

**THE INFLUENCE OF TELEVISION ADVERTISEMENTS ON JUNK FOOD  
CONSUMPTION AMONG SCHOOL TEENAGERS IN ELDORET TOWN**

**WAMWEYA RUTH WAMORO**

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Linguistics, Media and Communication of the Department of Linguistics and  
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## DECLARATION

### Declaration by the Student

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Wamweya Ruth Wamoro ..... Date: .....  
SASS/PGLMC/02/12

### Declaration by Supervisors

This thesis has been submitted for examination with our approval as University Supervisors.

Dr. Robert Juma Masinde ..... Date: .....  
Moi University, Eldoret, Kenya

Dr. Patrick Kiliku Musyoka ..... Date: .....  
Technical University, Nairobi, Kenya

**DEDICATION**

To my dad, Francis Wamweya, mum, Milka Wambui, and siblings: James, Rose and Simon.

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## ABSTRACT

Junk food consumption with its undesirable effects on the health of the youth is prevalent among the young in Kenya. There are many factors that influence youth into junk food consumption. Television is one of them. This study seeks to examine the influence of television advertisements on junk food consumption among the youth. It analyzes the strategies employed in presenting junk food advertisements such as language use, the frequency with which the advertisements are presented and the resultant attitude created that affects their food choices. The study is grounded on Albert Bandura's Social Cognitive Theory of Mass Communication propounded in 1986 and extended in 2001. The theory provides a framework within which to examine what influences people to act the way they do, for instance, what influences the decisions they make and also explains the mechanisms that communication employs to positively influence the attitude of consumers towards their products. A structured questionnaire was used to obtain data from the teenagers. This study was based on five public day secondary schools within Eldoret town. The five secondary schools were arrived at through simple random sampling and were adopted as a representative sample. The target population for this study was young people aged between 13-17 years. Simple random sampling was used to arrive at a target population size of 155. The researcher analyzed junk food advertisements using content analysis. The data was analyzed and interpreted using both descriptive and inferential statistics. This study found out that television influences teenagers into junk food consumption through frequent airing of the adverts, the use of persuasive language, pleasant images of the food and celebrities. It is recommended that parents, guardians and all institutions concerned with health matters should educate the youth on the negative effects of junk food consumption to enable them make informed decisions. The Film Classification Board should compel programmers to place disclaimers on junk food adverts. The findings of this study will enrich the information available on junk food consumption patterns, more particularly from the point of view of how linguistic features inherent in junk food adverts easily influences teenagers into junk food consumption.

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## DEFINITION OF TERMS

**Cool** - “Cool” refers to one who belongs to a class that is held in high esteem such as that of celebrities.

**Junk food** – This is a type of food that has high energy density, low fibre content, extensive food processing (facilitating rapid swallowing with minimal chewing and low satiating value. The word “junk food” will be used interchangeably with the word “fast food”.

**Prime time** - Prime time refers to the period between 8.00-11.00pm. This time band has the highest number of television viewers.

**Youth** – Youth refers to people aged between 15-30 years. For this study people aged between 13-17 years will be taken as youth. The word “youth” will be used interchangeably with the word “teenagers”.

**Chaguo la Teeniez** – A television show that gives teenagers an opportunity to vote their best programs, actors, actresses and news anchors.

**Synovate** – A company that ranks TV stations in terms of the most watched.

**Indomie** – A type of noodle.

**Advert** – A communicative process that informs and influences the audience.

**Symbols** – This term has been used to refer to language, Images and pictures.

## CHAPTER ONE

### 1.0 Introduction

This chapter gives the background to the study, states the research problem and presents the research objectives, research questions, aim, justification and significance, scope, assumptions and limitations of the study.

### 1.1 Background Information

#### 1.1.1 Effects of adverts on behaviour

To a large extent, the media industry is today an instrument for imposing ideologies on the population it serves. It has been argued that Media influences behaviour through the symbols and messages they broadcast. A single thirty second advert can take months to produce, starting with research into the target audience and what excites or attracts their attention. Every image and every word is carefully chosen to achieve the best representation of the product thereby getting the viewer's interest (Fairbrother, 2010).

The media through advertisements aims at ensuring that their target audience does not critically think about their products. They intend for the message to slip in underneath the "radar" of critical judgment to achieve the greatest results (Walsh, D., & Gentile, D. A. 2002). Therefore, advertisers will always make use of emotional messages and images. They also take advantage of the brain's unconscious processing. Advertisers employ highly effective techniques with great skill to motivate consumers to alter the way they feel about products and messages, and when they are successful, consumers will without being aware that they have been influenced, change the way they behave. This process is blind but the manipulators of the process are not (Walsh, D., & Gentile, D. A. 2002). The most effective advertisements create an emotional state.

It has been noted that internet food advertising has a considerable impact on parents. When exposed to an internet advert on foods rich in fats but nutrient poor, they viewed the advertised product more positively and developed a desire to consume the product. This discovery has therefore raised concerns on the assumption that adults are immune to advertisements. As a result, they cannot be entirely entrusted with the responsibility of mediating the effects of food advertisements on their children (Pettigrew, S., Tarabashkina, L., Roberts, M., Quester, P., Chapman, K., & Miller, C. 2013).

To a large extent, teenagers are probably more influenced by advertising than any other age group and they are not really aware of it (Metcalf et al. 2008). Advertisers have established their base with teenagers. They have become very creative when it comes to marketing to this group. Advertising geared towards this group is often visual, interactive, employs catchy slogans and uses celebrities to pitch the products. It is also simple yet effective in its language (Metcalf et al. 2008).

In addition, this type of advertising capitalizes on the fact that teenagers are still building their identities and are highly prone to associating with people they consider successive basing on the lifestyle such people lead. They arrive at such a decision by observing the environment of these people, their achievements and extent of fame. As a result, they believe that everything these people do or get involved is important and if imitated by others could lead to the same prosperity as that of these popular promotional characters.

### **1.1.2 Effects of television adverts**

Television advertisements aim at building name recognition and promoting sales. These adverts glamorise and over-represent unhealthy lifestyle choices such as poor

food choices and alcoholic beverages (Wharton et al. 2004). Thus, popular television shows have social influences that modify health behaviours. In addition, several studies have revealed that television provides unhealthy messages about food, nutrition and weight and that food is often shown to satisfy emotional or social purposes rather than hunger (Signorielli, N., & Lears, M. 1992).

Also, as compared to other forms of media, television is a source that provides one of the first and most emotional experiences of commercial food promotion. As a result, the effects of television advertising on minors are effective and can lead to a well-established preference of one type of food over another. Even with regulation, minors are exposed to significant numbers of food adverts on TV. Most of these foods are high in fat, salt and sugar and they are presented using promotional characters and themes of fun (Halford, J.C., Boyland E. J., Hughes G., Oliveira, L. P., & Dovey, T.M. 2007).

In addition, televised advertising disclosures are supposedly designed to supply consumers with important information for decision making. Television has the power to persuade since it has features that appeal to our senses. This appeal comes from sound, movement, vision and colour thereby attracting the eye resulting in a psychological, sociological and visual impact on the young. Moreover, these adverts use persuasive marketing techniques such as persuasive appeals, premium offers, promotional characters, celebrity endorsers and website promotion in food adverts to promote foods to children (Boyland, E. J., Harrold, J. A., Kirkham, T. C., & Halford, J. C. 2012).

Furthermore, TV food advertising has a significant role to play in establishing food preferences, choices and consumption. A significant number of researches has

portrayed that exposure to TV advertising alters brand preferences and food preferences, increases food intake and results in a greater number of requests for the advertised products. As a result, this advertising has been blamed for promoting unhealthy dietary practices among children and adolescents resulting in health conditions such as diabetes and some forms of cancer (Dixon, H. G., Scully, M. L., Wakefield, M. A., White, V. M., & Crawford, D. A. (2007).

### **1.1.3 Junk food adverts**

Junk food adverts are rampant on television. This has led to people preferring it to other types of food. As a result, consumption of junk food has increased over the years. In addition, alternative demands on time in more affluent, dual income urban households' has resulted in urban consumers preferring more processed food that requires less time for preparation (Regmi, 2001). These adverts are persistent on TV and they use significant amounts of persuasive techniques to lure minors into consumption. Research has established that despite policy efforts, much more needs to be done to reduce advert exposure to children with the focus on mitigating the damage caused by the persistent use of persuasive marketing techniques in food advertising intended for minors (Vilaro, M. J., Barnett, T. E., Watson, A. M., Merten, J. W., & Mathews, A. E. (2017).

Several studies have also examined the effects of junk food adverts on people's attitudes and preferences. Food advertising influences behaviour through several ways. First, it creates expectations which raise the desire to purchase. Second, it associates purchase of these foods with positive feelings such as happiness and satisfaction. It also utilizes the entertaining dimension by implying that purchase will create a pleasant mood. Fourth, minors do not always possess the ability to recognize the persuasive nature of advertising (Lioutas, E. D., & Tzimitra-Kalogianni, I. (2015).



However, my study is interested in interrogating how the linguistic and communication features in these adverts promote a good presentation of junk food adverts given that teenagers are a good target for these adverts as a result of psychosocial changes such as their search for independence and identity, concern for appearance and an active lifestyle which can have a significant impact on their food choices.

#### **1.1.4 Availability and consumption of junk food**

Junk food is available almost everywhere we go. Business people who are in the food industry are increasingly investing in fast food restaurants). Fast foods have also become readily available. People can access fast foods as they travel to and from their workplace (Fairbrother, 2010). This has promoted consumption. The major problem is that junk food tends to replace other more nutritious foods. For example, when people drink lots of juice, they are not likely to consume adequate amounts of milk, water or tea. When people snack on chips, vegetables and fruits do not have a place in their diets (Bowman et al. 2004). This has resulted in a shift in consumption patterns.

Global food consumption patterns have also changed. The diets on a daily basis are very different from what our parents or grandparents consumed (Regmi, 2001). For instance in Kenya in the past, people consumed whole grain meals and “kienyeji” vegetables. This is not the case at present. Similarly, the time spent on food preparation has changed dramatically. People can buy already cut vegetables, sliced meat and peeled potatoes so that they only go to cook. Globalization and increased per capita income is changing the eating habits of individuals all round the world. For instance in Kenya, we buy cooked food or that which requires little cooking from

supermarkets as we shop for other household items. Cakes, pizzas and sandwiches are available for breakfast.

These consumption patterns have also influenced many youths who are influenced to consume products advertised by celebrities given that they are in a stage that experimentation is exciting. Moreover, they are still in the process of forming their own identity and so are prone to imitate someone they like and admire. These people are often celebrities. Advertisers therefore take advantage of this situation.

It has also been argued that our wants and desires are influenced by powerful media images and hence society is at the risk of being duped into believing that “the good life” is equal only to consumption. Wanting better things is a mind-set that has been engineered to encourage mass consumption for the good of the economy. It is the media through the use of symbolic language such as pictures, words and sounds that has become the major tool to convince consumers to buy products (Thompson, 1997).

Other than television adverts, there are other factors that influence junk food consumption among teenagers. A study carried out by Story and Resnick (1986) found out that the primary appeal of junk food is palatability; that is, it tastes good. Most stated they liked and ate such foods despite the detrimental consequences on health. Availability of the food was also another reason that facilitated its consumption. In addition, (Folta et al 2006 as cited in Harris et al 2009) suggested that adolescents associated consumption of junk food with being “cool” and that it also brought fun and happiness. Further, Marske and Harrison (2005) stated that consumption of junk food by teenagers was due to convenience because of their busy schedules and also socioeconomic status and associated lifestyle factors.

### 1.1.5 Junk food health effects

According to a research by Bowman et al. (2004), fast food consumption has increased greatly among children and adolescents in recent years thereby fuelling the obesity epidemic. Fast food tends to promote a positive energy balance and for this reason, may result in weight gain. In the United States, consumption of fast foods has increased rapidly since the 1970's among adolescents from all socio-economic and racial ethnic groups across the United States. This is because fast food is readily available and heavily marketed to adolescents (Bowman et al. 2004). Prevalence of obesity has also been fuelled by urbanization, nutrition transition and reduced physical activity (Khurana & Misra, 2008). In Ghana for instance, junk food consumption is prevalent especially among the young people and is causing serious health problems (Pappoe & Amonoo-Lartson, 1992).

Kenya has also had its share of challenges. The urban population of Kenya has had negative perceptions of African leafy vegetables. This has led to low levels of vegetable consumption causing poor nutrition. As a result, life expectancy in Kenya is 54 years (Lawson, 2006). However, this can be improved significantly through healthy eating.

However, this "healthy" urban diets are increasingly based on junk foods; foods with high fat content, food boiled in re-used oil and high energy foods with little vegetable and fruit (Lawson 2006). The middle and upper class urban population regard vegetables and other nutritious foods as low status foods (Lawson, 2006).

The eating habits in Kenya have also created health problems. Television plays a significant role in contributing to this through television advertisements. There is a rising concern on the increase of diabetes cases. The *Daily Nation* on Wednesday June

12<sup>th</sup> 2013 reported that diabetes cases were on the rise in Kenya. Kenya was rated among six African countries with the highest number of diabetes patients with 1.8 million people living with the disease.

The biggest challenge noted was that the number of young people living with the disease was on the rise due to their lifestyle. The experts were concerned with the alarming rate at which young people were being diagnosed with the disease and explained that a sedentary lifestyle, eating refined foods and urbanisation are some of the factors fuelling the spread of the disease. *The Standard* on Wednesday February 27<sup>th</sup> 2013 on the section of health information noted that junk food causes prostate cancer. New research suggested that junk food such as chips, fried chicken, battered fish and doughnuts could be playing a significant role in the forming of aggressive and life-threatening forms of prostate cancer”.

#### **1.1.6 Language features in adverts**

Language has been viewed to be one of the most important and characteristic form of human behaviour. It is a type of human activity and a system interacting with personality and society (Dada, S. A. 2013). To a large extent, adverts rely a lot on the use of language. Advertisers employ several linguistic techniques in relaying their message. Language helps create our sense of reality by giving meaning to events. It is not neutral and has a powerful influence over people and their behaviour. In addition, adverts choose their diction carefully in order to convey specific messages with the intention of influencing people. It is language that helps people to identify a product and remember it. Adverts therefore use communicative techniques in order to arouse interest thereby encouraging mass consumption of goods and services.

One outstanding technique that advertisers employ is the use of special words or phrases called weasel words. Inherent in these weasels is the use of persuasive language in order to convince customers to purchase the advertised product. To a large extent, these claims are often misleading. They include words such as: best, unmatched, nothing says it better, recommended by doctors worldwide among others. These claims use simple Standard English to enhance comprehension. In addition, they use code switching and code mixing to ensure that the illiterate or semi- illiterate get the message. Moreover, the slogans they use are constructed in simple language to enable the message to reach as many people as possible.

Advertisers also manipulate language in order to achieve their aims. It has been argued that they use wrenching language, conversational implicatures, non-verbal cues, dramatic exaggeration and figurative speech. They communicate their messages through stylistic devices such as: Verse paragraphing, rhyme and rhythm which is created through repetition and syntactic parallelism. With these devices, messages that are musical, memorable and appealing are created. The advertiser ensures that each word, phrase or sentence that he or she uses evokes the desired effects on the target audience.

#### **1.1.7 Accessibility of TV channels in Eldoret**

Due to freedom of expression enjoyed by media houses, they have boosted their signals to ensure that their programs are accessible to people all over the country. In Eldoret, people have access to Citizen Television, Nation Television (NTV), Kenya Television Network (KTN), Sayare and Kenya broadcast corporation (KBC). These channels provide information and aid in publicity of different types of junk food to the youth.

## **1.2 Statement of the Problem**

Television advertising influences consumption through a process where the information is first coded during the presentation of the advert and then later retrieved for decision making. This process normally begins with adverts. Television advertisements employ several strategies to lure teenagers into consumption of junk food. This study investigated the role played by television advertisements on influencing teenagers into the consumption of junk food given that teenagers are susceptible to influence from TV adverts as a result of the linguistic and communication features in these adverts. It interrogated linguistic features such as use of short simple words which are memorable, repetition of words and phrases, alliteration, code switching and mixing inherent in these adverts and how they enhanced communication resulting in creation of a certain perception towards junk food adverts.

## **1.3 Aim of the Study**

The aim of the study was to assess the role of television in influencing the youth into junk food consumption. The purpose was to establish whether junk food advertisements on television influenced teenagers to consume these foods.

## **1.4 Research Objectives**

The main objectives of this study were:

- i. To establish the frequency with which junk food advertisements are relayed on television.
- ii. To analyse the strategies used in presenting junk food advertisements.
- iii. To investigate the perceptions of the youth on the influence of junk food advertisements on their food choices.

## **1.5 Research Questions**

- i. To what extent is the frequency of relaying junk food advertisements instrumental in persuading the youth into junk food consumption?
- ii. What kinds of strategies are used in presenting the junk food advertisements?
- iii. What are the perceptions of the youth towards junk food advertisements on their food choices?

## **1.6 Justification and Significance of the Study**

Obesity is the fastest growing cause of disease and death (Carmona as cited in Severson, 2003). According to The World Health Organization Report (2000), the obesity epidemic is a major contributor to the global burden of chronic disease and disability. The trend is especially disturbing among young people. This obesity crisis has been fuelled by reductions in physical activity as well as overconsumption of foods high in fat and sugar (Institute of Medicine (IOM), 2006, cited in Liverman et al. 2007).

Television has a role in influencing the intake of these foods that have little nutrition value through the advertisements on junk food. It was on this basis that this study specifically examined the role television played in encouraging junk food consumption among the youth.

The findings will enrich the information available on junk food consumption patterns, more particularly from the point of view of language features inherent in these junk food adverts. The results of the study will help the youth analyse the contents of media with an informed mind and hence make informed decisions regarding the effect of what they view and hear in relation to their physiological, psychological, cognitive and social wellbeing.

The findings will also inform those interested in monitoring health issues such as the government, World Health Organization (WHO), Institute of Medicine (IOM), Non-governmental organizations (NGOs), parents, teachers and other stakeholders on the role television plays in influencing the youth into junk food consumption. This will be a step towards coming up with ways of minimizing the damaging influence of the messages that appear on television that are likely to positively influence the attitude of the youth towards junk food consumption. These organizations could utilize the influence that television has to promote healthy eating among the teenagers through frequent advertisements of foods that have more nutritious value than junk foods.

### **1.7 Assumptions**

This study assumed that teenagers have access to television. It also assumed that the youth consumed junk food partly because of television viewing.



### **1.8 Scope**

This study was based on five day secondary schools that are located within Eldoret town. The dimensions of this study included the language used, the accompanying images, the use of celebrities, and the general message communicated, that is, if it encouraged daily consumption of junk food. Although other factors influence junk food consumption among the youth, this study was limited to the role television content played in influencing junk food consumption among the youth.

## CHAPTER TWO

### LITERATURE REVIEW AND THEORETICAL FRAMEWORK

#### 2.1 Introduction

This chapter reviews related literature, presents the theoretical framework and conceptual framework. It begins with the presentation of related studies, then provides various literatures on television food advertisements, time frames of TV adverts, strategies employed in relaying them for instance language, images/symbols, celebrity endorsement and how adverts capitalize on emotions to relay their message. The chapter also analyzes teenagers as a population and interrogates why they are a target for advertisers. The undesirable health effects associated with junk food consumption are also presented. This helps to reveal the research gap that this study aims to fill.

#### 2.2 Related Studies

Oluoch (2008) carried out a study on the impact of selected media advertising on the urban youth in Kenya. He analysed advertisements on print and electronic media. The study was based on Borden's Marketing Mix Theory propounded in 1964. His study sought to establish how media advertisements influence social class, gender and economic differentiation among urban youth in Kenya. The study adopted a cross-sectional survey research design and was based in three towns: Nairobi, Kisumu and Eldoret.

The researcher used questionnaires, interviews and observations as the main tools for data collection. The young people that provided data were aged between 18-35 years. The findings showed that media does much of the advertisement of products which

may ultimately affect the youth especially those exposed to media contents. Both print and media affect the urban youth in several ways, which in turn may affect their behavioural responses towards the product being advertised.

My study was on the influence of television advertisements on junk food consumption among teenagers in Eldoret town. The study was restricted to electronic media unlike Oluoch's study that was based on both print and electronic media. My study applied Albert Bandura's Social Cognitive theory of mass communication (2001) while Oluoch's study applied Borden's Marketing Mix theory (1964). His study addressed a number of products including clothing but mine was concerned with junk food only. I used questionnaires and observation for content analysis as tools of data collection whereas Oluoch's study used questionnaires and interviews. The target population for both studies was the youth; however my study targeted youth between 13-17 years whereas Oluoch's study targeted youth between 18-35 years.

Kasamba (2009) carried out a study that sought to examine the impact of television viewing on alcohol and tobacco use among the youth. The study was based on Albert Bandura's Theory of Social Learning (1977). The study investigated how alcohol and tobacco related information was portrayed on television and the impact of the messages on influencing the youth to engage in the consumption of alcohol and tobacco products.

The study adopted a survey research design and hence used questionnaires, interviews and observation as tools of data collection. The target audience were youth aged between 13-17 years. The study found out that young people consider alcohol and tobacco advertisements to be attractive and captivating especially in their early teens.

The young people in school are more vulnerable to being influenced by advertisements than those out of school.

Kasamba (2009) also examined the impact of television viewing on alcohol and tobacco use. My study focused on the influence of television advertisements on junk food consumption. His study was based on Albert Bandura's Theory of Social Learning (1977) while mine was based on Albert Bandura's Social Cognitive Theory of Mass Communication (2001). He used questionnaires, interviews and observation while my study used questionnaires and observation for content analysis of junk food advertisements. The target audience for both studies was young people aged between 13-17 years. However, my study targeted young people in school only whereas Kasamba's targeted young people both in and out of school.

Koech (2012) investigated the link between youth exposure to television and video content and drug abuse in Eldoret Municipality. The study adopted George Gerbner's Cultivation Theory (2005). The aim of the study was to investigate how drug related information portrayed on television and video affect the youth. The study used questionnaires and interviews to collect data. The target population for the study was young people aged between 15-30 years.

The study revealed that most youth watch television during their free time: 70% of the youth interviewed agreed that drug related advertisements on television were very appealing, alcohol was the most frequently abused drug, youth's favourite genre was music and drama and 36% of the youth watched television and video between 1-3 hours. My study was also based on the effects of television on the youth but focused on junk food and not on drugs. It also analysed the content of television advertisements alone unlike Koech's study which also analysed video content. My

study applied Albert Bandura's Social Cognitive Theory of Mass Communication (2001) while Koech's study is based on George Gerbner's Cultivation Theory (2005).

Koech's study used questionnaires and interviews while my study used questionnaires and observation for content analysis of advertisements. The target population for both studies was young people.

### **2.2.1 Television food advertisements**

The phatic element in advertising is very important. In other words, the channel carrying the message determines the success of an advert. Therefore, advertisements targeted at teens are aired on channels that are held in high esteem by the teenagers (Jacobson, 2008). This idea was also propagated by (Rogers, 1973, as cited in La Ferle et al. 2001) who held the view that communication through a specific medium held in high esteem by the potential adopters could make the difference in terms of making the decision on whether to associate with the innovation or not.

Television as a medium of communication is held in high esteem therefore advertisements there in receive positive consideration especially among the youth who are generally conscious of the dichotomy between the modern and the less modern (Kasamba, 2009). Television advertisement messages are designed in such a way as to persuade viewers to perceive and process messages into favourable inferences that may result in behavioral reaction in terms of getting attention, developing interest and stimulating desire for what is being advertised. Therefore, unreliable product claims can be easily changed into convincing sales arguments that can potentially mislead consumers to infer more meaning than is actually provided (Proctor, Doukakis, & Tony, 2002).

A research done on adolescent exposure to food advertising on TV in USA revealed that fast food adverts dominated during peak watching time for adolescents. Fast food was also the most frequently viewed product category among all other food-related advertisements that adolescents were exposed to (Powell, L.M., Szczypka, G. & Chaloupka, F. 2007).

Research into narratives suggests that people make sense of their lives by placing themselves as characters in a story interacting with different environmental events (Proctor et al. 2002). From a marketing perspective, when people think in a narrative way about themselves in connection with a brand, it can produce meaning for the brand and associate together the brand and people's self-concept. It is therefore not surprising that advertisements can influence how people think.

In addition, adverts also present claims which provide information that has limited educational value about the product being advertised (Frosch, Krueger, Hornik, Cronholm, & Barg, 2007). Advertisers rely heavily on emotional appeals and do everything within their power to prevent people from reasoning about their products. Stern (1992) also argues that useful information in an advert is that which provides information about the quality, content, safety and nutritional value of the product being advertised. Non-informative appeals during broadcast periods are not healthy especially because the largest proportion of the audience is children and adolescents who may not identify the attempts of persuasion by advertisers. For a commercial to be informative, it must enable a typical viewer to make an intelligent buying decision.

### **2.2.2. Teenagers and television advertising**

Bryd-Bredbenner and Grasso (2000) argue that television must be recognized as a major source of nutrition (mis)information. The most frequently used claim to promote fast food and beverages was taste. They argue that adverts on television targeting teenagers are misleading. This stand is also held by Story and Faulkner (1990) who argue that the prime time diet does not promote healthy dietary guidelines for a productive society.

Teens are an increasingly important segment of the consumer market because of their size, available disposable income, lifestyle and the potential for lifetime brand loyalty (Ferle et al. 2001). This is the reason why food advertisers have always targeted adolescents. They employ well designed techniques and use a variety of channels to reach the youth. This process begins when they are children in order to foster brand-building and influence food product purchase behaviour. TV advertising is one of these food marketing channels (Story, M., & French, S. 2004). As a result, there are increases in programs that target the youth across television networks in all parts of the world which have created a sizeable market for advertisers. Advertising on the teen socialization process has also been on the increase.

Teens have provided a rich market for advertisers (Harris et al. 2009). Trends such as smaller family size, single parent households, dual incomes and postponing children until later in life means that society is increasingly becoming cash rich and time poor. Guilt plays a major role in spending decisions as time stressed parents substitute material goods for quality time spent with teenagers hence making it easy for marketers to take advantage of this situation. This type of consumption based on guilt feelings has now transformed teens into key players in marketing strategies.

Furthermore, teenagers' favorite television programs are characterized by adverts on non-nutritious foods during commercial breaks. These adverts are likely to influence teen's attitudes and behaviors (Roseman & Stephenson, 2014). The frequency of these adverts is also very high especially during prime time periods (Michele, Pettigrew, Chapman, Quester, & Miller, 2013).

### **2.1.3 The language of advertisements**

The language of advertising is also unique (Jacobson, 2008). Jacobson argues that the language of advertising is emotive, that is, it must arouse feeling. It should also be connective in order to influence the behaviour of the receiver. The language has to be poetic; that is must have a theme, connotations and also make use of metaphors and rhyme in order to boost memory. Advertising also uses a restricted range of vocabulary. It uses common words with an emotional and connotative value. Verbs are also used in a peculiar way. They are sometimes left out in order to reduce the number of words or to condense the sentence (Jacobson, 2008; Cook, 2008). The message although simple may contain some form of patterns provided by alliteration, very short simple words, repetition, code mixing and code switching onomatopoeia and striking repetition.

Adverts also blend linguistic, that is the choice of words and patterning of the same and the non-linguistic, that is, music, visuals and sound effects in a consistent way in order to attract attention. This is brought out clearly in the advert on "Manji biscuits". The advert carefully employs words that have an emotive effect. It also repeats words to aid in memorability of the advert. Language of advertising also creates an illusion of superiority through the use of claims (Frosch et al. 2007). Some examples of claims include:



- The weasel claim- where words that appear substantial and superior become hollow and meaningless on analyzing. For example an advert on a type of scouring pad states, “Leaves dishes virtually spotless”. The use of the term “virtually” implies that there will still be spots. The advert on “Manji biscuits” also uses words like, “crispy & crunchy” and “irresistible” among others. One wonders how the taste of a biscuit can be irresistible.
- The endorsement/testimonial- where products are endorsed by celebrities or approved organizations. For example, “Colgate, endorsed by the Kenya Medical Association”. Also the advert on Indomie is presented by the former actor of Tahidi High, OJ and Cindy, a musician.

Advertising is therefore a rich and complex signifying system which draws on many other texts and discourses (Proctor, 2002). The basic function of advertising is to sell something hence, products and services must be made desirable to the potential purchaser through the use of language and images among other strategies.

Also, advertising language has a deceptive nature ((Stern 1992, p.72). Adverts frequently use poetic license to say one thing and mean another. They use creative techniques to say things in ways other than by direct statements of fact. These techniques include the use of lively beats, rhythm, images of the advertised product and gestures among other techniques. In addition, adverts also present suggestions rather than a definite statement when promoting a product or idea. Through weak implications, advertisers attempt to influence and direct consumer behaviour using advertising language that is slyly constructed. Advertisers attempt to control inferences that can be drawn by the recipients by both delineating message parameters

and using their insights into audience prior knowledge. Message recipients are then more likely to construct inferences that the advertisers intend.

As a result, advertisers can manipulate the critical comprehension abilities of viewers by asserting less and implying more (Proctor et al. 2002). Research findings appreciate the effects that ambiguous implications have on cognitive processing and the methods to construct such manipulations are highly valued (Proctor et al. 2002). This is due to the fact that efforts to simply persuade consumers of a product's attributes and value are no longer considered sufficient.

#### **2.2.4 Junk food**

Junk food is a type of food that has high energy density, low fibre content and extensive food processing which facilitates rapid swallowing with minimal chewing. This extensive food processing also results in the food having a low satiating value (Bowman, Ebbeling, Gortmaker, Pereira, & Ludwig, 2004). In addition, junk foods are low in nutrition value. They are high in salt, sugar and fat or calories. Some of the reasons for taking junk food have been suggested by (Story & Faulkner 1990; Foltz et al. 2006 as cited in Harris et al. 2009; Marske & Harrison, 2005). They include:

- i. Availability
- ii. Palatability (tastes good)
- iii. Convenience (because of busy schedules)
- iv. Socioeconomic status and associated lifestyle factors
- v. Fun, happiness and being cool

In my study, socioeconomic status and associated lifestyle factors, fun, happiness and being cool were the common reasons given by the teenagers for consumption of junk food. 40% of the teenagers thought that actors, comedians and musicians are chosen to advertise because they are famous, 24.3% because they are popular, 16.4% because they are funny, 1.4% because they are persuasive, 5.7% because they are creative and 0.7% because they are confident.

Also, 31.4% of the teenagers associated fast foods with being cool because the people advertising were smart, 20.0% because the people advertising looked successful and 34.3% because they were advertised by celebrities. The issue of convenience does not apply as such in this context because majority of these students do not do part time jobs after school for pay because almost all their time is spent in school unlike students in the west who do not spend the whole day in school but are also involved in part time jobs.

### **2.2.5 Celebrity endorsement**

Using celebrities in advertising dates back to the late 19<sup>th</sup> century and this common advertising practice has drawn a considerable amount of academic and practical attention (Erdogan, 1999). Moreover, the “match-up hypothesis” has examined the fit or “matches” between a celebrity and the product being endorsed and maintains that celebrity endorsement is more effective when the images or characteristics of the celebrity are well matched with the endorsed product (Busler & Till, 2000).

### **2.2.6 Models that deal with celebrity endorsements**

A review of current literature suggests that there are four basic models that deal with the issue of celebrity endorsements:

- i. The Source Credibility Model – The basic postulate of this is that information obtained from a credible source (celebrity) has a favourable impact on the beliefs, opinions and action of a receiver (Erdogan, 1999).
- ii. The Source Attractiveness Model – This model has its origin on Social psychology. Studies have identified three dimensions of attractiveness: familiarity, similarity and likeability. Familiarity means awareness or knowledge of the source which comes from exposure. Similarity refers to the supposed resemblance between the source and the receiver of the message. Likeability is the acceptance of the source by virtue of its attractiveness and appearance (Roy, 2006)
- iii. Meaning Transfer Model – Celebrities stand for a set of meanings to the consumer. In addition, they offer a range of personality traits and lifestyle patterns. The general objective of an advertisement is normally to transfer the meaning from the celebrity to the product. The advertisement is designed to suggest essential similarities between the celebrity and the product.
- iv. Celebrity – Product Congruence Model – This model suggests that when the attributes of the celebrity and the product match, the effect is favourable on consumers. Celebrity endorser’s perceived expertise, trustworthiness and attractiveness is essential in creating an image about the product (Culbreath, 2012).

Advertisers also bank on celebrity attributes such as image, trustworthiness and familiarity as important factors for choosing the appropriate endorsers (Clinton, Holmes, & Strutton, 2008). For instance, the “Indomie advert” uses OJ, a popular

actor in the local television drama, “Tahidi High” and Cindy, who is not just a musician, but a beautiful lady. Celebrities hold meanings in the eyes of the audience through their public manifestations. Marketing communication aims at using the varied meanings personified by celebrities to help achieve the specific communication objectives. The strategy behind the use of celebrities is based on the belief that the profile and attributes of the celebrity draws attention to the messages they deliver and through a rub-off effect transfer the image values into the communication messages (Meenaghan & Shipley, 1999) and thus influence consumers.

### **2.2.7 Advertising and the mind**

Media messages are very influential because advertisers target the emotional part of the brain. Emotion aids in focusing attention because it sends a message to the brain for it to pay attention to what is at hand. That is why the best way to get someone’s attention is to stimulate a strong emotional response. Emotions play a number of important roles:

- i. Emotion determines what we recall. Although facts and other information are stored in memories, the experiences that generate the strongest emotions are the ones that are easily stored and clearly remembered for many years (Schachter, 2008).
- ii. Emotions provide an important ingredient in the development of attitudes. Attitudes are facts linked with emotion. Attitudes in turn influence one’s choices, decisions, and behavior on a regular basis.
- iii. Emotions influence motivation. In order to motivate someone, one must trigger them emotionally. Motivation therefore produces action.

- iv. Emotion directs attention, determines what is remembered, shapes attitudes, motivates, and causes one to act. It should not come as a surprise therefore that the emotional centers of the brain have become the primary target for marketers and advertisers.

The most effective adverts are therefore not informational, but emotional. In some cases, the feelings evoked by the advert may have no logical connection to the product whatsoever. It does not matter. As long as the desired emotion is linked with the product, the mission has been accomplished. This is because emotion plays in the workings of the brain to influence attention, memory, attitudes, motivation, and behavior.

### **2.2.8 Health effects of junk food**

Young people who frequently eat fast foods gain more weight resulting to obesity, increase chances of heart diseases and also Diabetes (Bowman et al. 2004). Other chronic diseases associated with consumption of junk food include deep vein thrombosis, renal stones, varicose veins, and cancer (IOM 2006 cited in Liverman et al. 2007).

Fairbrother (2010) notes that the rise in incidences of obesity pose a major threat to the public health system in South Africa and in many other parts of the world. He argues that the media's representation of "the good life" has contributed to the obesity epidemic. Moreover, the increasing obesity levels are as a result of not only globalisation but also the promotion of consumption to large audiences' through the mass media's representation of "the good life". In contemporary times, the way in

which the “good life” is pictured has been engineered by marketers hoping to sell their products.

### **2.3 Theoretical Framework**

This study was based on Albert Bandura’s Social Cognitive Theory of Mass communication propounded in 1986 and extended in 2001. Bandura was a social psychologist who concentrated on studying human behaviour. From the socio-cognitive perspective, human nature can be fashioned by direct and observational experience. This theory insists on the psychosocial mechanisms through which communication influences human thought, feelings and actions, for instance, one deciding to purchase after watching an advert. The theory provides a framework within which to examine what influences people to act the way they do, for instance, what influences the decisions they make and also explains on the mechanisms that communication employs to positively influence the attitude of consumers towards the advertised products.

Advertisements are a type of communication that influences people to think and act in a particular way through the images and messages presented. Through observation of what is relayed during advertisements, our attitudes towards the products being advertised are shaped. Advertisers always aim at ensuring that they create positive attitudes about their products. Television is also a type of socializing agent for young people hence it contributes towards influencing attitudes and practices. Content portrayed on television provides a model to the young.

This study applied the following concepts of the theory:

- Symbolizing capability

- Vicarious capability (Observational learning)
  - Attention processes
  - Social construction of reality
  - Social prompting of human behaviour

### **2.3.1 Symbolizing capability**

Symbolizing capability is responsible for providing humans with a powerful tool for comprehending their environment and regulating environmental events that touch virtually every aspect of their lives. These symbols are in the form of images, pictures, illustrations and language. These symbols affect behaviour. Language for instance aids in developing a certain sense of reality by assigning meaning to events. In addition, it can be biased and hence can impact on the behaviour of people in an immense way.

Furthermore, majority of these symbols perform the role of communicative acts. They make information funny and memorable for semantic reasons through the use of synonyms, antonyms, figurative language and ambiguity of words. It is through these symbols that the message communicated entertains, instructs, informs and persuades. Television advertisements possess the mentioned features making it a powerful source of influence in terms of shaping the attitudes of people towards a particular product. These adverts use persuasive language and pleasant imagery to entice especially the youth who are easily influenced.

Social cognitive theory accords a central role to cognitive processes. Most external influences affect behaviour through cognitive processes rather than directly. Cognitive



factors partly determine which environmental events will be observed, what meaning will be conferred on them, whether they leave any lasting effects, what emotional impact and motivating power they will have and how the information they convey will be organized for future use, for instance, when making food choices in the market.

People cannot be much influenced by observed events if they do not symbolically code and remember them. The observed benefits experienced by others influence the performance of people. People are motivated by the successes of others who are similar to themselves. People pursue activities they find self-satisfying or give a feeling of being 'cool' and also give them a sense of worth (Folta et al. 2006 as cited in Harris et al. 2009). Social cognitive theory also devotes much attention to how social factors exert their influence on cognitive functioning.

Advertisers always imply in their messages that the consumers of their products are successful in what they venture in. For instance, one succeeds in impressing a member of the opposite sex as portrayed by some adverts on junk food. This attracts teenagers who are in that stage of life where they are interested in socializing. Television has a powerful and persuasive force and that is why teenagers devote time watching it (Turker & Bagwel, 1991).

### **2.3.2 Vicarious capability**

Humans learn through observation. This type of learning enables them to expand their knowledge and skills through information conveyed by variety of models. Much social learning occurs either designedly or unintentionally from models in one's immediate environment. Extensive modelling in the symbolic environment of the

mass media provides humans with a great deal of information about values, styles of thinking and behaviour patterns. To a large extent, people act on their images of reality. The more people's images of reality depend on the media's symbolic environment, the greater is its social impact.

The theory also explains that seeing others gain desired outcomes by their actions can motivate adoption of the same. The mass media especially television provides the best access to the public through its strong drawing power attained through manipulation of sound and images. For this reason, television is increasingly used as the principle vehicle of justification (Bandura, 1990). Social Cognitive theory proposes the following mechanisms which govern observational learning or modelling:

### **2.3.3 Attention processes**

These processes determine what is selectively observed in the profusion of modelling influences and what information is extracted from ongoing modelled events. Modelled events include things like advertisements. A number of factors influence what is modelled: cognitive skills, preconceptions, value preferences of the observers and attractiveness of the modelled activities themselves. To some extent, cognitive skills determine which observable events will be given attention, what meaning will be attached to them and whether they will leave an impression in memory. In addition, cognitive skills also determine whether the observable event is powerful enough to motivate the audience so as to impact on them emotionally.

This is the reason why advertisers spend months to produce a single thirty second advert because they start with research into the target audience on their value preferences and what excites or attracts their attention. They then craft every image

and word according to the level of cognition of the target audience in order to achieve the best representation of the product and hence get the viewer's interest (Fairbrother, 2010). The analysis of the advertisements of products to be consumed by teenagers reveals the use of celebrities, appetizing images, posh environments and also places associated with a lot of fun and happiness such as beaches.

### **2.3.4 Social construction of reality**

Heavy exposure to the symbolic world (media world) may eventually make the televised images appear to be the authentic state of human affairs. Televised influence is best defined in terms of the contents people watch rather than just the amount of television viewing. More particularized measures of exposure to the televised events show that heavy television viewing shapes viewers' beliefs and conceptions of reality (Hawkins, Faber, & Perloff, 1982). Television portrayals shape viewers' beliefs in such a way that one begins viewing and analysing experiences and events of the world from the point of view of the media world.

The danger involved is to reach a stage that one views and interprets the world as presented by the messages of electronic media such as television. This is because the result is the conception of misconceptions about products, services and information. The more one is exposed to media content, the greater the influence on them. (Bandura, 2002).

### **2.3.5 Social prompting of human behaviour**

The actions of others can also serve as social prompts. The influence of models in activating, channelling and supporting the behaviour of others is abundantly documented in both laboratory and field studies (Bandura, 2002). By exemplification,

one can get people to behave compassionately, to volunteer their services, to delay or seek gratification, to show affection, to select certain foods and drinks, to choose certain kinds of appeal, to discuss particular topics, to be inquisitive or passive among other things. Thus the models who predominate within a social milieu partly determine which human qualities from among many alternatives are selectively activated (Bandura, 1986).

The actions of models acquire the power to activate and channel behaviour when they are good predictors for observers that positive results can be gained by similar conduct. The fashion and taste industries rely heavily on the social prompting power of modelling because the power of vicarious influences can be enhanced by showing modelled acts bringing rewards. Vicarious outcomes figure prominently in advertising campaigns. Thus, drinking a certain brand of wine or using a particular shampoo wins the loving admiration of beautiful people, enhances job performance, boosts self-conception, and actualizes individualism and authenticity (Bandura, 1986).

Social Cognitive theory argues that model characteristics are varied to boost the persuasiveness of commercial messages. Attractive models are often enlisted to capitalize on the high regard in which they are held. The best social sellers depend on what happens to be popular at the moment. Drawing on the evidence that similarity to the model enhances modelling; some adverts portray common folk achieving wonders with the products advertised.

Vicarious influence also increases with multiplicity of modelling. The beers, soft drinks and snacks are often presented being consumed with gusto in the advertised worlds by groups of beautiful or handsome and fun-loving models. Modelling influences act as emotion arousers and shapers of values and conceptions of reality

(Bandura, 2002). Media influences create personal attributes as well as alter pre-existing ones (Bandura, 2002). The media can impact ideas either directly or indirectly. In some instances, the media can both teach new forms of behaviour and create motivators for actions by altering people's value preferences, efficacy, beliefs, outcome expectations and perception of opportunity structures.

Modelling targets at providing information that will be retrieved in future for decision making. Acquiring this modelled information involves two major steps:

- i. Extracting features from the model such as dressing style, walking style and eating habits among other traits.
- ii. Integrating and using the extracted information into one's way of doing things which produces new instances of behaviour. For instance, one begins walking; talking and dressing like a model in a certain advert and even incorporates the food choices of that model into their diet.

People are easily influenced by the emotional expressions of others. That is, seeing others react emotionally to events activates observers (Bandura, 2002). As people develop their capacity for cognitive self-arousal, they can unknowingly generate emotional responses to cues that are only suggestive of a model's emotional experiences (Wilson & Cantor, 1985, as cited in Bandura, 2002).

Application of the above components aided in understanding the strategies used by advertisers in presenting junk food advertisements. For instance, the reason as to why advertisers employed celebrities in relaying their advertisements, for example the "Indomie advert" is modelled by a musician and an actor who are well known and

regarded as celebrities in the teen world. The use of these celebrities acts as social prompts to influence the attitude of teenagers towards the product being advertised.

The idea of extensive and multiplicity of modelling propagated by the theory was also instrumental in explaining the frequency of advertisements during prime time. Information obtained through the questionnaires revealed that the more an advertisement was aired, the more they were influenced to try out the food being advertised. Social construction of reality aided in the explanation of the portrayal of junk food advertisements in television. Information obtained from the questionnaires revealed that the strategy employed by an advert impacted on the attitudes of the youth towards the products advertised, by altering the existing attitude or creating a new attitude altogether. As a result, it also impacted on the decisions they made on food choices.

The effort by advertisers to make their adverts as attractive as possible was explained by attention processes. The responses on the questionnaires revealed that the more attractive and convincing an advertisement was, the more the teenagers had a positive attitude about the product being advertised. This explained why advertisers employed all techniques such as the use of songs, danceable beats, celebrities and pleasant images of the food being advertised. This was to ensure that their adverts arrested the attention of their targeted audience who in this case happened to be the youth.

### **2.3.6 Conceptual framework**

The first three of the models discussed in the literature review section can be tied up with the theory. The fourth model can be linked to the concept of (Busler & Till, 2000). To start with, “The Source Credibility Model” can be linked to the element of

“Social construction of Reality” of the theory. The model’s argument is that information obtained from a credible source has a favourable impact on the opinions and action of recipients. The theory’s argument is that media creates a symbolic world that eventually makes its contents appear to be the reality making people view media as a credible source and hence their beliefs and conceptions of reality are largely influenced by media such as television.

This could be the reason as to why Metcalf et al. (2008) stated that teenagers are greatly influenced by advertising than any other age group. It is because they view media as an accurate source of information hence reliable. From the findings, it’s evident that most of the teenagers are positively influenced by the fast food adverts; 97.9% of the teenagers preferred fast foods to other kinds of food.

Secondly, “The Source Attractiveness Model” can be linked to the element of “Social Prompting of Behaviour” of the theory. The model identifies three dimensions of attractiveness: familiarity, similarity and likeability. Familiarity means awareness of the source which comes from exposure. Similarity refers to the supposed resemblance between the source and receiver of the message while likeability is the acceptance of the source by virtue of its attractiveness and appearance (Roy, 2006). These three are the basis of what advertisers use to attract the targeted audience.

This is the reason why celebrities feature in adverts that target teenagers. Teenagers are aware of them, they can identify with them because majority are also youths like them and hence chances of being influenced by what the celebrities present in these advertisements is high. The theory explains this as social prompting of behavior.

The actions of models have the power to influence people by implying that positive results can be gained by similar conduct. These models are normally beautiful people, people presented as being successful and they could also be actors or musicians that people are aware of.

The findings revealed that teenagers were influenced by the adverts because they knew the models (familiarity), they could identify with them because majority were youths (similarity) and the models were also well groomed (likeability). The teenagers stated that actors, musicians and comedians were the people who advertised foods and other products they commonly consumed; some of them mentioned the names of these celebrities such as “OJ” and “Cindy”. These celebrities are youths.

Also, 92.9% of the teenagers found fast food adverts attractive. Some of the reasons they gave for this attractiveness were that the people advertising were smart (31.4%), looked successful (20%) and the images of the food were appetizing (23.6%), that is, they looked delicious. In addition, 34.3% of the teenagers associated taking fast foods with being “cool” because they were advertised by celebrities.

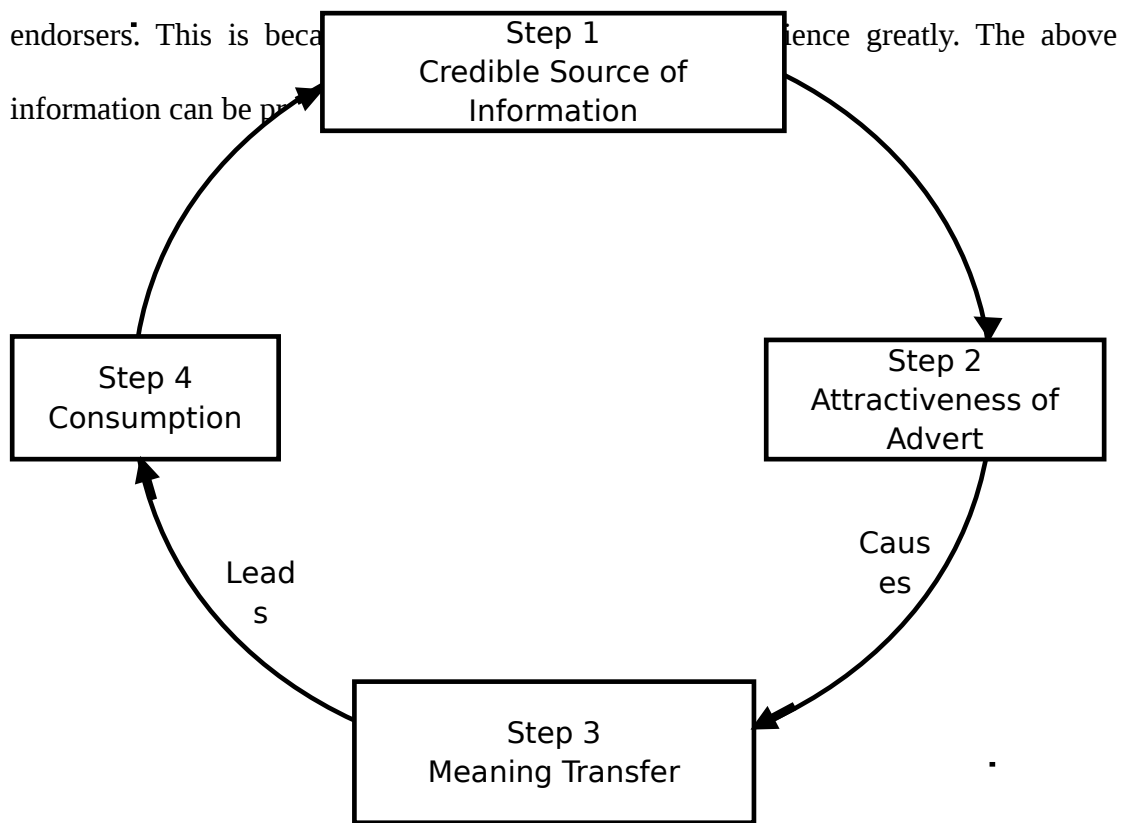
Thirdly, the “Meaning Transfer Model” can be linked to the element of “Social Prompting of Human Behaviour” of the theory. This model argues that celebrities provide a range of personality traits and lifestyle patterns which could stand for a set of meanings to the consumer. An advertisement is designed to suggest essential similarities between the celebrity and the product. In other words, consumption of the product being advertised will result in the consumer acquiring traits of the celebrity advertising the product.



The theory on the other hand explained that models in adverts seemed to imply that positive results could be gained by behaving like them; so that consumption of a particular food such as chocolate could enable a male teenager successfully woo a female teenager as portrayed in an advert analyzed in chapter four. Both the model and theory seem to be suggesting that adverts aim at associating their products with positive outcomes such as happiness and success.

Finally, the “Celebrity-Product Congruence Model” can be linked to the concept of “Match-up hypothesis” propagated by (Busler & Till, 2000). This model suggests that when the attributes of the celebrity and the product match, the effect on the targeted audience is positive and that is why celebrities aim at demonstrating their expertise, trustworthiness and attractiveness as they model in the adverts so that consumers will associate those qualities with the product.

The “Match-up hypothesis” on the other hand maintains that celebrity endorsement is more effective when the images or characteristics of the celebrity are well matched with the endorsed product. Advertisers rely on model attributes such as image, trustworthiness and familiarity as important factors for choosing the appropriate endorsers. This is because



## **Figure 1: Conceptual Framework**

### **2.3.7 Research gap**

Majority of the literature reviewed concentrated on the health effects of consumption of junk food and the brand preferences and attitudes created as a result of viewing TV adverts. These studies also assessed the role of fast food restaurant advertising in promoting consumption. The aspect of language used in these adverts and their frequency was not given prominence. In addition, most of them focused on children. My research on the other hand focused on the linguistic and communicative features inherent in junk food adverts that promoted a good presentation of these adverts and as a result encouraged consumption. It also assessed the importance of frequency of these adverts. Moreover, the target population for my study was teenagers. My study therefore is well positioned to envision a better understanding of the role that language plays in these adverts that makes them attractive to teenagers, thereby encouraging consumption.

### **2.4 Summary**

This chapter dealt with the theory and the review of literature related to the study. The theory outlined several strategies employed by advertisers in airing their adverts so that their intended audiences were convinced into consumption of their products.

These strategies were: Extensive & multiplicity of modeling (frequency of adverts), Social prompting of human behavior (use of celebrities) Social construction of reality (images and information provided which made the televised images appear to be the real state of affairs). The conceptual framework linked these strategies with the four models that dealt with the issue of celebrities.

The review of related literature benefited my research in terms of coming up with the theory, study objectives and tools of data collection. Socioeconomic status, associated lifestyle factors, fun, happiness and being cool were the common reasons given by the teenagers for consumption of junk food. The language of advertisements is also unique given that the messages are structured in a way that will persuade viewers to try out the products.

These adverts targeted the emotional part of the brain. The most frequently used claim to promote fast food and beverages was taste. Teenagers' favorite TV programs were characterized by adverts on non-nutritious foods during commercial breaks. Advertising for fast foods was more frequent during prime time. Advertisers banked on celebrity attributes such as image, trustworthiness and familiarity as important factors for choosing the appropriate endorsers.

## CHAPTER THREE

### RESEARCH DESIGN AND METHODOLOGY

#### 3.1 Overview

This chapter presents the target population, sampling procedures and instruments that the researcher used to obtain the relevant data needed for the study. It also shows the procedures that were used for data analysis and interpretation. Ethical considerations when researching on minors is also provided.

#### 3.2 The Study Area

This study was carried out in Eldoret town. The town is located at an altitude of 2,085 metres above sea level (0° 30'N 35° 15' E). It is the administrative headquarters of Uasin -Gishu County. Eldoret town was chosen because it had the required subjects for the study. In addition, teenagers are a homogeneous population hence the choice of location was not a variable that could affect the study. There are eighteen secondary schools within Eldoret town; fifteen of which are day schools and three are boarding schools.

#### 3.3 Research Design

This study adopted a descriptive research design and used survey research method. A survey is an attempt to collect data from members of a large target population in order to determine the current status of that population with respect to one or more variables (Mugenda & Mugenda, 2003; Bhattacharjee, 2012, p.73). Survey research is concerned with precise assessment of the characteristics of the whole population of the people. It seeks to elicit information that describes existing phenomena by asking

individuals about their perception, attitudes, behaviour or values (Mugenda & Mugenda, 2003; Bhattacharjee, 2012, p.73). For the purpose of this study, survey research was used to establish how television played a role in influencing youth into junk food consumption.

The study also used a mixed method approach; that is, it applied both the qualitative and quantitative approaches. Qualitative data was complemented by quantitative data from the findings of the questionnaires. The combination of these two approaches was found to be effective in obtaining credible results. The use of a mixed methods approach is preferred to the usage of a single method (Venkatesh, V, Brown, S.A., & Bala, H. 2013; Denzin, 2012).

### **3.4 Research Population**

The research population for this study was teenagers. Teenagers are a group that are motivated by the successes of others who are similar to themselves (Folta et al. 2006). They are easily influenced and like experimenting with things (Metcalf et al. 2008; Perry & Murray, 1982). As a result, they have potential for lifetime brand loyalty (Ferle et al. 2001). Adolescents care a lot about their image, lifestyle and how others view them. In addition, they prefer lipid rich diets and do not like physical activity (Schneider, 2000).

Psychosocial changes such as the adolescent search for independence and identity, concern for appearance and active lifestyle, could have a strong impact on nutrient intake and food choices (Walsh, D., & Gentile, D. A. (2002). These features made teenagers an appropriate population for my study because they could be easily influenced by television adverts into consumption of junk food. Television adverts

have the ability to influence through the strategies they employ such as the use of celebrities and pleasant images. The target population of students in school one was 350, school two was 280, school three was 330, school four was 290 and school five was 300. Adverts were analysed from two TV stations: Citizen TV and NTV.

### **3.5 Sampling Procedure and Sample Size**

The sample consisted of students from day secondary schools within Eldoret town. The selected sample consisted of 155 respondents: Students in form two, three and four aged between 13-17 years of age. However, 15 questionnaires were considered spoilt by the researcher because they had too many blank spaces hence the sample size used for the study was 140.

Stratified sampling was used where the researcher categorized the schools as day and boarding. This study targeted youth in day secondary schools in Eldoret town aged between 13-17 years. Day secondary schools were used because youth in day schools had more access to television as compared to those in boarding schools. Five schools which represented 30% of the total number of schools were selected through simple random sampling and were adopted as a representative sample.

To arrive at the sample size, the researcher took 10% of the total population in form two, three and four in the five schools and used systematic random sampling to get the sample size. These classes were sampled because the researcher went to the field in January hence form one students had not reported. A sample of 140 was used to provide data for the study. The above information on the total population of students selected in each of the five schools is summarized in the table below:

**Table 3.1: Summary of the Sample Population**

Schools	Form 2	Form 3	Form 4	Total
School 1	20	10	5	35
School 2	12	10	6	28
School 3	15	10	8	33
School 4	12	10	7	29
School 5	13	10	7	30

The researcher also purposively selected two TV stations: Citizen TV and NTV. This is because opinion polls by the Synovate Company in 2012 stated that Citizen TV was still the most watched station in Kenya followed by NTV, just like the previous year. In the year 2013, Citizen still maintained the lead with NTV coming second. In addition, these two stations always featured in the “Chaguo la Teeniez” awards, a program that gave teenagers an opportunity to vote for their best programs, music shows, actors/actresses, news anchors and drama/soap shows.

In the year 2010, teeniez TV actor and actress were both of “Tahidi High” a program on Citizen TV, teeniez best TV drama was “Tahidi High” of Citizen TV, Teeniez TV comedy was “Churchill live” of NTV and teeniez role model was “Churchill” a comedian on NTV. In 2011 and 2012, most of the programs and music shows that were voted the best by teenagers were those that featured in these two stations. Also the best actor/actresses and news anchors were from Citizen and NTV.

The best music shows were two: “The Beat” from NTV and “Xtreem” from Citizen. Teeniez best actor/actresses were four: Two from Citizen and two from NTV. Teeniez

best TV news anchor were four: Three from Citizen TV and one from KTN. Teeniez best TV dramas/soap shows were four: Two from NTV, one from Citizen and the other from KTN. This same trend was observed in the year 2013 and 2014. Most of the programs and music shows that were voted the best by teenagers were those that featured in Citizen and NTV. This information is summarized in the table below:

**Table 3.2: “Chaguo la Teeniez” Awards**

<b>ITEMS</b>	<b>CITIZEN TV</b>	<b>NTV</b>
<b>Best music shows</b>	Xtreem	The beat
<b>Teeniez’ actor/actress</b>	Baha (Machachari) Ma DVD (Machachari)	Jobu ( Beba Beba) Lulu (Mali)
<b>Teeniez’ TV news anchor</b>	Lillian Muli Janet Mbugua Julie Gichuru	
<b>Teeniez’ TV drama/soap show</b>	Machachari	Beba Beba Mali

The advertisements whose content was analysed were those that were aired between 6.00pm and 11.00 pm. This time was appropriate for the study because it was the period that teenagers were back from school during weekdays hence could watch TV. In addition, this time was referred to as prime time, a period targeted by advertisers because it was when majority of people watched television hence, many adverts were aired during this time (Aver et al. 1997; Michele et al. 2013; Story& Faulkner, 1990).



### **3.6 Data Collection Instruments**

Conventionally, surveys collect data through interviews and self-administered questionnaires (Mugenda & Mugenda, 2003; Kothari, 2009). The data for this study was collected through self-administered questionnaires and content analysis of junk food advertisements. Two instruments were used instead of one because the researcher wanted to establish whether the information provided in the questionnaires agreed with that of content analysis done by the researcher. In addition, qualitative research advocates for the use of at least two research instruments.

#### **3.6.1 Questionnaire**

A questionnaire was designed to obtain responses from the respondents for purposes of analysis. Questionnaires are commonly used to obtain important information about the population (Mugenda & Mugenda, 1999; Kothari, 2009). Each item in the questionnaire was developed to address the specific objectives and research questions. The questionnaire had both structured and unstructured questions and it addressed all the three objectives of the study. There were items in the questionnaire to obtain information on the frequency of junk food adverts, strategies employed by these adverts to attract teenagers into their consumption and the resultant attitude created.

Questionnaires have advantages and disadvantages. Structured questionnaires are simple to administer and also easy to analyze. This is because of the provision of alternative replies (Kothari, 2009). Open-ended questions on the other hand enable a greater depth of response and are also simpler to design because the researcher does not have to provide response categories. These questions are also appropriate where

the aim happens to be to investigate attitudes and reasons for certain actions or feelings (Kothari, 2009).

One major disadvantage of structured questions is that they are more difficult to construct because categories must be well thought out and also the responses are limited because the respondent has to answer according to the researcher's choices (Mugenda & Mugenda, 2003; Kothari, 2009). Unstructured questions on the other hand could result in the respondent providing information which does not answer the objectives. In addition, responses given may be difficult to categorize and hence difficult to analyse quantitatively. Also, responding to open ended questions is time consuming. This may put off some respondents (Kothari, 2009).

The questionnaires were administered by the researcher and were collected on the same day they were given out. The number of questionnaires administered was 150 and the return rate was 90.3%. A pilot study was done before the main study to establish any weaknesses in the questionnaire. This is because a pilot study brings to light the weaknesses (if any) of the questionnaires and also of the survey techniques (Kothari, 2009). Changes were then made where necessary before the questionnaires were administered.

### **3.6.2 Content Analysis**

Content analysis is a careful, detailed, systematic examination and interpretation of a particular body of material in an effort to identify patterns, themes, biases, and meanings (Berg & Latin, 2008; Leedy & Ormrod, 2005; Neuendorf, 2002 as cited in Berg et al. 2004, p.349-350). Content analysis is a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use (Krippendorff, 2004).

Content analysis has strengths and weaknesses. One of the major strength is that content analysis can be virtually unobtrusive (Webb et al. 2004 as cited in Berg et al 2004). In addition, it may also be used non-reactively, that is, no one needs to be interviewed or fill out lengthy questionnaires. Content analysis is also cost effective (Babbie, 2015). Generally, the materials necessary for conducting content analysis are easily and inexpensively accessible. It also provides a means by which to study a process that occurs over long periods of time that may reflect trends in a society (Babbie, 2015).

One major weakness of content analysis is that it may difficult to locate unobtrusive content relevant to the particular research questions. That is, content analysis is limited to examining already recorded messages. The unobtrusive nature of the work means that the researcher relies on existing content rather than generating their own. However, when content analysis is undertaken as an analysis tool rather than as a complete research strategy, such a weakness is minimal. For instance, if researchers use content analysis to analyse data or responses to open-ended questions, this weakness is virtually non-existent.

A content analysis was carried out by the researcher on advertisements that featured junk food. Television commercials were observed for a period of one month; October 2013 from 6.00 pm to 11.00pm to establish their junk food content. The advertisements were mainly observed on two television channels: Nation Television (NTV) and Citizen Television.

This study analysed:

- The language used and consequently the information presented about the product being advertised.
- The images portrayed about the product being advertised.
- The use of celebrities, that is, people that adolescents could identify with or look up to as role models.
- The emotional appeals in the adverts.

### **3.6.3 Validity and Reliability of Research Instruments**

According to Mugenda and Mugenda (2003,), validity is the degree to which results obtained from the analysis of the data actually represent the phenomenon under study. It is a measure to which data collected using a particular instrument represents a specific domain of indicators or content of a particular concept.

The developed questionnaires were piloted in order to establish whether they could be used to collect relevant data and also to identify any problems that were likely to occur at the time of actual data collection process. This ensured that the items on the questionnaire were clear to the respondents.

In addition, data from the questionnaires and content analysis of the researcher tallied, implying that the information obtained was valid. The strategies of presenting junk food adverts observed by the researcher were the ones mentioned by the teenagers in the questionnaires. The frequency of the adverts and the perceptions created as explained by the teenagers was also observed by the researcher during content analysis.

Two schools were sampled purposively for the piloting process. Thirty Students to participate in the study were selected through simple random sampling: Five students from form two three and four resulting to fifteen from each school. These schools were then excluded from the study. The results from the pilot study were examined to establish any weaknesses in the research tools. Few changes were then made where necessary before the questionnaires were administered.

Reliability on the other hand refers to a measure of the degree to which a research instrument yields consistent results or data after repeated trials. Reliability in research is influenced by random error. As random error increases, reliability decreases (Mugenda & Mugenda, 1999; Bhattacharjee, 2012). In a research study, a coefficient of 0.80 or more implies that there is a high degree of reliability of the data.

In my study, a reliability coefficient was computed to indicate how reliable the data was. Television adverts and fast food consumption were correlated. The Pearson correlation value obtained was 0.907. The P-value was 0.019 which is less than alpha level of significance. The alpha level of significance was 0.05. This indicated that the relationship between television adverts and consumption of fast foods was statistically significant.

#### **3.6.4 Data Analysis**

The data collected was analysed using both descriptive and inferential statistics. Descriptive statistics enabled the researcher to analyse and interpret responses from the questionnaires and also do a content analysis of the junk food adverts on television. Inferential statistics on the other hand allowed the researcher to generalize the results obtained from the sampled teenagers to the entire population of teenagers.

Qualitative data derived from the junk food adverts was analysed through content analysis by the researcher. Quantitative data was analysed through the Statistical Package for Social Sciences (SPSS).

Coding involved assigning all the responses of the respondents' numerical values that could be understood by SPSS. This process took place in the variable view. These numerical values were then entered into the SPSS spread sheet in the data view for analysis. The results were presented through frequency tables and bar charts. The researcher interpreted data from these tables and bar charts through content analysis.

Generalization is an act of reasoning that involves drawing broad conclusions from particular instances (Polit & Beck, 2010). In other words, it refers to the extent to which findings from a study apply to a wider population or to different contexts. There are two main things that affect the generalizability of a sample: The size of the sample and the variance in the population. In a sample survey, random sampling allows generalizability through the principle that the study sample is likely to be statistically representative of the larger population of interest, so findings can be extrapolated to that population.

On the other hand, the more diverse the population is, the larger the sample one will need in order to capture that diversity effectively. This study used teenagers who are largely a homogeneous population. It also used random sampling methods. The research findings can therefore be generalized to the teenage population as a whole. In addition, television is a peri-urban phenomenon implying that a good number of teenagers in the rural environment also have access to it.

### **3.6.5 Challenges encountered**

Some students were reluctant in accepting to fill the questionnaires at first because they thought it was a kind of exam. Others thought that they would be held accountable for their responses. However, the researcher assured them that the information they would give was to be used for purely academic purposes by the researcher, and anonymity would be upheld.

### **3.6.6 Ethical considerations when researching on minors**

In any research undertaken, there are important ethical considerations that the researcher must be aware of before embarking on the research. It is important to ensure respect for the dignity and autonomy of research participants. This principle applies to both adults and children participating in a research process. Research involving children and young people may give rise to particular sensitivities and particular thought and care needs to be exercised when conducting such research (Alderson & Morrow, 2011).

In cases where research does not address sensitive personal issues and does not identify individuals, for example, an observation of a school class or participation in an anonymised questionnaire, consent might be obtained from an organization or person assuming legal responsibility for a group of young people such as a school principal or head teacher (Alderson & Morrow, 2011).

The issues studied in this research were not on sensitive or personal issues hence I obtained consent from the principals of the schools. Also, minors should be provided with adequate information in order to make an informed decision regarding participation. This information should be communicated explicitly and consent should

be obtained free without coercion. I explained clearly the aim of the research. In addition, all the students were willing to participate in the research.

Another important issue to be adhered to in research is confidentiality. Confidentiality must be guaranteed to minors. A researcher is not allowed to disclose information that they are provided with. Breach of confidentiality may result in legal liability (Alderson & Morrow, 2011). In this study, the teenagers did not write their names on the questionnaires hence anonymity was upheld.

### **3.7 Summary**

This chapter dealt with the research design and methodology. The study was carried out in Eldoret town and adopted a survey research design. The target population was teenagers. The sample consisted of 155 day secondary school students aged between 13-17 years of age. The return rate was 140. Stratified, simple and systematic random sampling techniques were used to get the sample size. The researcher analysed the content of fast food advertisements aired on Citizen TV and NTV between 6.00pm and 11.00pm. The data for this study was collected through self-administered questionnaires and content analysis of junk food advertisements. Four major elements were analysed. They included: The language used, the images portrayed, strategies employed and the emotional appeals in the adverts.

Data validity was ensured through piloting of the questionnaires. Data from the questionnaires and content analysis also tallied hence the information obtained was valid. Reliability was ensured through computing the Pearson Correlation coefficient. The data collected was analysed using both descriptive and inferential statistics.



Ethical considerations when researching on minors such as informed voluntary consent and confidentiality were upheld.

## CHAPTER FOUR

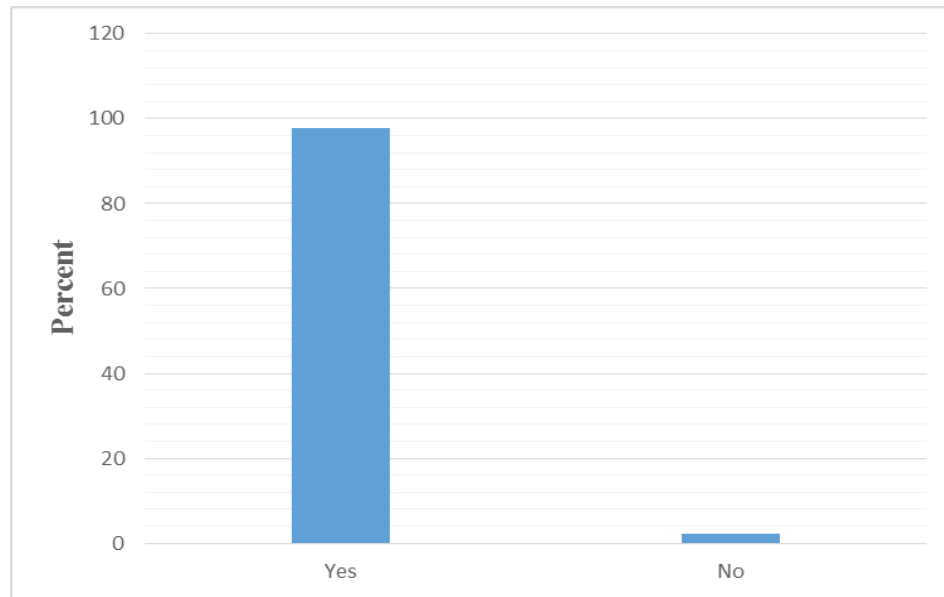
### **DATA PRESENTATION, ANALYSIS, INTERPRETATION AND DISCUSSION**

#### **4.1 Overview**

This chapter presents the results of data analysis. Data is presented as per the objectives of the study. Qualitative data derived from the junk food adverts was analysed through content analysis by the researcher. Quantitative data was analysed through the Statistical Package for Social Sciences (SPSS). The results were presented through frequency tables and bar charts. The researcher interpreted data from these tables and bar charts through content analysis.

#### **4.2 Frequency with Which Junk Food Advertisements are Relayed on Television**

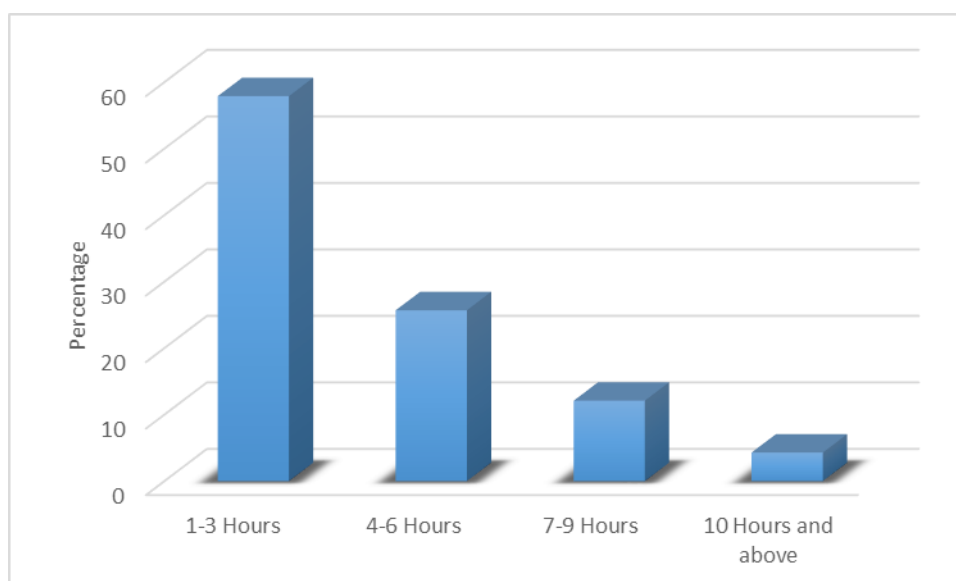
This was the first objective of the study. The frequency with which junk food adverts were relayed on television had an impact on consumption. The theory explained this aspect as “multiplicity of modelling”. The more the number of times an advert was modelled, the higher the chances of the information presented being retained in the mind and thereby influenced decision making. The following bar charts present information provided by the teenagers in the questionnaires on their opinion about the frequency of modelling of fast food adverts.



**Figure 4.1: Television Viewing**

The percentage of teenagers who watched television was 97.9 while those who did not were 2.1. The percentage of those who watched was very high because television was still a readily available source of entertainment despite the fact that most teenagers were turning to social networks. Also, many households have television sets. On the other hand, for social networking, one needs a mobile phone that can access internet or laptops or visit the cyber. Some students may have mobile phones but majority use their parents' who cannot easily give them during weekdays because they want them to study due to limited time after school for entertainment.

This results in most teenagers accessing social sites during weekends. Those who did not watch television on the other hand could be due to lack of television sets at home or because they were expected to do chores after school hence did not have time to watch. In addition in some families, children are prohibited from watching television during weekdays.



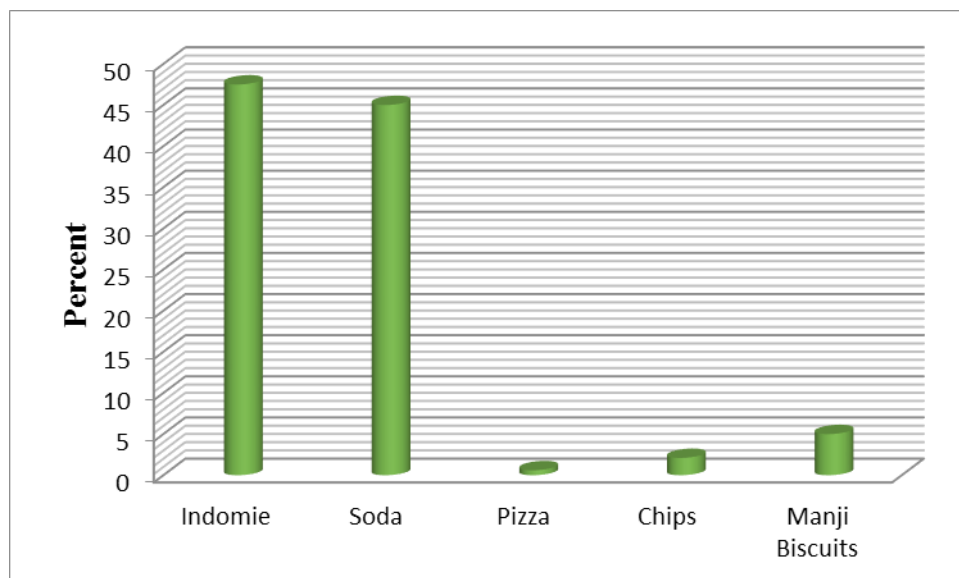
**Figure 4.2: Time Spent in Watching Television Daily**

The percentage of teenagers who watched television between 1-3 hours was 57.9, 25.7% watched between 4-6 hours, 12.1% between 7-9 hours and 4.3% watched television for a period of 10 or more hours. The percentage who watched between 1-3 hours was the highest. This observation was also made by (Koech, 2012). His study revealed that a good number of youth watched television and video between one to three hours. This percentage was high because teenagers are in school most of their time, and when they got home, they had assignments to tackle and maybe helped a little in some household duties, especially the female students, hence, majority watched between one and three hours because of the little free time available.

However, not many teenagers were involved in household duties because school consumed most of their time and when they get home, they had assignments and also wanted to rest. In addition, many households have house helps and other domestic labourers. Most teenagers watched television in the evenings between 6pm-10pm, a period referred to as prime time because most people watched TV at that time and that is why popular programmes were aired during that time. This came out clearly

because many of the examples of junk foods given by the students were those aired on TV during this time.

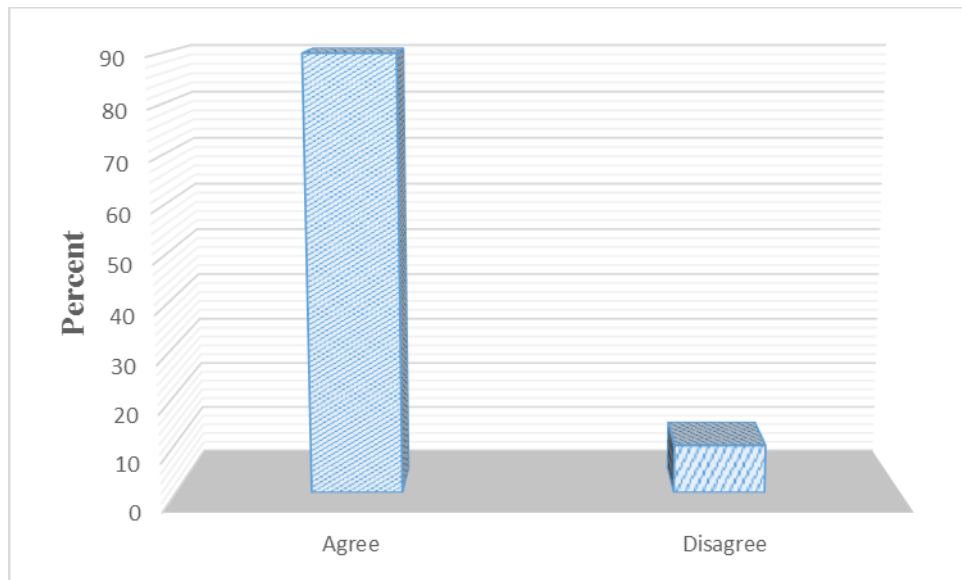
Those who watched television between 4-6 hours could be those who were allowed to watch past 10pm after they were through with school work. There was a soap opera from 10-11pm in both NTV and Citizen TV. In addition, citizen always had a Nigerian movie after the soap opera up to 1pm. Teenagers also watched television during weekends; hence those who watched between 7-9 and 10 and above hours could have done so during weekends.



**Figure 4.3: Foods and Drinks Popularly Advertised on Television**

Indomie was listed as a food that was popularly advertised on TV by 47.1% of the teenagers, 45% listed soda, 5% listed Manji biscuits while 2.1% listed Pizza. Indomie and the soda advert had the highest percentage because they featured a lot on television during commercial breaks when the soap operas and comedies were aired. The advert on Manji biscuits did not always feature during commercial breaks hence the low percentage. Chips on the other hand appeared occasionally on the advert of

tomato sauce. Pizza was also rarely advertised hence the small percentage. These findings were also observed during content analysis of these junk food adverts discussed later in the chapter.



**Figure 4.4: Effect of Frequency of an Advert on Audience**

The number of teenagers who developed a positive attitude towards the product being advertised with continuous viewing of the advert was 90% while 10% did not. Frequent advertising results in preference of the product among others that are not advertised frequently at all (Bandura, 2002). This is because these products are stored in memory and can be easily retrieved for decision making. Socio Cognitive theory of Mass communication also talks of the significance of extensive and frequent modeling in determining what we remember and the resultant attitude created. Frequent exposure to adverts entices people into trying out the products being advertised. This frequent advertising also impacts on the brain; particularly the emotional part of the brain.

Emotion determines greatly what we remember. This is because emotion focuses attention. It sends a message to the brain saying in essence, “Pay attention. This is important.” Emotion also focuses attention, determines what is remembered, shapes attitudes, motivates, and moves one to act. This is why emotions have become the primary target for marketers and advertisers (Schachter, 2008).

#### **4.2.1 Researcher’s content analysis on the first objective**

##### **4.2.2.1 Fast food advertisement 1**

This advert was aired during commercial breaks especially during prime time; that is between 6.00pm and 11.00pm. This was the time of soap operas and other programs like comedies. This soft drink advert was aired on Monday at 7.30pm just before the comedy “Inspekta Mwala” begins and at 7.45pm when it went for a commercial break. It was also aired on Tuesday at 7.30pm just before the local high school drama “Tahidi High” began and at 7.45pm when it went for a commercial break on Citizen TV. It was also aired on Thursday at 7.30pm just before “Papa Shirandula”, a comedy on Citizen TV; it was also aired at 7.40pm on Wednesday when the program “Machachari” on Citizen TV went for a commercial break.

The advert was also aired at 8.15pm during the commercial break of the soap opera “Abyss of Passion” on Citizen TV. It was also aired at 8.30pm just before the news headlines. It was also aired at 6.15pm daily during the commercial break of the soap opera “Dyezebel” on NTV and also at 10.40pm during the commercial break of the soap opera “Cats cradle” on NTV. The advert also featured on Tuesday at 7.30pm just before the NTV comedy “Beba Beba” began and at 7.40pm during a commercial break.

The advert began with a tone that put one in the mood of celebration. Then a teenager who had put on the cap the opposite of how it was normally worn alerted a friend on the other end and threw the lid of the soft drink to him.

The friend fell down as he held the lid. The tune translated into a song:

“Ooooo Ooooo Ooooo Ooooo”, now am feeling so amazing, can see you coming and we’ll never go home again (the word “again” is prolonged), because am chasing the sun, “ooooo ooooo ooooo Ooooo”. One of the teenagers beside the one who had fallen down did not have a shirt on, and all of them had no shoes. It seemed like they were on a beach. As the song proceeded, bottles of the soft drink were shown and someone picked one. There were other teenagers, both male and female who also drank it and a third teenager threw the bottle lid to another teenager who held it and began to play the guitar.

The other teenagers around the one playing the guitar were excited and they nodded their heads which encouraged the music to go on. The lid was then thrown to the fourth teenager who was on a higher ground, who then threw it to a fifth teenager who was skating in the sea and he managed to hold it. When he did, the group of teenagers was thrilled and two female teenagers hugged excitedly.

The fourth teenager (who had thrown the lid to the skating teenager) raised his hands in victory and two other teenagers beside him did the same. Two pairs of male and female chatted excitedly as they took the coke. The teenager then threw the lid and the advert ended with a rhetorical question, “thirsty for good times?” then there was the picture of the soft drink and beside it the slogan, “Open happiness”.



## **Analysis**

The time span of the advert was short which left one with the spur of excitement. This advert was aired five to six times daily between 6-11pm on both stations. This resulted in the advert being retained in memory and hence one could easily retrieve this information during purchase. Advertisers are aware of this phenomenon and that is why the frequency is very high especially because this is the prime time period (Michele, et al. 2013). This is the reason why 45% of teenagers listed soda as a food that is popularly advertised on TV and 38.6% commonly consumed it. The Social Cognitive theory explained this as extensive and multiplicity of modelling. Multiplicity of modelling increased vicarious influence. The more the number of times an advert was aired the greater the chance of it being remembered.

### **4.2.2.2 Fast food advertisement 2**

This advert was aired during commercial breaks. It was aired from Monday to Friday at 8.00pm just before the soap opera “Abyss of Passion” on Citizen TV. It was again aired at 8.12pm during a commercial break. It was again aired at 8.25pm when there was another commercial break just before the news headlines. It was also aired at 10.00pm just before the 10.00 o’clock soap opera and at 10.25 during a commercial break.

It was also aired at 7.30pm just before programs such as “Inspekta Mwala”, “Tahidi High”, “Papa Shirandula” and “Mashtaka” on Citizen TV. It was also aired on NTV during the commercial break of the soap opera “Dyezebel”. It was also aired on Tuesday at 7.45pm during the commercial break of the NTV comedy “Beba Beba”.

The advert was also aired during the commercial break of the program “Mali” on Wednesday on NTV.

A beat that triggered one to dance began the advert as a female celebrity pressed a remote control of a TV and immediately, a male celebrity was shown on the screen of a television eating indomie. We were shown a shelf that contained a number of packets of indomie. The name of the female celebrity appeared as she sang a song. She was in the kitchen and as she prepared indomie, she sang a song:

*“Indomiiii, pika kwa dakika tatu, (cook for three minutes)*

*Indomiiii, furahia mlo mtamu (enjoy sweet food)*

Yum yum, uuu, yum yum, eee, yum yum, (a term meaning the food is very sweet)

*Indomiii* (she dances sideways while smiling and the expression on her face is that of total happiness)

*Chemsha maji tia indomie, ongezea bumbu sossi, ni rahisi na haraka bei yake ni nafuu*

*Indomiiii” (boil water, put indomie, add spice, it is easy and fast and the price is good)*

The song then ended but the beat was still on and the female celebrity (she is called Cindy and is a musician) was now in the sitting room enjoying indomie she had just cooked. A pilot, a mother, two school children, a DJ in a studio and a doctor were also shown eating the same. Part of the song then resumed:

*“Indomiiii, furahia mlo mtamu.”(Enjoy sweet food)*

The indomie advert ended as the female celebrity was smiling broadly as she displayed the indomie then the statement: “*Indomie, ijaribu leo, yum yum.*” (*Try indomie today*)

### **Analysis**

This advert was aired six to seven times daily on Citizen TV between 6.00-11.00pm. This number was quite high; hence, it was almost impossible for it to fade out of memory. Review of literature revealed that advertisers ensured that teenagers’ favourite programs such as soap operas, music shows and comedies were characterized by frequent adverts on non-nutritious foods during commercial breaks (Roseman & Stephenson, 2014). This frequency boosted memory and that is why 47.1% of teenagers listed Indomie as a food that was popularly advertised on TV and 30% commonly consumed it.

The more one is exposed to an image or information, the higher the chances of retaining it in memory. The theory explained the aspect of extensive modelling as a very important element in determining whether one remembered an event or not. Vicarious capability/observational learning increased with exposure, the higher the level of exposure (frequent advertisements), the greater the chances of learning from what is observed.

#### **4.2.2.3 Fast food advertisement 3**

This biscuit is a junk food. Its advert was aired from Monday to Friday at 6.00pm just before the NTV soap opera, “Cats Cradle” began and also at 6.30pm during a commercial break. It was also aired from Monday to Saturday at 8.10 and 8.30pm during the commercial breaks of the Citizen TV soap opera “Abyss of Passion”. It

was also aired at 7.30pm when the Citizen TV program “Tahidi High” was about to begin.

The advert was composed of a rich description: “Manji biscuits, irresistible” (a family of four is presented and then a biscuit was shown. It was then broken accompanied by the words (delicious, crispy and crunchy). “Manji biscuits are made from the finest golden wheat, rich creamy milk, sweet honey sugar and exotic (adds the word,” mmmmmh” which is a term denoting sweetness) as a lady was shown eating the biscuit. With a blend of delicious cocoa and rich chocolate, gives you an irresistible delite in every bite” (a teenager was shown eating). Manji biscuits, Kenya’s favourite biscuits since 1954” (a girl was shown eating).

### **Analysis**

The advert was aired twice on both Citizen TV and NTV during commercial breaks of the soap operas and comedies. It was aired from Monday to Friday at 8.12pm and at 8.30pm during the commercial break of the soap opera “Abyss of Passion” on Citizen TV. It was also aired at 6.15pm and 6.30pm from Monday to Friday during the commercial break of the NTV soap opera “Dyezebel.”

This frequency was not as high and that is why only 5% of the teenagers listed the biscuit as a food that was popularly advertised and only 7.9% commonly consumed it. The theory explained that the level of being influenced by observed events increased with exposure. To a large extent, people acted on their images of reality. That is, what had been stored in memory. This could be the reason as to why the teenagers did not remember this advert much.

#### 4.2.2.4 Fast food advertisement 4

The advert was aired on Saturdays at 6.15pm on Citizen TV during the commercial break of the wedding show program. It was also aired at 8.12pm during the commercial break of the soap opera “Abyss of Passion.” The advert was also aired on Tuesday at 7.45pm on Citizen TV during the commercial break of the local high school drama. It was also aired from Monday to Friday at 6.15pm and 6.30pm during the commercial break of the NTV soap opera “Dyezebel”.

“I love you (x8), my sweetness, and “mwaaah” (said by a male teenager). (Someone laughed on the background because the advert was comical).Mean what you say with Cadbury sms” (a type of chocolate). Two teenagers, the male teenager and a female teenager gave each other the card bury chocolate written “I love you” , the boy gave the girl, then the girl gave the boy. The boy was happy because he had won the heart of the girl. They both enjoyed the taste of the chocolate as revealed by their facial expressions. “With its creamy biscuit waiver coated with Cadbury dairy milk chocolate, nothing says it like a Cadbury sms”.

There’s another similar advert on chocolate:

A male teenager was shown eating Dairy Milk chocolate. A female teenager asked to be given. They were both in a storeyed building. The male teenager tied the chocolate on a string and threw it to her but a mother gets hold of it first because they were in a storeyed building. He tried again and this time it got to a small boy, then to a girl, then to a couple. The female teenager almost gave up when the boy tied several chocolates on strings and threw them. The female teenager finally got it. They both enjoyed the

taste of the chocolate. Then the statement, “Cadbury Dairy Milk, share the happiness”, ended the advert.

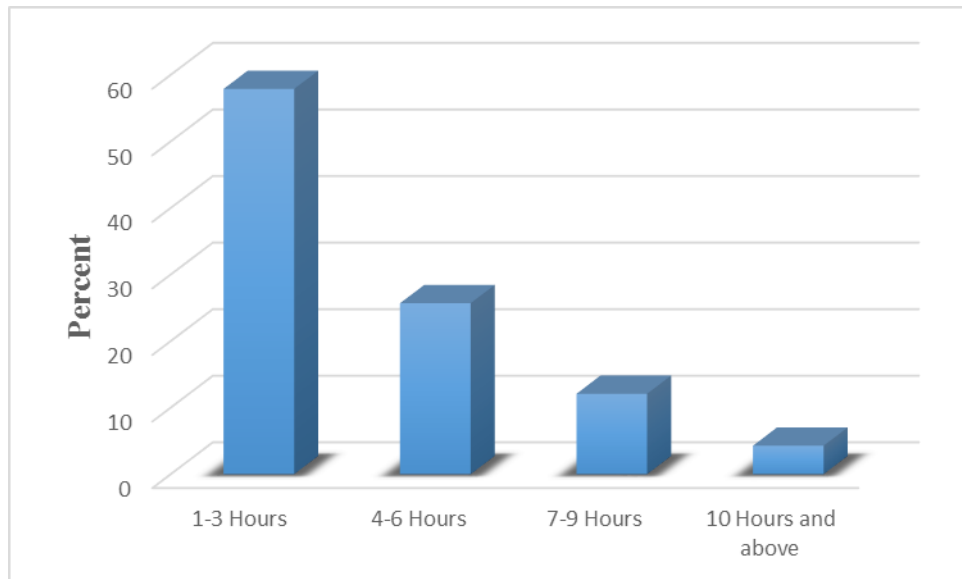
### **Analysis**

This advert was aired at least twice daily on both Citizen TV and NTV between 6.00-11.00pm. The frequency was higher on Saturdays during the wedding show program. This is because chocolate is used as a symbol of love. Weddings are occasions of expressing love. The teenagers did not mention Cadbury chocolate as a food that was popularly advertised on TV.

In addition, the percentage of those who commonly consumed it was 1.4% while those who consumed it as a result of TV viewing were 2.1%. The percentage was small because the number of times the advert was aired was also less. The theory explained this as multiplicity of modelling.

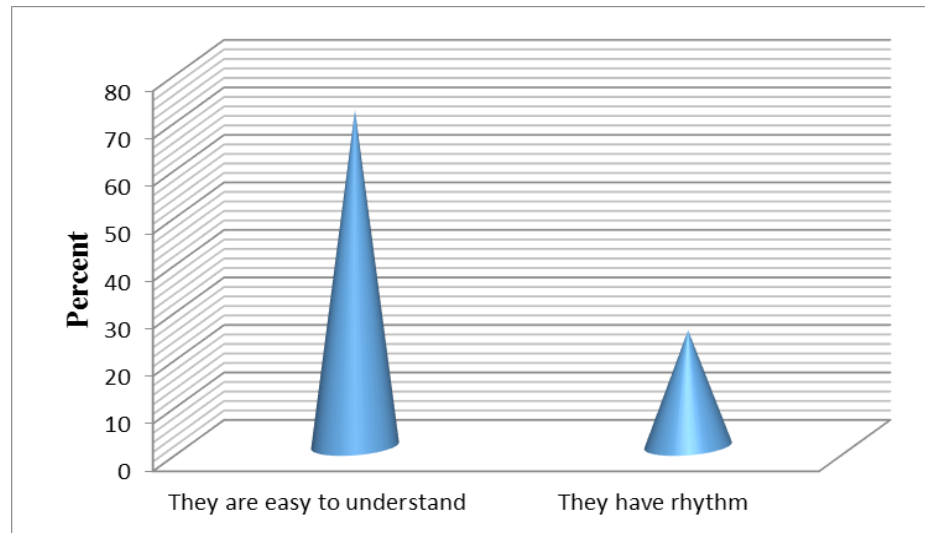
### **4.3 Strategies Used in Presenting Junk Food Advertisements**

This was the second objective of the study. There are several strategies used by advertisers as motivators to attract the attention of teenagers into consumption of their products. These strategies include: Appetizing images, simple rhythmic words, non-verbal cues, implicatures, the use of songs and celebrities among others. The following bar charts and table present information obtained from the questionnaires on what motivates teenagers into junk food consumption:



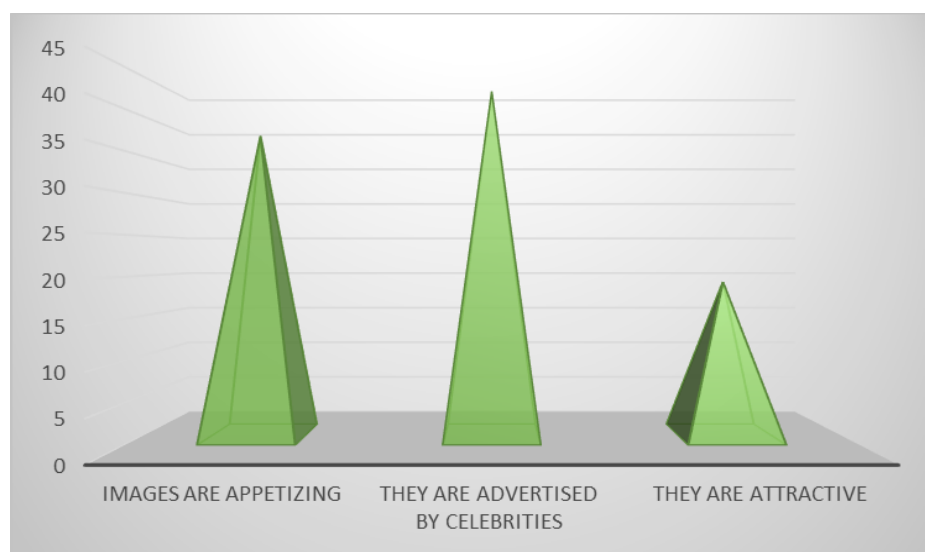
**Figure 4.5: Motivation to Consume Fast Food**

The percentage of teenagers encouraged to consume junk food by television advertisements was 69.8%, 26.6% were encouraged by their peers, 2.2% by their parents while 1.4% were encouraged by other factors. Other factors could be the sweet taste of junk foods or their availability. The influence of television advertisements was high due to the strategies employed by advertisers such as the use of celebrities such as actors and comedians and also rhythmic music which captured the attention of the teenagers. The influence by their peers was also significant due to the fact that they spend most of their time with them in school and also at home.



**Figure 4.6: Reasons for use of Persuasive Words**

The percentage of teenagers who found the words used in advertising persuasive because they were easy to understand were 70.7 while 24.3% felt it was because they had rhythm. For instance the advert on indomie uses words like: “Pika”, “tia”, “ongezea”, “furahia”, “ijaribu leo” and “yum yum”. All these reasons as to why the words were persuasive have been discussed further in the analysis of junk food advertisements aired on TV.



**Figure 4.7: Reasons for Fast Food Consumption**



The percentage of teenagers who developed a positive attitude towards the junk food adverts because of their appetizing images was 37.6, 43.2% because they were advertised by celebrities and 19.2% because they were attractive. The term appetizing means that on viewing the junk food advert, one got an urge of consuming the food. For instance in the Indomie advert, Indomie was cooked and eaten by the female celebrity. One felt like consuming it too as they viewed the advert. The “Manji biscuit” advert was also appetizing because the biscuit was crispy, crunchy and contained milk which caused one to salivate as they watched the advert.

A celebrity is a personality who is popular and could be a musician or an actor. The Indomie advert was presented by a female celebrity who is a musician and also by a male celebrity who is an actor in a local high school drama in Citizen TV called “Tahidi High”. This male celebrity also won an award as the best TV actor in the “Chaguo la Teeniez” awards in the year 2010. The soft drink advert analyzed in this research was advertised by teenagers but a previous advert had been advertised by a male celebrity who is an actor in a local drama in Citizen TV called “Papa Shirandula.”

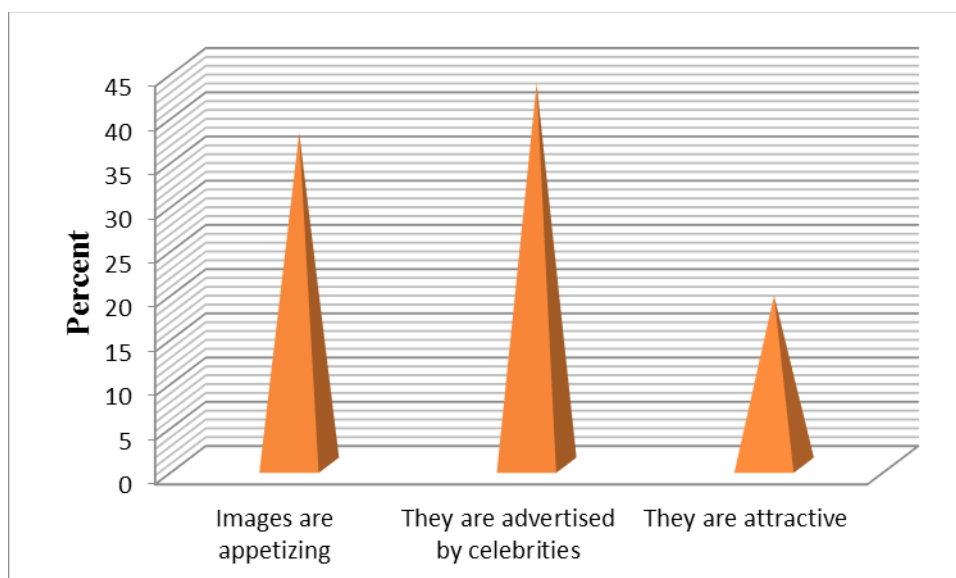
The term attractive means something that is pleasant to the eyes. These adverts were presented by well-groomed personalities who one may want to be associated with. The advertised foods like “Indomie” and “Manji” biscuit also appealed to the eyes because they looked delicious hence made one want to consume them. These analyses were in line with the concepts of the theory such as social prompting of behaviour applied in this study.

The concept of symbolizing capability in Social Cognitive theory argues that people cannot be much influenced by observed events if they do not remember them. This is

why advertisements target the powerful sense of sight by making use of pleasant images of their products. Images leave a lasting effect in our minds (Bandura, 1986). It is hard to forget something that you saw as compared to something that you just heard.

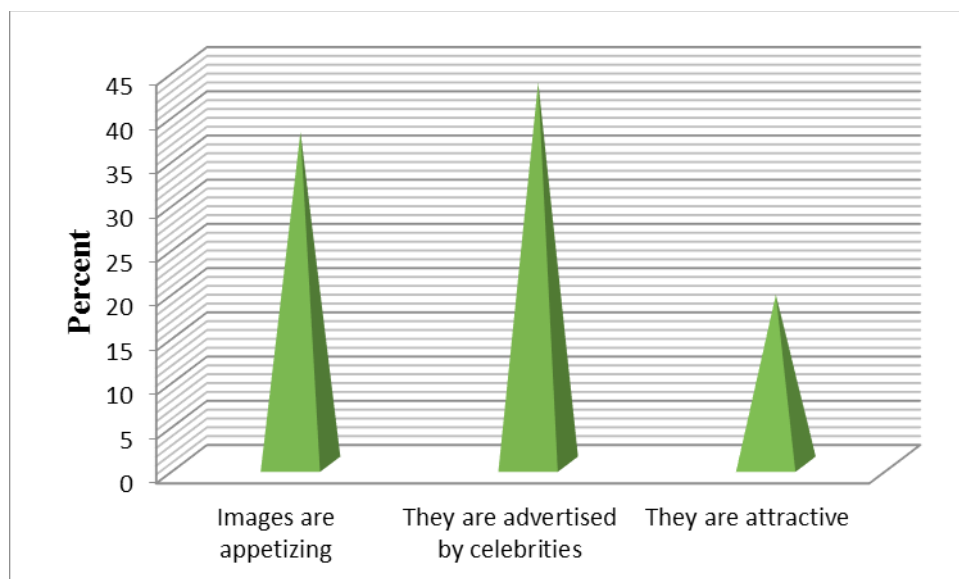
The concept of attention processes in Social Cognitive theory on the other hand stated that people do not input all information from a source but select some elements and leave out others. This is the reason as to why advertisers go to any extent to ensure that their target audience will remember their product. They do this by employing many strategies to attract attention, for instance through attractiveness of the advert.

The way the models are groomed as they present the adverts and images of the advertised foods constitute attractiveness. Adverts use beautiful and attractive models to air their products. The advert on indomie used an attractive female musician and a popular male actor of a local high school drama program called Tahidi High aired weekly on Citizen TV on Tuesdays from 7.30pm to 8.00pm.



**Figure 4.8: Why Junk Food adverts are Attractive to the Youth**

The percentage of teenagers who found fast foods advertisements attractive because the images of the foods were appetizing was 37.6, 43.2% because they were advertised by celebrities and 19.2% because they were attractive. Attractiveness of the adverts was as a result of the use of beautiful models and also the environment in which the advert was modeled. The appetizing feature of the images meant that these types of food appealed to or stimulated the appetite. Celebrities are people who the youth can identify with because they view them as being in the same age bracket as they are. The indomie advert used a male celebrity who was an actor in “Tahidi High”, a local drama aired on Citizen TV. It also used a young, beautiful female musician. The “soft drink” and “chocolate” advert aired on both Citizen and NTV employed teenagers while the “biscuit advert” used a teenager, a child and a parent.

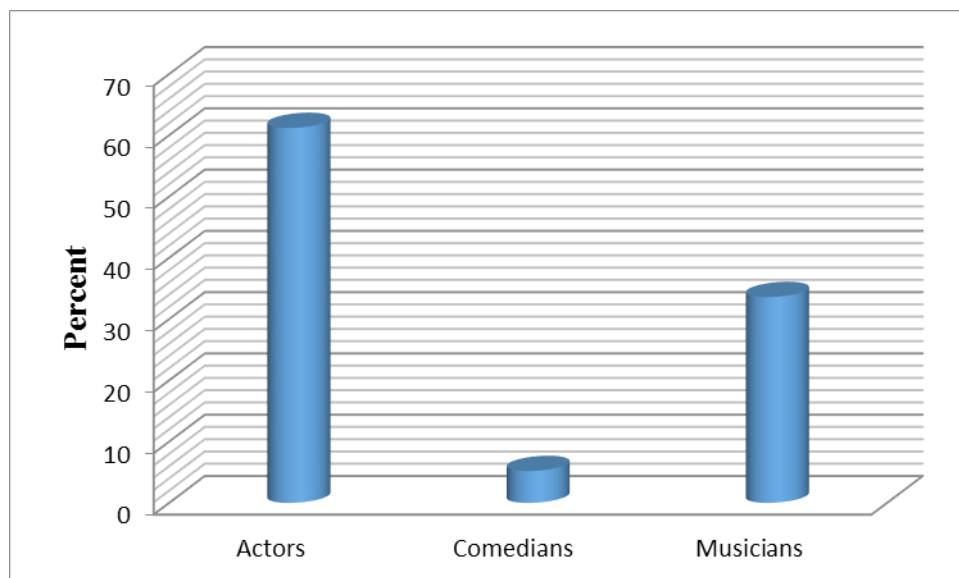


**Figure 4.9: Motivation to Purchase upon Viewing an Attractive Junk Food Advert**

The percentage of teenagers who were persuaded to purchase junk food on viewing an attractive food advert because the images were appetizing was 28.4, 31% because they were advertised by celebrities and 40.5% because they were attractive. The

teenagers kept repeating the issues of appetizing images, attractiveness of the adverts and use of celebrities.

This is in line with what the theory explained on social prompting of behaviour. The actions of these models served as social prompts. That is, they greatly influenced what foods and drinks would be chosen among many other available alternatives. In addition, frequent exposure to the media world shaped viewer's beliefs and conceptions of reality (Faber et al. 1982). This therefore made the teenagers view what was propagated by the advert as the authentic state of affairs.



**Figure 4.10: Categories of People who Advertise Foods and other Products Commonly Consumed by Teenagers**

The percentage of teenagers who said that foods and other products they commonly consumed were advertised by actors was 61.2, 5.2% said comedians and 33.6% said musicians. Actors, comedians and musicians can all be categorised as celebrities. These responses were in line with what was found out in the content analysis of junk food adverts. The people mentioned were actually those who modelled or featured in

these adverts. The indomie advert used “OJ” an actor in a local drama called Tahidi High aired weekly on Citizen TV on Tuesdays and a female, Cindy, who is a musician. A previous advert of the “soft drink” was modelled by an actor in a local TV drama called “Papa Shirandula” aired weekly on Citizen TV on Thursdays.

**Table 4.3: Criteria for Choosing Models for Adverts**

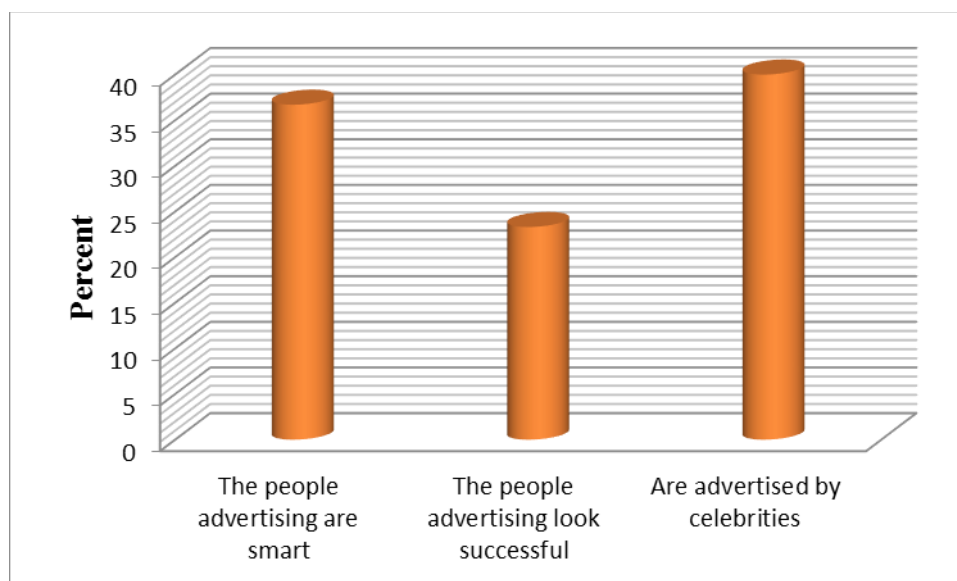
<b>Models</b>	<b>Frequency</b>	<b>Percent</b>
They are celebrities	99	70.7
They are confident	1	.7
They are creative	8	5.7
They are funny	23	16.4
They are persuasive	2	1.4
Total	133	95.0
<b>Total</b>	<b>140</b>	<b>100.0</b>

The percentage of teenagers who thought that actors, comedians and musicians are chosen to advertise because they were celebrities was 70.7, 0.7% because they were confident, 5.7% because they were creative, 16.4% because they were funny and 1.4% because they were persuasive. Celebrities posed as confident, creative, funny and persuasive and hence, the teenagers all seemed to be saying that the reason why the models who advertised were chosen was because they were celebrities. Teenagers like identifying with people who are influential and attract attention.

Celebrity endorsement dates back to the 19<sup>th</sup> century. Advertisers bank on celebrity attributes such as image, trustworthiness and familiarity as important factors for choosing the appropriate endorsers (Clinton et al. 2008). In addition, what celebrities indulge in is viewed as the right way of doing things and their actions have the power to influence behaviour while assuring viewers that positive result can be gained by

similar conduct. For instance, the advert on Cadbury chocolate assures teenagers that they can successfully woo a girl of their choice by giving them the chocolate.

Social Cognitive theory also states that models that are viewed as prestigious are enlisted so that their characteristics aid in boosting the persuasiveness of commercial messages. Their modelling influences act as emotion arousers and shapers of values and conceptions of reality (Bandura, 1986).



**Figure 4.11: Reasons Why Teenagers Associate Fast Foods with Being “Cool”**

The percentage of teenagers who associated fast foods with being cool because the people advertising were smart was 36.7, 23.3% because the people advertising looked successful and 40.0% because they were advertised by celebrities. The term “smartness” means that those advertising were well groomed. The male actor and female musician in the indomie advert were well dressed. The aspect of looking successful could be due to the environment in which the advert was aired. For instance, the indomie advert was modeled in a well-furnished house that had modern seats and cooking equipment which implied that the owner had a good income and hence consumption of the product would result in success.

These traits exhibited by these models are what teenagers like. This also agrees with the concept of modeling explained in Social Cognitive theory of mass communication. Modeling by these celebrities creates personal attributes as well as alter pre-existing ones (Bandura, 1986). Also, Clinton et al. (2001) states that celebrity attributes play a great role in influencing consumption of products. This is because teenagers associate consumption of the advertised fast foods with the attributes of those advertising. Responses in the questionnaires revealed that teenagers believed that they would exhibit the traits of the models who advertised such as intelligence, popularity, wealth and beauty among other traits.

#### **4.2.1 Researcher's content analysis on the second objective**

##### **4.2.1.1 Lexical strategies**

The first advert used a number of language devices to enhance the message. Firstly, it used non-word sounds (ooooo, ooooo, ooooo). This was prolonged and thus enhanced the rhythm of the song. The tone of the song was also very lively and that is why the teenagers nodded their heads throughout. Secondly, there was the use of the progressive tense (feeling, amazing, coming) continuously which further enhanced the rhythm of the song. Thirdly, the advert also used simple words (go, open, now, am) which was important in retaining memory. In addition to that, there was also exaggeration achieved through the use of phrases such as "chasing the sun", "open happiness" among others. Youths love adventure and fun moments hence these phrases were appropriate. Also, the rhetorical question, "thirsty for good times?" invited teenagers to try out the drink.



The second advert also used a number of lexical strategies to communicate its message. Firstly, there was the use of simple Swahili verbs such as: *Ijaribu*, *furahia*, *ongeza*, *chemsha*, *tia* and *pika* among others. These words were also persuasive, thereby encouraged one to take action as a result of the message communicated. Thirdly, there was alliteration; “indomie, ijaribu”, “mlo mtamu” “yum yum”. This created rhyme which enhanced rhythm of the song. There was also exaggeration achieved through the words “ni rahisi na haraka...” The food cooked very fast as it was ready for consumption within seconds.

The third advert had a rich description which was enabled through the use of adjectives. Firstly, it used short simple descriptive words such as: Crispy, crunchy, sweet, honey, sugar and delite among others. These words are easy to recall hence will enhance memorization of the product. Secondly, some of these words are onomatopoeic. For example: Crispy, crunchy and creamy. This technique makes an idea more expressive, interesting and has an effect on readers’ senses (LearningDubovičienė, T., & Skorupa, P. (2014).

In addition, some of the words exhibited alliteration. For example, “crispy and crunchy.” Others had an element of assonance, for example, “delicious in every bite.” There was also the use of non-word sounds such as “mmmmh”. This was meant to create a vivid picture of how sweet the biscuit was. These sound techniques were attention grabbers. Moreover, they created rhyme. Rhyme is essential in enhancing better memorization of the message because it ensures that the message impacts in one’s mind (LearningDubovičienė, T., & Skorupa, P. (2014).

The fourth advert used simple verbs such as: Love, mean, say and share. Verbs are important as they encourage one to take action. There was also the use of rich

descriptions. For example, “creamy biscuit waver coated with dairy milk chocolate.” This description created a vivid image and made one’s mouth water. In addition, the slogans used persuasive language that enticed one to try out the product. For example, “nothing says it like a Cadbury sms” and “Share the happiness.” The use of slogans in advertising aims at arresting the attention of a potential consumer and also help to distinguish a product or service from the majority of others in the market (LearningDubovičienė, T., & Skorupa, P. (2014). Also, the use of non-word sounds such as “mmmmmh” further emphasized on how delicious the chocolate was.

#### **4.2.1.2 Non – verbal/visual cues and other strategies**

The first advert used both male and female teenagers. These teenagers were full of energy and excitement. The use of both male and female was convenient because teenagers love socializing with members of the opposite sex. In addition, this appealed to their emotions which made the advert highly persuasive. Moreover, images which the target audience can identify with leave long lasting memories and possess the power to change attitudes of viewers (Lester, 2000 as cited in Ondimu, 2012). These teenagers gave an exuberant performance in the advert and it was evident that they were really enjoying themselves.

The theory explained this as social prompting of behaviour. The actions of others served as social prompts. One was influenced to select certain foods and drinks or other commodities because other people whom they identified with were consuming the same, especially when positive results were gained from consumption of these products. The environment also appealed. The teenagers were at a beach, that is why they all did not have shoes and one of them did not have a shirt. The mood created was that of partying. Teenagers love such environments where they have a lot of fun.

In the second advert, the female celebrity danced gracefully while smiling broadly throughout the advert. She was beautiful, well clad in bright coloured clothes hence attractive in her appearance which resulted in likeability. The look in her eyes was also appealing. This elicited emotions of affection. This aspect of emotional appeals in adverts is explained by (Frosch et al. 2007) who stated that advertisers strive to evoke emotions because anything that is attached to emotions is easily remembered, hence, could influence decision making. In addition, people project their mental state onto an image which affects what they see (Ondimu, 2012). Therefore, emotional appeals in adverts play a role in influencing consumption. Persuasion depends a lot on emotional appeals to influence the target audience into consumption.

The rhythm created by the beats was enjoyable and danceable. The use of gestures together with the images of indomie was also helpful in creating a vivid image in the brain. The environment also glittered as the house was painted with bright colours (mixture of white and red). (Stern, 1992) referred to these techniques as creative techniques used by advertisers to say things about the product in ways other than by direct statements of facts.

The male celebrity whose stage name is “OJ” on the other hand is familiar to the youth as he was voted by teenagers as the best TV actor in the “Chaguo la Teeniez” awards in the year 2010 due to his role in the local High School drama on Citizen TV. This is in line with the “Source Attractiveness Model” expounded by (Roy, 2006). He talked of advertisers using dimensions of attractiveness such as familiarity and likeability. This advert was also in line with what the endorsement claim of advertisements stated. Advertisers ensured that their products were endorsed by celebrities or approved organizations so that they gained credibility. The employment

of all these strategies resulted in the advert being successful with 47.1% of the teenagers listing it as a food that was popularly advertised while 30% commonly consumed it.

The third advert had appetizing images. The images of the biscuit coated with creamy milk and chocolate made someone wish to take a big bite. The image of the creamy milk as it poured on the biscuit made one's mouth water. The people who ate also enjoyed the taste as exhibited through their facial expressions. The sound effects also made the advert appealing hence enhanced the presentation of the advert.

The fourth advert had background music which played in both adverts which set a good environment for the advert. It also made the advert memorable. The theme of love, a topic that teenagers like, featured on both adverts. The male teenagers managed to woo the females with the help of the chocolate. This idea was reinforced when the advert was aired during the commercial break. Weddings are manifestations of love. The theory explained this as symbolizing capability. People are motivated by the successes of others who are similar to themselves and hence teenagers are likely to try out the same. Also, the images of the chocolate and milk were enticing which made one want to have a bite. In addition, the use of gestures breaks the monotony of words. The female teenager beckoned the male teenager to give her the chocolate, and the other recipients of the chocolate also showed their gratitude through gestures.

#### **4.2.1.3 Grammatical strategies**

These adverts made several implications. Firstly, the slogan of the first advert "open happiness" implied that it was through consumption of the product that happiness would be achieved. In the second advert, the people shown eating indomie were almost representative of the entire population:

Female celebrity (a musician; the youth like music)

Male celebrity (an actor and celebrity among teenagers because of the role he played in a local High School play).

Mother (the implication was that if a mother was eating, then it was okay to consume the food).

DJ (the implication was that it was “cool” to eat indomie because the DJ was clad the way youths view as fashionable).

A pilot & a doctor (These are professions that are associated with prestige in our society).

The statement in the third advert, “Manji biscuits, Kenya’s favourite biscuits since 1954” implied that it was of good quality and that is why it had managed to retain its position of being the favourite biscuit for all those years. In the third advert, the statement that ended the advert, “nothing says it like a Cadbury sms”, implied that it was only with the help of the chocolate that a male could successfully woo a female. Also, the statement that ended the second advert, “Cadbury dairy milk, “share the happiness” also implied that consumption of the chocolate triggered the feeling of happiness. The use of chocolate and milk was symbolic because it signified love. In addition, couples and lovers exchange them as gifts on occasions such as birthdays, weddings and Valentine’s Day. Valentine’s Day is a day when those in love express their affection by buying each other gifts and going for outings among other things.

Repetition was also another strategy that had been employed by these adverts. In the second advert, the word “indomie” was repeated six times. This repetition not only enhanced the memory of the product but also aided in enhancing the rhythm of the

song. In the third advert, the name “manji biscuits” was repeated three times. The phrase “I love you” was repeated eight times in the fourth advert. This evoked the emotion of love and also made the advert memorable. Repetition appealed to the emotions of the audience and was meant to emphasize, persuade, motivate and encourage consumption ((LearningDubovičienė, T., & Skorupa, P. 2014).

The third advert also employed tautology; “sweet honey sugar” and “creamy milk”. Honey is already sweet and so the pre-modifier “sweet” and post modifier “sugar” were not necessary. Also, milk is creamy; hence, the pre-modifier “creamy” was not required. However, this technique is greatly used by advertisers for emphasis.

#### **4.3 Perceptions of the Youth on the Influence of Junk Food Advertisements on Their Food Choices**

This was the third objective of the study. As a result of the frequency and strategies employed in airing of the junk food adverts, the teenagers developed an attitude towards these products which influenced their decisions on the type of food they preferred. The following tables and bar charts present information obtained from the questionnaires on the teenagers’ opinions about the fast food adverts and whether these adverts influenced their food choices. Content analysis of the researcher is also presented.

**Table 4.4: Teenagers’ Preference for Fast Foods**

<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
Yes	137	<b>97.9</b>
No	3	<b>2.1</b>
Total	140	<b>100.0</b>

The percentage of teenagers who agreed with the statement that some people claimed they preferred fast foods to others was 97.9 while 2.1% did not. The teenagers stated in the questionnaires that they preferred fast foods majorly because of the good taste and because they were advertised by celebrities. Story, Neumark-Sztainer, & French, (2002) also found out that many adolescents preferred fast foods because of the sweet taste and availability. Fast foods are sweet and easily prepared. For instance, indomie takes three minutes to cook. In fact, one can just put it in boiled water, leave for some few minutes and it is ready for consumption.

**Table 4.5: Commonly Consumed Fast Foods by Teenagers**

<b>Foods</b>	<b>Frequency</b>	<b>Percent</b>
Cakes	2	1.4
Chips	62	44.3
Chocolate	2	1.4
hot dogs	2	1.4
Indomie	29	20.7
Kebab	6	4.3
Manji biscuits	7	5.0
Pizza	10	7.1
Smokies	1	.7
Soda	17	12.1
<b>Total</b>	<b>140</b>	<b>100.0</b>

The percentage of teenagers who commonly consumed cakes was 1.4, 44.3% chips, 1.4% chocolate, 1.4% hot dogs 1.4%, indomie 20.7%, kebab 4.3%, manji biscuits 5%, pizza 7.1%, smokies 0.7% and 12.1% soda. The percentage of chips was quite high maybe due to palatability, and also because it featured in the advert of “Tomato sauce” which was aired often. That of indomie on the other hand was also high because it was advertised on television.

These advertisements employ strategies that persuade teenagers into junk food consumption as discussed later in this chapter. The “biscuit”, “chocolate” and “soft drink” adverts also featured on television. The mentioning of cakes, hot dogs, kebab, pizza and smokies could be as a result of influence from their peers because they did not feature much on television.

**Table 4.6: Commonly Consumed Junk Foods by Teenagers as a Result of Viewing TV Adverts**

<b>Foods</b>	<b>Frequency</b>	<b>Percent</b>
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Chips	18	12.9
Chocolate	3	2.1
Indomie	42	30.0
Manji biscuits	11	7.9
Pizza	4	2.9
Soda	52	37.1
Total	130	92.9
Missing System	10	7.1
<b>Total</b>	<b>140</b>	<b>100.0</b>

The percentage of teenagers who mostly consumed indomie was 30, 37.1% soda, 7.9% Manji biscuits, 2.1% chocolate and 12.9% chips. The percentage of those who consumed soda and indomie was the highest because their adverts were aired regularly as revealed by content analysis later in the chapter. The percentage of those who consumed Manji biscuits and chocolate was low because their adverts on television also did not air as often. By extension, chips was also advertised because it featured on the adverts of tomato sauces such as Ken Sauce. These adverts used chips to demonstrate how delicious their product was.

These results were in line with what the Social Cognitive theory of mass communication explained on the aspect of multiplicity of modeling. The more an advertisement was aired, the more people were influenced to try out the product or service being presented to them. The teenagers also stated in the questionnaires that the more an advert on junk food was aired, the more they were influenced to try it out.

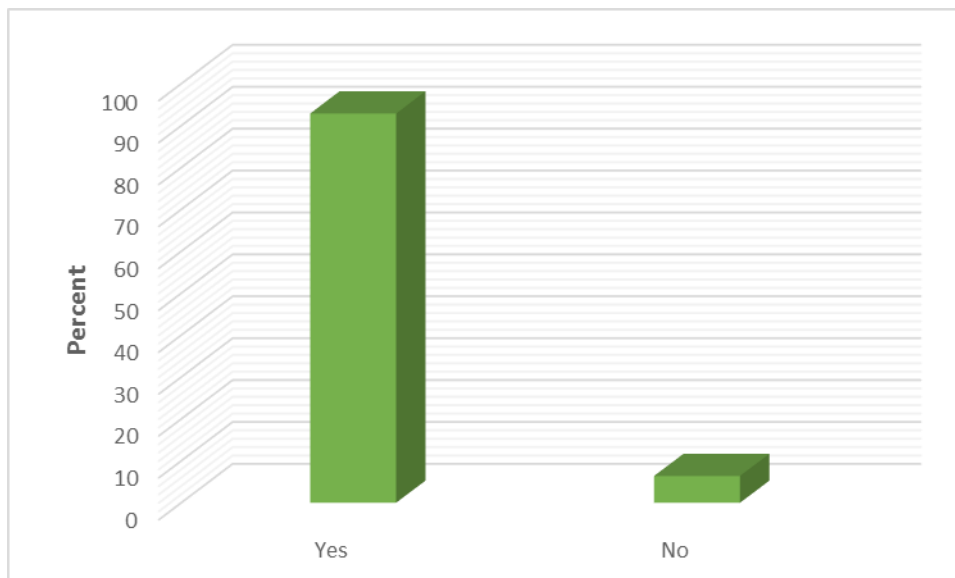
**Table 4.7: Advertisements Use Words That *Are Persuasive***

<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
Yes	128	91.4

No	12	8.6
Total	140	100.0

The percentage of teenagers who felt that the words used in advertisements were persuasive was 91.4 while 8.6% did not. This is in line with what Jacobson (1997) says about the language of advertising. It is poetic, arouses feeling and uses a restricted range of vocabulary. The advert on “Manji biscuits” and “Card Bury chocolate” used simple words that created alliteration hence became poetic thereby aroused feelings of extreme sweetness.

The adverts used words such as: “Crispy and Crunchy” (alliteration), “Irresistible”, “delicious”, “rich creamy milk”, “sweet honey”, “sugar and exotic”. There was also repetition of the word “irresistible” and the phrase “sweet honey” which created rhythm and hence enhanced memorability.



**Figure 4.12: Fast Food Adverts are Attractive to the Teenagers**

The percentage of teenagers who found fast foods advertisements attractive was 92.9% while 6.4% did not. Both the images of the foods, the setting of the adverts and

the well-groomed celebrities constituted to attractiveness of adverts. Teenagers are in a stage where they are still constructing their identities hence are easily influenced by other people they view as successful in life, for instance celebrities such as actors and musicians. (Marske & Harrison, 2005) also noted that teenagers are concerned about their status and the kind of lifestyle they lead. Also, (Kasamba, 2009) found out that young people in school were more vulnerable to being influenced by advertisements than those out of school.

These celebrities normally featured in fast food advertisements. There was also the use of appealing images and melodious songs. In addition, the words used were simple and employed sound devices such as alliteration that created a poetic environment hence making the advert memorable. The “Indomie”, “soft drink” and “chocolate” adverts employed songs. The “biscuit” “chocolate” and “Indomie” adverts used images that appealed hence made one want to try out the food.

In addition, the “biscuit” advert used words and phrases that created rhythm and persuaded one to try out the product such as: “Crispy and crunchy”, “irresistible delight in every bite” and “rich creamy milk” among others. This is in line with what Jacobson (2008) explains about the language of advertisement. The language of advertisement has to be poetic and make use of metaphors and rhyme in order to boost memory. These adverts featured on both NTV and Citizen TV daily during commercial breaks.

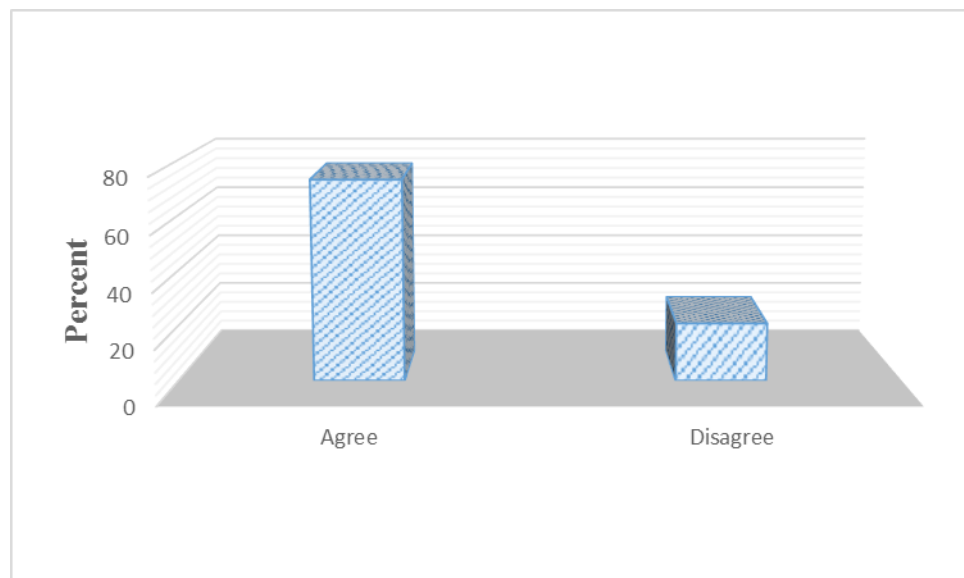
**Table 4.8: The Urge to Purchase Fast Food upon Viewing a Junk Food Advert**

Responses	Frequency	Percent
Yes	115	82.1
No	23	16.4
Total	138	98.6
Missing System	2	1.4

Total	140	100.0
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The percentage of teenagers who were persuaded to purchase junk food on viewing an attractive fast food advert was 82.1 while 16.4% were not. The percentage of those who were persuaded by junk food adverts into consumption was high because of the strategies employed in relaying these adverts such as use of songs, celebrities and frequent airing. The adverts on “Indomie”, “soft drink” and “chocolate” used songs.

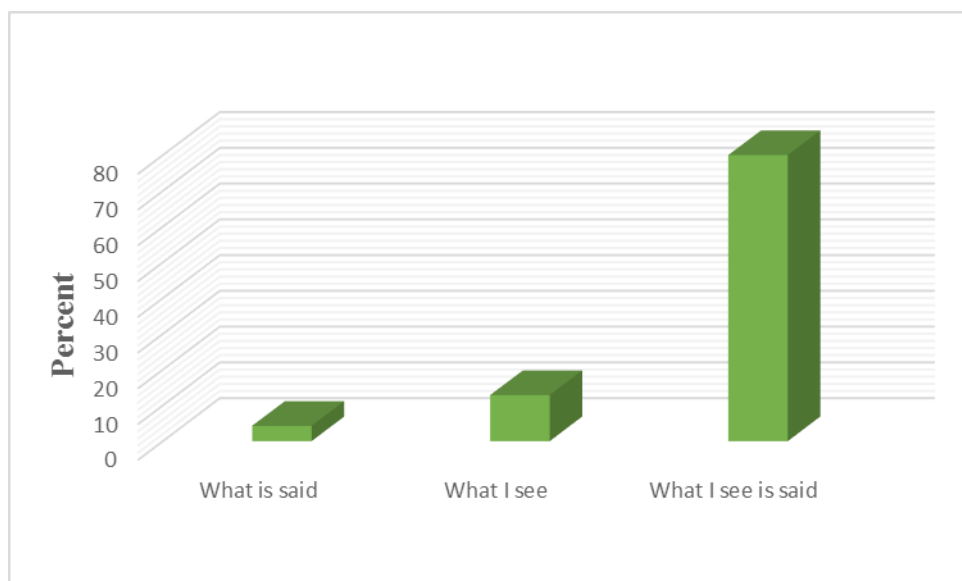
In addition the “indomie” advert used an actor and a musician to model the advert. The images of these foods were also appetizing, that is, they made one want to consume them. Those who were not influenced could be as a result of parental influence that discouraged the consumption of fast foods. There are some teachers who also discourage. In addition, social media provides avenues where as people interact, they influence each other’s eating habits and dressing styles among other things.



**Figure 4.13: Teenagers Associate Fast Foods with Being “Cool”**

The percentage of teenagers who associated fast foods with being cool was 74.3 while 21.4% did not. This is in line with what (Folta et al. (2006) as cited in Harris et al. 2009) suggested about adolescents. Adolescents associated fast foods with being cool and it also brought fun and happiness. The models who are present in these adverts paint the picture of how consumption of fast foods makes one successful and creates fun and happiness. The advert on the “soft drink” presents teenagers who are indeed having a good time on a beach as they consume the soft drink.

The slogan; “thirsty for good times?” emphasizes the fact that the soft drink provides an opportunity for people to have good times. The advert on chocolate implies that the male is able to “win the girl’s heart” because of giving her a chocolate. Advertisers use this strategy of associating success with consumption because teenagers believe that the attributes of the models who advertise such as fame and success can also be transferred to them if they consume the advertised product just like the model in the advertisement. Those who did not associate fast food with being cool could be as a result of parental influence that discourages the consumption and also interactions on social media.



**Figure 4.14: Factors Influencing Teenagers' Attitude towards Fast Food**

The percentage of the teenagers who developed a positive attitude towards fast food and therefore preferred it to other types of food when they watched television because of what was said was 4.3, 12.9% because of what they saw and 80.0% because of what they saw and what was said. This is so because media influences behaviour through the symbols and messages they broadcast. A single thirty second advert can take months to produce, starting with research into the target audience and what excites or attracts their attention (Fairbrother, 2010).

From the descriptions of the fast foods earlier, it's evident that the adverts have been carefully designed in terms of the images and messages in order to attract the attention and hence influence the teenagers. These images and messages create an emotional environment. This is a strategy that advertisers use (Douglas & Walsh, 2002). Also Fairbrother (2010) argues that every image and every word in an advert is appropriately chosen to achieve the best representation of the product and hence get the viewer's interest.

Social Cognitive Theory of Mass Communication also explains that advertisements are a type of communication that influence people to think and act in a particular way through the images (what is seen) and messages (what is said) presented. Through observation of what is relayed during advertisements, our attitudes towards the products being advertised are shaped.

The theory explains that images leave a lasting effect on our minds and that is probably why the percentage of those teenagers who developed a positive attitude as a result of what they saw was higher than that of those who developed a positive

attitude as a result of what they heard. Therefore a combination of both the images and messages gave a high percentage because the two complemented each other.

#### **4.3.1 Researcher's content analysis of the third objective**

##### **4.3.1.1 Fast food advertisement 1**

A teenager watching this advert feels accommodated in the advert because it is presented by teenagers leading to the development of a positive attitude. Their excellent performance persuades one to try out the soft drink so that they may also get the feeling. This advert seems to be saying that its consumption will cause people to have a good time. This is evident in the rhetorical question that ends the advert: "thirsty for good times". The implication is that this soft drink is appropriate to consume every time one feels like having a good time hence should be chosen among other alternatives.

The environment created by the teenagers appealed. They were at a beach, they all did not have shoes and one of them did not have a shirt. This created the mood of partying. Teenagers love such environments where they have a lot of fun and hence they develop a positive image towards this advert which streams to the soft drink being advertised and are therefore likely to choose it among other alternatives.

The theory explains that advertisements are a type of communication that influences people to think and act in a particular way through the images and messages presented and also the environment created. Through observation of what is relayed during advertisements, our attitude towards the products being advertised is shaped. This is the reason why advertisers always aim at ensuring that they create a positive attitude about their products. This advert succeeded in this mission as 45% of the teenagers

listed it as a food that was popularly advertised on television and 30% commonly consumed it.

#### **4.3.1.2 Fast food advertisement 2**

The use of celebrities, (in this case a musician and an actor) persuades teenagers to develop a positive attitude towards the food and hence likely to try it out. This is because as the theory explains, the actions of these celebrities serve as social prompts. The actions of these models can get people to show affection and to select certain foods and drinks among other things. Thus, the models who dominate a certain environment partly determine the choice one will make among many alternatives present.

Teenagers also like identifying with people who are influential and attract attention (Clinton et al 2008). Celebrities are such people. Also, the people shown eating are representative of almost the entire population, that is, a pilot, a doctor, a mother and a DJ. The overall idea presented is that Indomie is an excellent product for family, professionals and entertainment.

This observation therefore influences the attitude of people positively because it presents Indomie as a type of food that is suitable for all people. Social Cognitive theory of Mass Communication explains that communication has mechanisms that influence human thought, feelings and actions and hence facilitate decisions such as deciding to purchase after watching an advert. The slogan as the advert ends, “Indomie, ijaribu leo, yum yum” encourages the teenagers to try out the food.



#### 4.3.1.3 Fast food advertisement 3

This advert emphasizes on sweetness of the biscuit through the descriptions and images. For instance, the image of the biscuit coated with creamy milk and descriptions such as “delicious, crispy, crunchy, rich creamy milk and sweet honey sugar” persuades the teenagers to try it out. In addition, the people eating also encourage its consumption through their facial expressions which show that they are really enjoying eating the biscuit. This symbolic environment created by the media leaves a lasting effect on the minds of the audience.

Social Cognitive theory explains that the more people’s images of reality depend on the media’s symbolic environment, the greater is its impact. Also, presentation of facts such as: “Manji biscuits are made from the finest golden wheat...” and the slogan “Manji biscuits, Kenya’s favourite since 1954” encourages the teenagers to develop a positive attitude towards the biscuit. Social Cognitive Theory explains that through observation of what is relayed during advertisements; our attitudes towards the products being advertised are shaped.

The theory explains that adverts use persuasive language and pleasant imagery to encourage consumption. This advert succeeds in doing so, that is, positively influences the perceptions of the youth of junk food. This is because 91.4% of the teenagers felt that the words used in advertising were persuasive. In addition, they said that they found the words persuasive because they were easy to understand (28.6%), they were simple (42.1%) and they had rhythm (24.3%). The descriptive words used by this advert fit into these categories.

#### **4.3.1.4 Fast food advertisement 4**

This advert uses the theme of love to present its product. It therefore capitalizes on the emotion of love to create a positive image about the product. Social Cognitive Theory explains this as “Attention Processes”. Emotions contribute greatly to what we remember because they greatly determine what is selectively observed in an advert and also leave lasting effects on our memory. This advert repeats the phrase “I love you” eight times. This aspect of remembrance is important because it influences food choices. The theory explains that people cannot be much influenced by observed events if they do not remember them.

In addition, the background music further helps in the creation of this emotion of love. Also, the slogans used such as “Cadbury dairy milk, share the happiness” and “nothing says it like a Cadbury sms”, positively influences the attitude of the teenagers towards the product. The environment created by this advert is pleasant to the youth. The theory explains this as social construction of reality. Adverts aim at altering the existing attitude or creating a new attitude altogether and as a result, impact on the decisions made on food choices.

#### **4.4 Summary**

This chapter handled presentation and analysis of data. The data was presented as per the objectives of the study through tables and bar charts. Qualitative data was analysed through content analysis while quantitative data was analysed through SPSS. The quantitative data was interpreted through content analysis. The data from the questionnaires and content analysis revealed that the frequency of airing the fast food adverts was highest during prime time. Advertisers also use several strategies in

presenting their adverts. These strategies include: Simple rhythmic language, appetizing images and the use of celebrities.

As a result, the teenagers viewed these adverts as attractive and also developed a positive attitude towards the products being advertised thereby preferring fast foods to other types of food. The teenagers also mentioned actors, comedians and musicians as people who advertised fast foods and other products they commonly consumed. They also stated that these people were chosen because they were celebrities and they also looked smart and successful. Content analysis also revealed the same information.

The analysis also confirmed that the examples of fast foods given by the teenagers as those that they regularly consumed were those advertised frequently especially during prime time. They were also modelled by celebrities who were well groomed. In addition, the language employed was simple and poetic, and the images of these foods also made one's mouth to water.

## **CHAPTER FIVE**

### **SUMMARY OF THE FINDINGS, CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Overview**

The summary of the findings of the study is discussed in this chapter. Conclusions and recommendations as per the objectives are also given for ways in which junk food consumption among teenagers can be controlled.

#### **5.2 Summary of the Findings**

The study investigated the role played by television advertisements on influencing teenagers into junk food consumption. The study aimed at finding out how junk food advertisements were modelled on television, the frequency with which they were aired, the strategies employed and the resultant attitude created on teenagers that persuaded them to prefer junk food.

The first objective was to find out the frequency with which junk food adverts were relayed on television. The following were the main findings: It was found out that junk food adverts featured during commercial breaks, from 6.00pm when the soap operas and other popular programs like comedies began up to 11.00pm. These commercial breaks lasted for 10 to 15 minutes. Given that the soap operas were aired for a period of one hour, this translated to the adverts being aired three to four times in a single program and in the comedies which lasted for 30 minutes, they were aired two times.

The “Indomie” advert was aired during commercial breaks just before and during soap operas such as “Abyss of Passion” on Citizen TV and “Cats cradle” on NTV and also comedies such as “ Inspekta Mwala” on Citizen TV and “Beba Beba” on NTV. The “soft drink” advert was aired at 7.30pm just before “Papa Shirandula”, a comedy on Citizen TV and also at 6.15pm during the commercial break of the soap opera “Dyezebel” on NTV.

The “Manji” biscuit advert was aired at 6.00pm just before the NTV soap opera “Cats cradle” began. It was also aired at 8.10pm during the commercial break of the Citizen TV soap opera “Abyss of Passion.” The “Cadbury” chocolate advert was aired at 6.15pm on Citizen TV during the commercial break of the wedding show program. It was also aired at 8.12pm during the commercial break of the soap opera “Abyss of Passion.” It was also aired at 6.15pm and 6.30pm during the commercial break of the NTV soap opera “Dyezebel.”

In relation to the second objective which was to investigate the strategies used in presenting junk food adverts, it was found out that advertisers employed different strategies to attract the attention of teenagers. The strategies included: Use of persuasive words and sound patterns like alliteration, for instance in the biscuit advert, use of celebrities such as actors and musicians, for example in the “Indomie advert”, use of appealing images of the food being advertised as observed in the “Indomie and biscuit advert”, and the use of rhythm, lively beats and songs, for instance the “soft drink”, “Indomie” and “chocolate” advert.

The youth look at celebrities as being modern and successful and hence admire and want to be like them. For instance in the study, 38.6% of the teenagers found fast foods advertisements attractive because they were advertised by celebrities, 40% said

that celebrities were famous, 24.3% said celebrities were popular, 16.4% said celebrities were funny, 5.7% said celebrities were creative and 0.7% said celebrities were confident.

The third objective of the study was to find out the perceptions of the youth towards junk food advertisements on their food choices. As discussed earlier, the youth found junk food adverts attractive. In the study, 92.9% of the teenagers found fast food advertisements attractive, 90% developed a positive perception towards the junk food being advertised with continuous viewing of the advert while 82.1% were tempted to purchase fast food when they saw an attractive food advert.

Besides television influence, there were other reasons given by the teenagers for consumption of junk food: 26.4% were influenced by their peers and 2.1% were influenced by their parents. There was an option of “others” in the questionnaire which was intended to capture other reasons for consumption of junk food other than TV adverts, peers and parents. The percentage of teenagers who chose this option was 1.4.

## **5.2 Conclusions**

There was frequent advertising of fast foods during prime time viewing periods. Majority of the teenagers watched television. Most of the teenagers watched television for a period of 1-3 hours daily. Foods and drinks popularly advertised on television were fast foods. This frequent advertising created a positive perception among the teenagers towards the fast food being advertised.

Fast food advertisements on television persuaded teenagers to consume junk food through the use of persuasive words, appetizing images and also due to these adverts being modelled by celebrities. Celebrities were chosen to advertise because they were

confident, creative, persuasive and funny. In addition, teenagers associated fast food with being “cool” because the celebrities who advertised them were smart and looked successful.

Teenagers had a positive perception towards fast food adverts and therefore preferred fast food to other types of food. This positive attitude was created through: What was said (the persuasive words of advertisements), what was seen (images of the food and the models who advertise) and what was seen and said (words and images). Teenagers found junk food adverts attractive and hence were persuaded to purchase fast food. They associated consumption of fast foods with being “cool”.

### **5.3 Recommendations**

It is recommended that parents, guardians and all institutions concerned with health matters should educate the youth on the negative effects of junk food consumption to enable them make informed decisions. Parents should also regulate the number of programs their children watch. In addition, the Film Classification Board should compel programmers to place disclaimers on junk food adverts. This will ensure that the media is balanced in its portrayal in that both positive and negative effects of consuming junk food will be presented. In addition, advertisements on more nutritious foods such as whole grains, vegetables, fruits and traditional foods such as sweet potatoes should be introduced.

#### **5.3.1 Recommendation for further research**

A study should be carried out to investigate how other persuasive forces such as peer pressure, parental home-making practices, popular music and film, economic and social background of the youth affects the food choices of teenagers.

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## APPENDICES

### Appendix A: Questionnaire

Dear Respondent, I am a student of Moi University in the School of Arts and Social Sciences, Department of Linguistics and Foreign Languages. I am carrying out a research on the role of television in influencing the teenagers into fast food consumption.

Your responses to the questions in this questionnaire will make the study a success. I would be grateful if you kindly spare sometime to fill the questionnaire. Read the questions carefully and answer them honestly. There are no right or wrong answers. Your responses will be treated with complete confidentiality.

Thanks in advance.

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Questionnaire No.....

Please tick in the bracket as appropriate.

1. Some people claim that teenagers prefer fast foods to other kinds of food; do you think this is true? 1. Yes ( )      No ( )

If yes, what encourages you to consume fast food?

Television advertisements ( )      Influence from peers ( )

Parents ( )

2. Give examples of fast foods you commonly consume

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---

3. Do you watch television?

Yes ( )      No ( )

(b) If yes, how many hours on average do you watch television?

a) 1-3 hours

b) 4-6 hours

c) 7-9 hours

d) 10 hours and above

4. List the names of foods and drinks that are popularly advertised on television

---

---

(b) Which of the ones you have listed in 4(a) above do you commonly consume?

---

---

5 (a) Do the words used in advertisements tempt you to buy the food being advertised?

Yes ( )      No ( )

(b) If yes, give reasons for your answer in 5 (a) above

---

---

6 (a) The more the number of times an advertisement is shown, the more am tempted to have a positive attitude towards the product being advertised

Agree ( )                  Disagree ( )

(b) If you agree, give reasons for your answer

---

---

7 (a) Are fast foods advertisements attractive to the youth?

Yes ( )    No ( )

(b) If yes, give reasons for your answer

---

---

8 (a) Are you tempted to purchase fast food when you see an attractive junk food advert?

Yes ( )                  No ( )

(b) If yes, give your reason(s) for the temptation to purchase

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---

9 (a) Give examples of people who normally advertise foods or other products commonly consumed by teenagers



---

---

(b) Why do you think the people you have mentioned are chosen to advertise?

---

---

10 (a) As a teenager, I always associate taking fast foods with being “digital, cool” or being modern because this is how it’s portrayed on Television by the people advertising

Agree ( )      Disagree ( )

(b) If you agree, give reasons for your answer

---

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11. When you watch television, what makes you have a positive attitude towards fast food and therefore prefer the fast food?

What is said ( )      what I see ( )      what I see and what is said ( )

## Appendix B: Research Authorization Letter



### NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY AND INNOVATION

Telephone: +254-20-2213471,  
2241349, 310571, 2219420  
Fax: +254-20-318245, 318249  
Email: secretary@nacosti.go.ke  
Website: www.nacosti.go.ke  
When replying please quote

9<sup>th</sup> Floor, Utalii House  
Uhuru Highway  
P.O. Box 30623-00100  
NAIROBI-KENYA

Ref: No.

Date:

**17<sup>th</sup> November, 2014**

**NACOSTI/P/14/0939/4212**

Ruth Wamoro Wamweya  
Moi University  
P.O. Box 3900-30100  
**ELDORET.**

#### **RE: RESEARCH AUTHORIZATION**

Following your application for authority to carry out research on *“The influence of television advertisements on junk food consumption among teenagers in Eldoret Town,”* I am pleased to inform you that you have been authorized to undertake research in **Uasin-Gishu County** for a period ending **30<sup>th</sup> April, 2015.**

You are advised to report to **the County Commissioner and the County Director of Education, Uasin-Gishu County** before embarking on the research project.

On completion of the research, you are expected to submit **two hard copies and one soft copy in pdf** of the research report/thesis to our office.

  
**SAID HUSSEIN**  
**FOR: SECRETARY/CEO**

Copy to:

The County Commissioner  
Uasin-Gishu County.

The County Director of Education  
Uasin-Gishu County.


### Appendix C: Research Permit

**THIS IS TO CERTIFY THAT:**  
**MS. RUTH WAMORO WAMWEYA**  
**of MOI UNIVERSITY, 268-20116**  
**gilgil, has been permitted to conduct**  
**research in Uasin-Gishu County**

**on the topic: THE INFLUENCE OF**  
**TELEVISION ADVERTISEMENTS ON JUNK**  
**FOOD CONSUMPTION AMONG**  
**TEENAGERS IN ELDORET TOWN**

**for the period ending:**  
**30th April, 2015**

**Permit No : NACOSTI/P/14/0939/4212**  
**Date Of Issue : 17th November, 2014**  
**Fee Received :Ksh. 1000**



**Applicant's Signature**

**Secretary**  
**National Commission for Science, Technology and Innovation**



**Appendix D: Observation Checklist**

- I. Type of words
- II. Slogans
- III. Non- verbal cues
- IV. Implicatures
- V. Types of images/symbols/pictures
- VI. Semiotic features
- VII. Code mixing/code switching
- VIII. Styles (alliteration, repetition)
- IX. Chronemics
- X. Emotional appeals
- XI. Environment of the advert
- XII. Promotional characters/models
- XIII. Frequency of advertising
- XIV. Kinds of adverts
- XV. Duration of advert
- XVI. Perception created