is dependent upon the sincerity of the respondents in filling up the questionnaire.

Practical implications – This study will help in understanding the behavior of youth which is being influenced by commercials broadcasted these days. The study will also help in sustaining and imbibing our cultural values and ethos among the youth by critically analyzing the adverse effects of advertisements being shown to youth. The result and the impact of advertisers shall provide platform to researchers for developing methods to minimize the negative effect of advertisements on youth lifestyle and eating habits.

Originality/value – This study is done to find the impact of advertisement of soft drink and fast food on youth lifestyle and eating habits. Youth comprises of a majority part of our population and this class is in transition stage. The focus of the study is also on identifying the shifting nature of advertisement and its masquerading effects on vulnerable minds of youth. This study would help anthropologist, marketers, research to have a clear perception about the impact soft drink and fast food ads make on youth lifestyle and eating habits.

KEYWORDS : advertisements, perception, lifestyle, youth, soft drink.