

Impact of Television Food Channels on Society

Dr. Suhail Aziz Zaidi¹ and Sehrish Suhail Zaidi²

¹ Lahore Business School, University of Lahore, Pakistan

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Abstract

The objective of this is paper to study the impact of TV food channels on society, with respect to economic, social and psychological aspects. Survey method is used to collect the primary data. In subcontinent eating is source of pleasure, entertainment, fun, and way to express love respect to others. No clear evidence, but assumed by anthropologists that cooking fires began only about 250,000 years ago, accidentally. Television is most effective means of communication; it has altered our activities, family and social interaction patterns, cultural practices, domestic personal expenditure, and has greatly influences in decision making procedure. In Pakistan there are three 24-hours dedicated food channels, and study depicts they have created three factors in society i.e. Improvement, Change, and Awareness.

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Index terms— Food, Change, Impact, TV Food Channels, Effective Means, Society.

1 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 n 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.

5 OBJECTIVES

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

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

56 2 Year

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

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

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

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

73 3 II.

74 4 Literature Review

75 Jason C.G. et al. (??003) studied the impact of television (TV) advertisements (commercials) on children's
76 eating behavior and health is of critical interest. In a preliminary study we examined lean, over weight and
77 obese children's ability to recognize eight food and eight non-food related adverts in a repeated measures design.
78 Their consumption of sweet and savory, high and low fat snack foods were measured after both sessions. The
79 ability to recognize the food adverts significantly correlated with the amount of food eaten after exposure to
80 them. Zia(2007) studied about heavy and light viewers of Lahore and concluded that the heavy viewers of
81 television especially cable television greatly effect on their activities, family and social interaction patterns,
82 cultural practices, domestic and personal expenditure.

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

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

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

95 III.

96 5 Objectives

97 To study the impact of TV food channels on viewers, and society; with respect to economic, social and
98 psychological aspects, with special focus demographic data: a) Improvement in quality, variety and taste of
99 food. b) Change in life style. c) Awareness regarding healthy food.

100 **6 IV.**

101 **7 Methodology**

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

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

111 **8 Analysis**

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

115 The Table-1 and Chart-1 depict that 73% respondent watch TV food channels, which includes concerned 71%
116 are up to graduation, and 51% are student by profession.

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

121 71% of single persons watch food channels, 29% do not watch. 76% married persons watch food channels, 24%
122 do not watch.

123 From the age groups up to 15 years of age, 66% watch food channels, 34% do not watch, in 16 to 25 years
124 age group 76% watch food channels, 24% do not watch, in 26 to 35 years age group 74% watch food channels,
125 26% do not watch, in 36 to 45 years age 73% watch food channels, 27% do not watch, and in above 45 years age
126 group 63% watch food channels, 45% do not watch, it means that up to the age of 45 majority of viewers watch
127 food channels, whereas above the age of 45 years viewership is little bit less.

128 On the basis of education we see that up to matric 62% watch food channels, 38% do not watch, 73%
129 intermediate watch food channels, 37% do not watch, 78% graduate watch food channels, 22% do not watch,
130 74% post-graduate watch food channels, 26% do not watch, 61% above post-graduate watch food channels, 39%
131 do not watch, which means that food channels are popular among public irrespective of their education level.

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

137 The analysis of data as per Chart-2 reflects that Masala TV channel is most popular channel its viewership is
138 75%, whereas different channels have viewership as Zaiqa 10%, Zauk 03%, BBC food, and others 05%.

139 **9 a) Factor Analysis**

140 The Table-3 illustrates responses of 15 questions, and show that data is sufficient for factor analysis, the result
141 of KMO and Bartlett's Test also support our finding because Adequacy is 83%, and P-Value is near to zero,
142 which means we should proceed, and by definition KMO measure the sampling adequacy, it is a test of amount
143 of variance within the data that could be explained by factors: as a measure of factorability a KMO 0.5 is poor,
144 0.6 is acceptable, and a value closer to 1 is better.

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

147 **10 Conclusion**

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

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

153 Responses of 15 structured questions show that TV Food Channels have impact on society; they have altered
154 our activities, family and social interaction patterns, cultural practices, domestic & personal expenditure, eating
155 habits, and greatly influences in decision making procedure. In Pakistan there are three

156 11 Impact of TV Food Channels

157 12 Improvement Awareness Change

158 Impact Of Television Food Channels On Society TV" is most favorite channels its viewership is 75%. The Chefs
159 and presenters are celebrity; their popularity is evident from viewers live calls during programs, and comments
160 on facebook, twitter, and TV channel's websites.

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

Appendix -I ¹

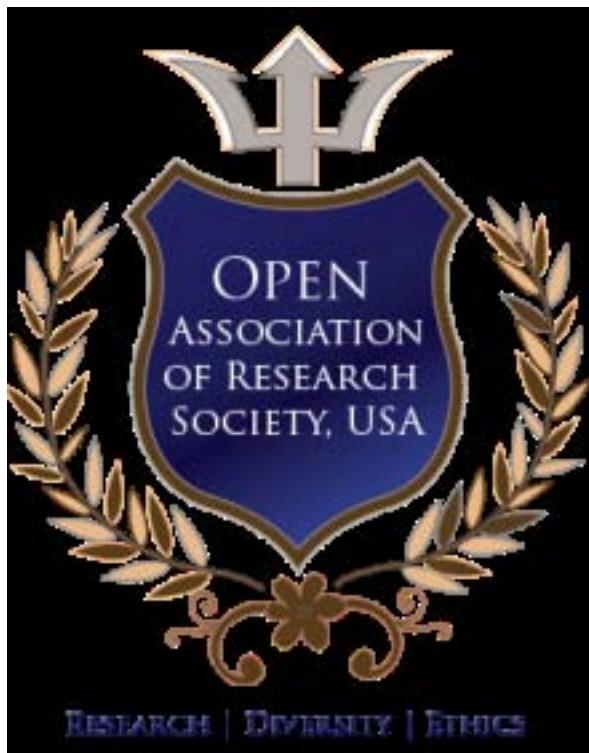


Figure 1:

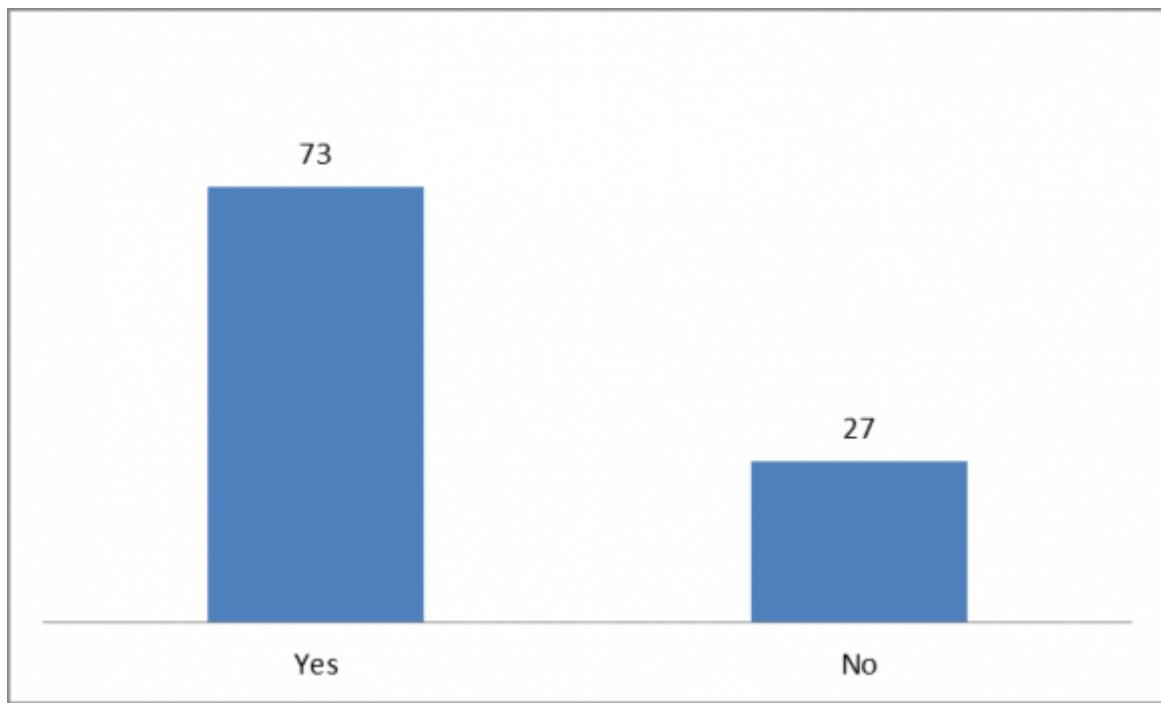


Figure 2:

1

Figure 3: Table 1

2

Demographic Sample (% of participant)			of TV Food Chanel Viewership		
Gender	Male	14 86	Up to Matric	Yes No	62 38
	Female		Inter	Yes No	73 27
Marital Status	Single	58 42	Graduate	Yes No	78 22
	Married		Post Gradu- ate	Yes No	74 26
	Up to 15	12 51	Above	Yes No	61
	16-25			No	39
Age(in years)	26-35	20 13	Student	Yes No	71 29
	36-45		House hold	Yes	85
	above 45	5		No	15
Education	Up to Matric	10 21	Professio-	Business	Yes
	Inter				78
	Graduate	40		No	22
	Post Graduate	24 5	Private Ser- vice	Yes	71
	Above				
Profession	Student	51		No	29
	House hold	23	Business	Yes No	50 50
	Private Service	7			
		12	Govt. Ser- vice		
	Govt. Service	6			
% of TV Food Chanel Viewership					
Gender	Male	Yes No	54 46		

Figure 4: Table 2 %

Impact Of Television Food Channels On Society of The Responses Against Different Items

		S. Items		Dis- agree					Agree		
		No		Strongly Dis- agree	Dis- agree	Ne- utral	Ag- ree	Strongly Ag- ree	Dis- agree	Ne- utral	Ag- ree
			Food channels improve								
		1	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			
2012	ear	3	After watching these channels you try new dishes These channels are	3	3	15	28	25			
		2	4 necessary for public awareness regarding food	2	3	17	24	27			
Global	5	Do you think that in the result of increased awareness about	4	10	23	28	9				
Jour-	6	food and taste health related problems have been reduced?	1	7	15	36	14				
nal	7	Viewers are receiving better information regarding food impacts	8	15	17	24	10				
of	8	on health? Do you feel comfortable if you cannot afford a food	7	11	13	24	18				
Man-	9	you like? Do you want to change your kitchen style as shown in	4	6	12	23	28				
age-	10	cooking shows? You think that some parts of society cannot	4	7	17	26	20				
ment	11	afford the ingredients commonly used in TV food channels.	8	15	20	20	10				
and	12	consumption of junk food among viewers especially kids, has increased significantly You think that awareness regarding new dishes has created frustration in society. You think that market has been exploiting the prices of ingredients just because of the	3	10	12	27	21				
Business		Do You think that the									
Re-											
search											
Vol-											
ume											
XII											
Issue											
XVII											
Ver-											
sion											
I											
			increased awareness from these TV food channels.								
			Budget of your kitchen								
		13	has increased due to these demands.	4	7	14	28	21			

Figure 5: Table 3 %

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