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Impact of Television Food Channels on Society

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Impact of Television Food Channels on Society

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I. INTRODUCTION

"I don't believe in twisting yourself into knots of excuses and explanations over the food you make... Usually one's cooking is better than one thinks it is. And if the food is vile...then the cook must simply grit her teeth and bear it with a smile- and learn from her mistakes."
— Julia Child, *My Life in France*

In this world people eat to live, but in subcontinent eating is more than that, it is source of pleasure, entertainment, fun, and way to express love & respect to others, it is enriched with cultural, psychological, emotional, and even religious significance; from Mughal Emperor to common man everyone was found of delicious and spicy food. The spices of sub-continent holds a great history with them these rare and precious spices attracted the Europeans and British in this way that they came to subcontinent for trade of spices, and occupied the subcontinent.

There is no clear evidence as to when the practice of cooking food was first conceived, most anthropologists believe that cooking fires began only about 250,000 years ago, when hearths started appearing. Cooking was invented as far back as 1.8 million to 2.3 million years ago, whereas other researchers believe that cooking was invented as late as 40,000 or 10,000 years ago. Primitive humans may first have savored roast meat by chance, when the flesh of a

beast killed in a forest fire was found to be more palatable and easier to chew and digest than the customary raw meat. They probably did not deliberately cook food, though, until long after they had learned to use fire for light and warmth.

Television is considered the most effective means of communication; it is also very powerful and popular medium. It is said that television has altered our world. It influences the minds of people and also changes their perception about life style. In Pakistan the emergence of new private entertainment, sports, and cooking channels are increasing. It has increased our knowledge about food and diversified our menus. Housewives, who previously used to frown upon cooking, are now taking delight in mastering this art. The numerous food channels with their chefs and experts have become food gurus, transferring their skills conveniently to every person desiring to spruce up their dinner, diversifying dining tables with an assortment of food both local and international, and reforming eating habits along the way.

Initially international networks like BBC Food introduced the trend of food channels, and now in Pakistan there are three 24-hours dedicated food channels i.e. *MasalaTV, ZaiqaTV, and ZaukTV.* The Hum Network Limited (HNL) has launched "*Masala TV*" channel which is most popular media network in Pakistan.

Ever since its launch *Masala TV* has successfully attracted audience in bulks. The timing and planning of the channel was brilliant, launched 1 day prior to the month of Ramadan, in September 2006, "*Masala*" became a household name that was recognized all across Pakistan and helped set the dinner tables in almost all homes during the month of fasting.

Masala TV has the distinction of being the first food channel dedicated exclusively to food programs broadcasted from Asia, being the pioneer Channel is proud to promote Pakistani food and culture. Its target audiences are food lovers who can appreciate eating, cooking good cuisine and see food as an integral part of their lives. Channel believes that good food brings people together, *Masala TV* fuels this motto by offering its viewers a blend of traditional and non-traditional magazine-style shows, cooking with top chefs, live interactive shows and food-oriented travel programming in addition to a list of *Masala TV* merchandise like Pakistan's largest circulated magazine "*Masala TV Food Mag*".

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AryZauk TV was launched by ARY Group in 2009 as their 24 hour cooking channel with different styles and presentation. The healthy competition in the cooking channels gave the audience a chance to choose from a variety of super hit shows conducted by the cooking experts and professionals, this channel made immense contribution to the culinary industry of Pakistan.

Zaiqa TV The competition started to heat up and another cooking channel was launched in May 2010 with full confidence of surviving in such a competitive environment, it came into the scene as a third 24 hours dedicated food channel of Pakistan, with aims to provide quality information and innovative recipes so that they can be a part of every kitchen in Pakistani household and also amongst the viewer's abroad.

These channels have introduced different styles of cooking, cutting and presentation of food. The Chefs and presenters, like Zakir, Gulzar, Maida Rahat, and Shireen Anwar have become celebrity with in short span of time; their popularity is evident from their TRP, commercials run during breaks, and viewers live calls during programs, and comments on *Facebook*, *Twitter*, and TV channel's websites. There are reality cooking shows, and regular *Cook-at-home* shows, and provides knowledge as well as entertainment to the viewers.

Besides these Pakistani cooking channels *BBC Food* renamed as *BBC Lifestyle* is pioneer in this field, which is very popular among people including its famous shows *Master Chef*. The channel is owned and operated by BBC Worldwide, the BBC's commercial arm.

II. LITERATURE REVIEW

Jason C.G. et al. (2003) studied the impact of television (TV) advertisements (commercials) on children's eating behavior and health is of critical interest. In a preliminary study we examined lean, overweight and obese children's ability to recognize eight food and eight non-food related adverts in a repeated measures design. Their consumption of sweet and savory, high and low fat snack foods were measured after both sessions. The ability to recognize the food adverts significantly correlated with the amount of food eaten after exposure to them.

Zia(2007) studied about heavy and light viewers of Lahore and concluded that the heavy viewers of television especially cable television greatly effect on their activities, family and social interaction patterns, cultural practices, domestic and personal expenditure.

Chou (2006) stated in his work on Fast Food Advertising that the major reason behind the child obesity is due to the catchy advertisements of the restaurants. As they enjoy watching them so do they eat them and it results in their obesity as the advertisements are made to attract them.

Young and Webly stated in their research work, that the advertising is principal influence on children's eating behavior. They may or may not understand commercials, the transition from exposure to advertising to modification in eating behavior takes a rather complex route and it influences their eating patterns for their entire life.

After reviewing existing discussions of medicalization by Krotz (2007), Schulz (2004), Thompson (1995), and others, an institutional approach to the medicalization process is suggested. Medicalization is to be considered a double-sided process of high modernity in which the media on the one hand emerge as an independent institution with a logic of its own that other social institutions have to accommodate through both interactive and mass media.

III. OBJECTIVES

To study the impact of TV food channels on viewers, and society; with respect to economic, social and psychological aspects, with special focus demographic data:

- Improvement in quality, variety and taste of food.
- Change in life style.
- Awareness regarding healthy food.

IV. METHODOLOGY

Survey method is used to collect the primary data to carry out the research. The Survey is the technique of gathering data by asking questions to people who are thought to have desired information. A list of 15 structured questions is prepared, through 400 questionnaires data is collected from different segments of life using Convenience Sampling technique on the basis of non-probability sampling where respondents are selected because of convenient accessibility and proximity. Respondents gave reply through 5-level Likert Scale, collected data nature is ordinal.

Entire data is fed in to SPSS16, apply different tests and prepare frequency tables, bar-chart, pie-chart and KNO & Bartlett's test, as mentioned in Appendix-I.

V. ANALYSIS

A survey was conducted regarding impact of TV food channels on society, for this purpose 400 questionnaires were distributed by using convenience sampling technique, among students, housewives, businessmen, private servants, government servants, in Lahore, received 373 feedback, response rate is 93%, which is excellent.

The Table-1 and Chart-1 depict that 73% respondent watch TV food channels, which includes 14% males, and 86% females, out of which 58% are singles, and 42% are married, 75% viewers fall in age category of up to 25 years, as far as education is

concerned 71% are up to graduation, and 51% are student by profession.

The analysis of viewership data as per Table-2 shows that of 54% males watch food channels and 46% males do not watch food channels, whereas 77% females watch food channels, and 23% females do not watch food channels, it means that there is no difference between viewers and non-viewers in males but majority of females watch food channels.

71% of single persons watch food channels, 29% do not watch. 76% married persons watch food channels, 24% do not watch.

From the age groups up to 15 years of age, 66% watch food channels, 34% do not watch, in 16 to 25 years age group 76% watch food channels, 24% do not watch, in 26 to 35 years age group 74% watch food channels, 26% do not watch, in 36 to 45 years age 73% watch food channels, 27% do not watch, and in above 45 years age group 63% watch food channels, 45% do not watch, it means that up to the age of 45 majority of viewers watch food channels, whereas above the age of 45 years viewership is little bit less.

On the basis of education we see that up to matric 62% watch food channels, 38% do not watch, 73% intermediate watch food channels, 37% do not watch, 78% graduate watch food channels, 22% do not watch, 74% post-graduate watch food channels, 26% do not watch, 61% above post-graduate watch food channels, 39% do not watch, which means that food channels are popular among public irrespective of their education level.

On the basis of professions we see that 71 % students watch food channels, 29% do not watch, 85% housewives watch food channels, and 15% do not watch, 78% businessmen watch food channels, 22% do not watch, 71% private servants watch food channels, 29% do not watch, 50% governments servants watch food channels, 50% do not watch, which means that food channels are popular among general public irrespective of their professions, except government employees.

The analysis of data as per Chart-2 reflects that *Masala TV* channel is most popular channel its viewership is 75%, whereas different channels have viewership as Zaiqa 10%, Zauk 03%, BBC food, and others 05%.

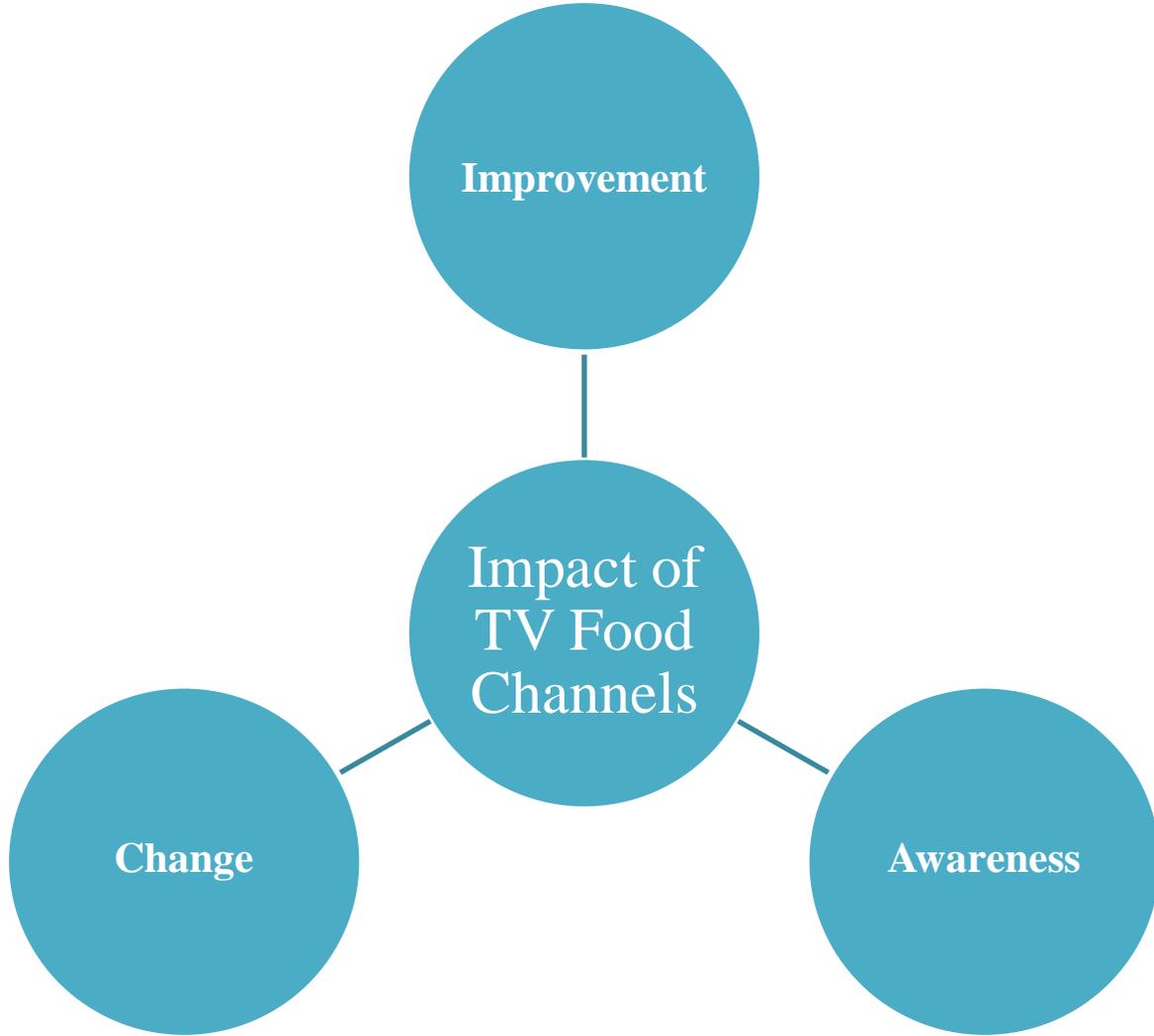
a) Factor Analysis

The Table-3 illustrates responses of 15 questions, and show that data is sufficient for factor analysis, the result of KMO and Bartlett's Test also support our finding because Adequacy is 83%, and *P-Value* is near to zero, which means we should proceed, and by definition KMO measure the sampling adequacy, it is a test of amount of variance within the data that could be explained by factors: as a measure of

factorability a KMO 0.5 is poor, 0.6 is acceptable, and a value closer to 1 is better.

From Scree Plot it is observed that only three points above the Eigen value 1, which means 15 items distributed among three factors. The distribution of different items in three factors is as under

Factor 1	Factor 2	Factor 3
Improvement	Change	Awareness
Question number 01 to 06 observe <i>improvement</i> factor.	Question number 07 to 11 observe <i>change</i> factor.	Question number 12 to 15 observe <i>awareness</i> factor.



Question number 01 to 06 observe <i>improvement</i> factor.	Question number 07 to 11 observe <i>change</i> factor.	Question number 12 to 15 observe <i>awareness</i> factor.
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On the basis of above the following model is suggested

VI. CONCLUSION

To the best of the knowledge this study offers the first insights into the benefits of TV food channels on viewers and society.

The results of survey reflects that 73 % viewers watch TV food channels, gender wise distribution is that 14% males, and 86% females. On the basis of analyses it has been observed that TV food channels are very popular among, single, and married persons, in all age groups, having any level of education and profession.

Responses of 15 structured questions show that TV Food Channels have impact on society; they have altered our activities, family and social interaction patterns, cultural practices, domestic & personal expenditure, eating habits, and greatly influences in decision making procedure. In Pakistan there are three 24-hours dedicated food channels i.e. *MasalaTV*, *ZaiqaTV*, and *Zauk TV*. The study shows that "*Masala TV*" is most favorite channels its viewership is 75%. The Chefs and presenters are celebrity; their popularity is evident from viewers live calls during programs, and

comments on *facebook*, *twitter*, and TV channel's websites.

The **Factor Analyze** pointed out three interrelated factors i.e. **Improvement**, **Change**, and **Awareness** these are indicators of impact in quality, variety & taste of food, change in life style, and awareness regarding good eating habits, and healthy food.

Appendix - I

Table 1

Demographic Sample (% of participant)		
Gender	Male	14
	Female	86
Marital Status	Single	58
	Married	42
Age(in years)	Up to 15	12
	16-25	51
	26-35	20
	36-45	13
	above 45	5
Education	Up to Matric	10
	Inter	21
	Graduate	40
	Post Graduate	24
	Above	5
Profession	Student	51
	House hold	23
	Business	7
	Private Service	12
	Govt. Service	6

Table 2

% of TV Food Chanel Viewership			
Gender	Male	Yes	54
		No	46
	Female	Yes	77
		No	23
Marital Status	Single	Yes	71
		No	29
	Married	Yes	76
		No	24
Age(in years)	Up to 15	Yes	66
		No	34
	16-25	Yes	76
		No	24
	26-35	Yes	74
		No	26

36-45	Yes	73
	No	27
above 45	Yes	63
	No	37

% of TV Food Chanel Viewership			
Education	Up to Matric	Yes	62
		No	38
	Inter	Yes	73
		No	27
	Graduate	Yes	78
		No	22
	Post Graduate	Yes	74
		No	26
	Above	Yes	61
		No	39
Profession	Student	Yes	71
		No	29
	House hold	Yes	85
		No	15
	Business	Yes	78
		No	22
	Private Service	Yes	71
		No	29
	Govt. Service	Yes	50
		No	50

Table 3

% of The Responses Against Different Items						
S. No	Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Food channels improve cooking techniques for dishes already cooked at your home.	4	3	12	35	21
2	Food channels educate you about new dishes.	2	3	5	32	32
3	After watching these channels you try new dishes	3	3	15	28	25
4	These channels are necessary for public awareness regarding food	2	3	17	24	27
5	Do you think that in the result of increased awareness about food and taste health related problems have been reduced?	4	10	23	28	9
6	Viewers are receiving better information regarding food impacts on health?	1	7	15	36	14
7	Do you feel comfortable if you cannot afford a food you like?	8	15	17	24	10
8	Do you want to change your kitchen style as shown in cooking shows?	7	11	13	24	18
9	You think that some parts of society cannot afford the ingredients commonly used in TV food channels.	4	6	12	23	28
10	Do You think that the consumption of junk food among viewers especially kids, has increased significantly	4	7	17	26	20
11	You think that awareness regarding new dishes has created frustration in society.	8	15	20	20	10
12	You think that market has been exploiting the prices of ingredients just because of the increased awareness from these TV food channels.	3	10	12	27	21
13	Budget of your kitchen has increased due to these demands.	4	7	14	28	21



14	You think that food channels only show the recipe of lavish dishes.	8	16	21	18	10
15	This increased awareness has raised the demand of certain type food type and hence rise in their prices.	2	11	17	27	16

Table 4

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.831
Bartlett's Test of Sphericity	Approx. Chi-Square	897.084
	df	105
	Sig.	.000

Chart-1

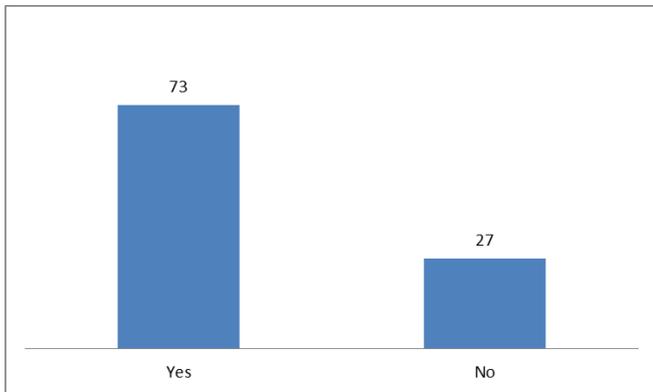


Chart-2

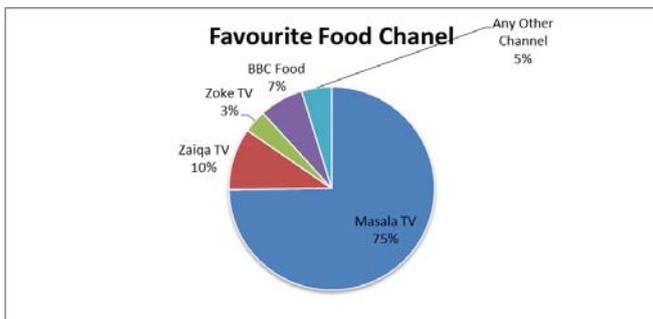
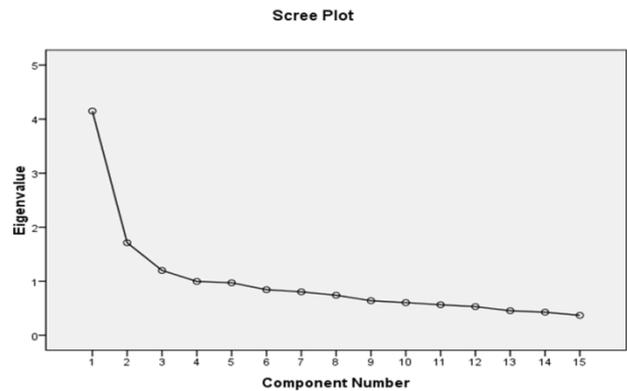


Diagram-1



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