

The impact of Food-related Media Advertising on Food Consumed Away from Home among Tabriz Citizens

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Abstract:

Present study aimed at investigating the impact of food-related media advertising on food consumed away from home, taking the moderating effects of time-intensive working condition and residence place as background variables, by the use of survey (Descriptive correlation) method the theories of Robert Merton, Paul Lazar Seifid and Grebner, the theory of household production and Bourdieu and Delourmir were used. Study population includes all 15 years and over population of Tabriz city, whom 409 of them are selected as the sample by the use of stratified sampling technique according to 10 urban zones of the Tabriz city. Data were collected using a researcher-made questionnaire. The validity and reliability of the questionnaire were confirmed by Cronbach's alpha statistic, which was acceptable. According to the results, the average Food Consumed Away from Home was 1.48 times in the last month and respondents' use of media food advertising was 47.8% and their occupation was 47.4%. Based on Pearson correlation test results, Findings are indicative of significant relationship between foods consumed away from home and food-related media advertising (positively) and time-intensive working condition (positively and Significantly lower than 0.05 and relationship severity weak).

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Furthermore T-test, foods consumed away from home was significantly higher in affluent parts of the city, comparing to disadvantaged parts. According to fitted path model, among three independent variables which shown significant effects, residence place identified (Directly and indirectly) as the most important factor, and food-related media advertising and time-intensive working condition come next in this regard. Independent variables could explain around 13 percent of variations in foods consumed away from home.

keyword: Food away from home, food-related media advertising, time-intensive working condition, residence place

Introduction

In recent decades, non-home prepared foods have accounted for a significant share of household expenditures. It should be acknowledged that today, effective factors in causing chronic diseases are lifestyle, pattern and eating habits. The criterion and motivation of people's desire for food is not based on the real needs of the body, but the criterion of food selection is deliciousness and convenience and ease of access to it, and because non-homemade and ready meals are tastier because of the many additives and the salt they have; and also because of easy access they save time; so people are more inclined to consume this type of food (Fazelpour et al., 2011: 25). Media advertising is one of the most effective factors in shaping consumer behavior and one of the most important sources of influence in the field of consumerism, including the consumption of ready-made and non-home prepared foods, and as a powerful tool, can be effective in influencing consumer behavior. According to the mentioned issues, the present research aims to study the use of food-related media advertising and its impact on the consumption of non-home prepared foods and to answer the question of how media food advertisements can affect the amount of non-home food consumption among the citizens of Tabriz.

Research Methodology



Based on its purpose, the present study is part of applied research and is considered as a type of survey and descriptive-correlational research. It is also expansive in terms of depth and cross-section according to the criteria of the time. The data collection tool was a questionnaire and the questionnaire was also made by the researcher. The statistical population of the present study includes all people aged 15 years and older in the ten districts of Tabriz, which according to the 2011 census, their number was 1194049 people. Using Cochran's formula, 409 people were selected as a sample through stratified random sampling from the ten districts of Tabriz. Data were analyzed using SPSS and Lisrel software with emphasis on descriptive and inferential statistics. In the following, the conceptual and operational definitions of the variables used in the present study are briefly discussed.

Research Findings

According to the results, the average consumption of non-home prepared foods was equal to 1.48 times in a recent month and the amount of media food advertising was equal to 47.8% and their workload was equal to 47.4%. Based on the results of Pearson correlation test, the significant relationship between non-home prepared food consumption and variables: the use of media food advertising (positively) and workload (positively) has been confirmed (at a significance level below 0.05 and the intensity of the relationship is weak). Also, according to the t-test, the average consumption of non-home prepared foods varied significantly based on the area of residence (In favor of privileged areas). Based on the results of route model fitting, among the three variables with significant effects, residential area (directly and indirectly) was identified as the most effective, and the use of media food advertising and workload were ranked next, respectively. The independent variables of the study explained about 13% of the changes in the dependent variable.

Conclusion

It must be acknowledged that today the mass media, especially cyberspace, play a significant role in directing the thoughts of citizens. Therefore, it is suggested that advertisements for nutrition and fast food in the mass media be reviewed, at least in those media outlets whose content is more manageable and media advertisements try to promote healthy food.

On the other hand, typically, the health system of any country always finds one of its main concerns in issues related to the quantity and quality of nutrition and its health effects and consequences. In this respect, due to the relative prevalence of non-home prepared food among the citizens of Tabriz, in order to ensure the health of the citizens, the necessary supervision over the process of preparing non-home prepared food and the relevant centers in their preparation or distribution, should be seriously considered by the public health authorities. Failure in monitoring this process, especially in the future when there is the possibility of increasing experience of non-home prepared food, can have long-term health consequences.

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